



The Synergy of Content Marketing and CSR: A Pathway Building Brand Awareness in Social Enterprises

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Abstract. This study investigates the synergistic effects of content marketing and Corporate Social Responsibility (CSR) on brand awareness within social enterprises, focusing on Rappo ID, a company dedicated to upcycling plastic waste and empowering local women. While content marketing and CSR have been examined separately, their combined impact on brand recognition in social enterprises remains underexplored. By analyzing Rappo ID's implementation of both strategies, this research explores how content marketing engages consumers through relevant content, while CSR activities enhance consumer perceptions of the brand's social and environmental contributions. The study found that each strategy independently contributed to brand awareness, and their combined use significantly amplified consumer engagement and brand loyalty. These findings offer insights for social enterprises aiming to enhance brand recognition by integrating content marketing and CSR initiatives. This study contributes to the understanding of how these strategies work together to create a powerful and socially responsible brand. The findings demonstrate that content marketing and CSR strategies not only contribute individually to brand awareness but also create synergy when implemented together. This combination amplifies consumer engagement and fosters brand loyalty, offering valuable insights for social enterprises seeking to strengthen their brand identity. The research underscores the importance of integrating content marketing with CSR initiatives to create a compelling brand image. These results have implications for practitioners and researchers in marketing, corporate social responsibility, and social entrepreneurship, providing a foundation for exploring how these strategies can optimize impact on brand awareness and consumer perceptions.

Keywords: Content Marketing, CSR, Brand Awareness, Social Enterprises, Environmental

1 Introduction

In the digital age, brand awareness has become a crucial factor in determining a company's success [1]. Amidst increasing competition, companies must find effective ways to strengthen their brand recognition among consumers [2]. Brand awareness not only influences consumer decision-making but also enhances customer loyalty and trust, which are vital for long-term business growth [3]. Content marketing and

Corporate Social Responsibility (CSR) have emerged as two key strategies used by companies to build brand awareness, particularly among younger consumers who are increasingly concerned with social and environmental issues [4]. Content marketing involves creating and distributing relevant, engaging, and informative content that resonates with the target audience [5]. By delivering valuable content, companies can foster strong connections with consumers, encourage brand recall, and increase consumer engagement [6]. In contrast, CSR focuses on activities that have a positive impact on society and the environment [4]. Companies that implement CSR initiatives are often viewed favourably by consumers because these efforts align with their values and concerns [4].

Social enterprises that emphasise sustainability and social empowerment, such as Rappo ID, provide an intriguing example of how content marketing and CSR can complement each other in enhancing brand awareness [7]. Founded on 20 June 2020 Rappo ID is a social enterprise that focuses on upcycling plastic waste into useful and unique products. The company's mission revolves around environmental sustainability and social responsibility, as it addresses the global issue of plastic waste and empowers marginalised communities. Rappo ID specifically works with local seamstresses and women in coastal areas, providing them with economic opportunities and fostering their skill development. This empowerment is at the heart of Rappo's business model, which seeks to create a positive impact on both the environment and society. The company's special motif, Niskala, reflects a blend of sustainability, creativity, and social empowerment, appealing to consumers who are concerned about social and environmental issues. Through its content marketing strategies, Rappo showcases its upcycled products and the stories of the women it empowers, thereby building an emotional connection with its customers.

While much research has focused on content marketing and CSR separately, few studies have explored how these two strategies interact in the context of a social enterprise, such as Rappo ID. Previous studies have largely examined content marketing in relation to consumer engagement or brand recall [8], while CSR research has focused on its impact on corporate image and social responsibility, often in the context of profit-driven companies [9]. However, this creates a research gap that this study aims to address. Specifically, this study explores how content marketing and CSR jointly contribute to brand awareness for a social enterprise focused on women's empowerment and environmental sustainability. Rappo ID, as a company that integrates both strategies, provides an ideal case study for investigating how these elements work together to strengthen brand recognition. By addressing the limitations of past studies, such as the separation of content marketing and CSR or their focus on non-social enterprises, this study offers a more comprehensive understanding of how these strategies function synergistically within a social enterprise setting.

The novelty of this research lies in its approach of combining two essential elements content marketing and CSR within the context of a social enterprise, an approach that has not been extensively explored in the literature. This study aims to contribute new insights into how these strategies can function synergistically to enhance brand awareness while demonstrating how social enterprises like Rappo ID can leverage both strategies to create a brand that is both well recognised and valued by consumers.

The contribution of this research is twofold. First, it adds to the academic literature on content marketing and CSR, specifically in the domain of social enterprises. Second, it provides practical insights for social enterprises seeking to use these strategies effectively to enhance brand awareness. This research also offers guidance for companies aiming to build a brand that focuses not only on profit but also on the social impact and sustainability they bring to the community.

This study addresses the following research questions:

1. How does content marketing influence brand awareness in social enterprises?
2. What is the impact of CSR activities on consumer perceptions and brand recognition?
3. Is there a synergistic relationship between content marketing and CSR in enhancing brand awareness?

2 Literature Review

2.1 Brand Awareness

Brand awareness is a fundamental concept in consumer behaviour and marketing that refers to the ability of consumers to recognise or recall a brand. Research indicates that brand awareness significantly influences consumer purchasing decisions, with brands enjoying high recognition often experiencing greater customer loyalty and increased sales [10]. Several studies have indicated that brand awareness is directly linked to customer trust and preference, making it a vital aspect of brand development [11],[12]. In the contemporary competitive market, establishing and maintaining high brand awareness is essential for companies seeking long-term success. Beyond traditional strategies for building awareness, digital marketing, including content marketing, has emerged as an effective tool for enhancing consumer brand recognition [13]. With the advent of social media and digital platforms, content plays a central role in creating enduring impressions of a brand among consumers, thereby influencing their purchasing behaviour and brand loyalty [14].

2.2 Content Marketing and Its Impact on Brand Awareness

Content marketing involves the strategic creation and distribution of valuable, relevant, and consistent content aimed at attracting and retaining a clearly defined audience [15]. This approach encompasses various types of content, such as blog posts, videos, social media posts, and infographics, all crafted to engage consumers and foster relationships with them [15]. Research indicates that content marketing is not only effective in engaging customers but also plays a vital role in enhancing brand awareness [16]. As noted by Ochoa et al., content marketing enables brands to connect emotionally with consumers, thereby boosting brand recognition [17].

Effective content marketing strategies include storytelling, educational content, and value-driven messages, which help brands create strong and positive associations in the minds of consumers [18]. Ceyhan [19] demonstrated that content marketing leads to

increased interaction with consumers, helping brands achieve greater visibility and recall. Effective content marketing strategies encompass a range of approaches designed to engage and resonate with the target audience. Storytelling, a powerful tool in content marketing, allows brands to create emotional connections with consumers by weaving narratives that reflect their values and experiences. Educational content serves to position brands as thought leaders in their respective industries, providing valuable information that addresses consumer needs and their pain points. Value-driven messages focus on communicating the unique benefits and solutions that a brand offers, emphasizing how products or services can improve consumers' lives [18].

These strategies work synergistically to create a comprehensive content marketing approach that fosters strong and positive brand associations. By consistently delivering valuable, relevant, and engaging content, brands can build trust and credibility with their audience. This trust, in turn, leads to increased interaction between consumers and brands, as demonstrated by Ceyhan [19]. Enhanced interaction manifests in various forms, such as higher engagement rates on social media platforms, increased website traffic, and more frequent direct communications with the brand. As a result, brands can achieve their marketing objectives more effectively, including improved brand awareness, customer loyalty, and ultimately, higher conversion rates.

2.3 Corporate Social Responsibility (CSR) and Its Role in Building Brand Awareness

Corporate Social Responsibility (CSR) involves business practices that contribute to social, environmental, and ethical causes beyond the company's immediate economic interests [4]. CSR has become an essential part of modern corporate strategy, especially for companies that aim to establish a positive brand image and differentiate themselves in the market [20]. Many studies have shown that CSR activities significantly influence consumer perceptions of a brand, leading to higher levels of brand recognition and consumer trust. CSR is increasingly seen as a driver of brand awareness, particularly when companies align their initiatives with the values of their target audience [21]. Soler et al. found that CSR efforts aimed at environmental sustainability and community development are particularly effective in increasing brand awareness [22]. Corporate Social Responsibility (CSR) has evolved from a peripheral concern to a central component of corporate strategy in recent years. Companies are recognising that their responsibilities extend beyond profit maximisation to include positive contributions to society, environmental stewardship, and ethical practices. This shift is driven by increasing consumer awareness and expectations, as well as CSR's potential to create long-term value for businesses. Studies have consistently demonstrated that effective CSR initiatives can enhance brand recognition, foster consumer trust, and ultimately contribute to a company's competitive advantage in the marketplace [4, 20, 21].

The impact of CSR on brand awareness is particularly noteworthy, especially when companies strategically align their initiatives with the values and concerns of their target audience. Environmental sustainability and community development efforts have emerged as particularly effective areas for CSR focus, resonating strongly with

consumers and stakeholders. This alignment not only enhances brand visibility but also creates a positive association in the minds of consumers, potentially influencing their purchasing decisions and brand loyalty. As companies continue to refine their CSR strategies, the integration of these initiatives into core business operations and communication strategies is likely to become increasingly sophisticated, further amplifying the impact on brand perception and awareness [21].

2.4 The Synergistic Relationship Between Content Marketing and CSR

Although content marketing and CSR have been studied independently, recent research suggests that these two strategies can work together synergistically to enhance brand awareness. Combining content marketing with CSR allows companies to tell a compelling story about their social and environmental efforts that resonates deeply with consumers. This integration helps brands establish emotional connections with their audience, strengthening brand loyalty and enhancing recognition [3]. The integration of content marketing and Corporate Social Responsibility (CSR) creates a powerful synergy that goes beyond traditional marketing approaches. By weaving CSR initiatives into content marketing strategies, companies can craft authentic narratives that showcase their commitment to social and environmental causes. This approach not only informs consumers about a brand's ethical practices but also engages them on an emotional level, fostering a sense of shared values and purpose. As a result, consumers are more likely to remember and positively associate with brands that demonstrate genuine concern for societal issues, leading to increased brand recall and recognition.

Moreover, this combined strategy allows companies to differentiate themselves in a crowded marketplace. By consistently producing content that highlights their CSR efforts, brands can establish themselves as thought leaders in sustainability and social responsibility. This positioning can attract like-minded consumers who are increasingly making purchasing decisions based on a company's ethical stance. The long-term effect of this approach is the creation of a loyal customer base that not only recognizes the brand but also actively advocates for it, further amplifying brand awareness through word-of-mouth and social sharing. This virtuous cycle of engagement and advocacy can significantly enhance a brand's visibility and reputation in ways that traditional marketing methods alone cannot achieve [26].

2.5 Hypothesis Development

This study posits the following hypotheses:

1. **H1:** Content marketing has a positive and significant impact on brand awareness in social enterprises like Rappo ID.
2. **H2:** Corporate Social Responsibility (CSR) has a positive and significant impact on brand awareness in social enterprises like Rappo ID.
3. **H3:** The combined effect of content marketing and CSR is greater than their individual effects on brand awareness in social enterprises like Rappo ID.

3 Methodology

This research uses a quantitative approach to examine the relationships between content marketing, CSR, and brand awareness, with a focus on Rappo ID, a social enterprise that upcycles plastic waste and empowers women through local craftsmanship. Data were collected using a survey method with 203 respondents, selected through simple random sampling. The target population consisted of individuals familiar with content marketing and CSR, particularly in the context of socially responsible businesses like Rappo ID. A sample size of 203 respondents was determined based on a statistical power analysis to ensure reliable results and generalisability [23]. The survey included Likert scale questions to assess respondents' perceptions and experiences regarding the marketing strategies, focusing on their engagement, trust, and familiarity with content and CSR, particularly in relation to Rappo ID's social initiatives.

The study's variables were operationalized as follows: content marketing, CSR, and brand awareness. Content marketing was assessed through four indicators: engagement with content, frequency of content exposure, perceived value of content, and trust in content. CSR is measured by four indicators: involvement in social and environmental issues, transparency and accountability, sustainability of programs, and positive impact on communities. Finally, brand awareness was evaluated through four indicators: recognition, recall, emotional connection with the brand, and consumer loyalty. Pearson's correlation analysis was used to test the validity of these instruments, ensuring that all items showed strong relationships with each other [24].

For data analysis, multiple regression analysis was employed to evaluate the impact of content marketing and CSR on brand awareness. The regression model aimed to determine how much variance in brand awareness could be explained by the two independent variables. Additionally, Cronbach's Alpha was calculated to assess the internal consistency and reliability of the measurement instruments. Finally, ANOVA was used to test the overall significance of the regression model, ensuring that the relationships observed in the data were statistically significant.

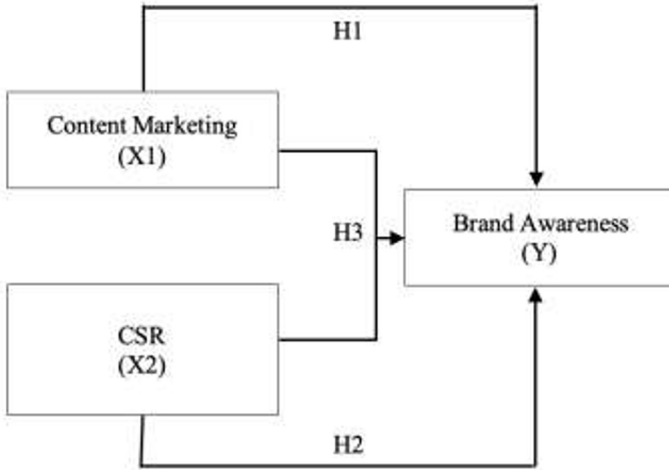


Fig. 1. Conceptual Framework

4 Result

4.1 Validity and Reliability Test

Table 1. Results of Validity Test for Content Marketing Variable

	Correlations	X1.1	X1.2	X1.3	X1.4	Content Marketing
X1.1	Pearson Correlation	1	.365**	.490**	.505**	.790**
	N	203	203	203	203	203
X1.2	Pearson Correlation	.365**	1	.520**	.452**	.735**
	N	203	203	203	203	203
X1.3	Pearson Correlation	.490**	.520**	1	.473**	.760**
	N	203	203	203	203	203
X1.4	Pearson Correlation	.505**	.452**	.473**	1	.780**
	N	203	203	203	203	203
Content Marketing	Pearson Correlation	.790**	.735**	.760**	.780**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	203	203	203	203	203

Source: Data collected (2025)

Table 1 depicts that the results of the validity test for the Content Marketing variable indicate that all four indicators (X1.1 to X1.4) show strong Pearson correlation coefficients greater than 0.300, with values ranging from .365 to .790. These results suggest that all indicators of Content Marketing are significantly correlated with each other and thus valid for measuring the construct. The Sig. (2-tailed) values for all correlations are less than 0.01, confirming the statistical significance of the relationships between the variables. Therefore, the validity of the instruments used to measure Content Marketing in this study is confirmed.

Table 2. Results of Validity Test for CSR Variable

	Correlations	X2.1	X2.2	X2.3	X2.4	CSR
X2.1	Pearson Correlation	1	.461**	.590**	.394**	.796**
	N	203	203	203	203	203
X2.2	Pearson Correlation	.461**	1	.546**	.523**	.775**
	N	203	203	203	203	203
X2.3	Pearson Correlation	.590**	.546**	1	.512**	.852**
	N	203	203	203	203	203
X2.4	Pearson Correlation	.394**	.523**	.512**	1	.743**
	N	203	203	203	203	203
CSR	Pearson Correlation	.796**	.775**	.852**	.743**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	203	203	203	203	203

Source: Data collected (2025)

As shown in Table 2, the validity test results for the CSR variable show that all four indicators (X2.1 to X2.4) demonstrate strong Pearson correlation coefficients above 0.300, ranging from .394 to .796. These values indicate that the items used to measure CSR are strongly correlated with each other and are therefore valid for assessing the CSR construct. The Sig. (2-tailed) values are all less than 0.01, confirming the statistical significance of the relationships between the variables. Consequently, the instruments used to measure the CSR variable are considered valid for this study.

Table 3. Results of Validity Test for Brand Awareness Variable

	Correlations	Y.1	Y.2	Y.3	Y.4	Brand Awareness (B.A)
Y3.1	Pearson Correlation	1	.485**	.455**	.502**	.791**
	N	203	203	203	203	203
Y3.2	Pearson Correlation	.485**	1	.463**	.423**	.765**

	N	203	203	203	203	203
Y3.3	Pearson Correlation	.455**	.463**	1	.485**	.770**
	N	203	203	203	203	203
Y3.4	Pearson Correlation	.502**	.423**	.485**	1	.773**
	N	203	203	203	203	203
B.A	Pearson Correlation	.791**	.765**	.770**	.773**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	203	203	203	203	203

Source: Data collected (2025)

The results of the validity test for the Brand Awareness variable (see table 3) show that all four indicators (Y.1 to Y.4) exhibit Pearson correlation coefficients greater than 0.300, with values ranging from .455 to .791. This indicates that all indicators of Brand Awareness are strongly correlated with each other and thus are valid for measuring the construct. The Sig. (2-tailed) values are all less than 0.01, confirming that these correlations are statistically significant. Therefore, the instruments used to measure the Brand Awareness variable in this study are deemed valid and reliable for further analysis.

4.2 Reliability Test

Table 4. Results of Reliability Test

	Content Marketing	CSR	Brand Awareness
Cronbach's Alpha	.766	.795	.783
N of Items	4	4	4

Source: Data collected (2025)

The results of the reliability test (see table 4) show that all three variables—Content Marketing, CSR, and Brand Awareness—have Cronbach's Alpha values above 0.70, indicating good internal consistency and reliability of the instruments used in this study. Content Marketing has a Cronbach's Alpha of .766, CSR has .795, and Brand Awareness has .783. These values confirm that the measurement instruments for all variables are reliable, as they all meet the standard threshold for reliability in social science research.

4.3 Multiple Linear Regression

Table 5. Results of the Coefficient of Determination Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin watson
1	.773	.598	.593	1.329	1.799

a. Predictors (Constant), CSR, Content Marketing

b. Dependent Variable Brand Awareness

Table 5 reveals that the Coefficient of Determination (R Square) for the regression model is .598, signifying that content marketing and CSR account for about 59.8% of the variation in brand awareness. This indicates a fairly robust model for forecasting brand awareness using these independent variables. The Adjusted R Square value of .593 further supports that the model explains a substantial portion of the variability in brand awareness. The Durbin-Watson statistic stands at 1.812, implying there is no significant autocorrelation in the residuals, which confirms the regression model's suitability for analysis.

Table 6. Result f Test (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	510.023	2	255.011	142.351	.000
Residual	364.972	200	1.825		
Total	874.995	202			

Source: Data collected (2025)

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Content Marketing, CSR

The ANOVA F Test results reveal an F statistic of 142.351 with a significance level of .000, which is below 0.05. This suggests that the regression model applied in this research is statistically significant, indicating that both Content Marketing and CSR have a substantial impact on Brand Awareness. The Regression Sum of Squares is 510.023, reflecting the variation accounted for by the model, while the Residual value stands at 364.972, representing the unexplained variation. In summary, the model accounts for a significant portion of the variance in Brand Awareness, with the independent variables (Content Marketing and CSR) being crucial in forecasting brand awareness within the Rappo ID context.

Table 7. Result t Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.505	1.020		3.440	.001		
Content Marketing	.720	.042	.761	17.095	.000	.998	1.003
CSR	.081	.039	.090	2.079	.041	.998	1.003

Source: Data collected (2025)

a. Dependent Variable: Brand Awareness

Based on the t-test results shown in the table, Content Marketing has a significant positive effect on Brand Awareness, with a t-value of 17.095 ($p < .000$), indicating that it is a major predictor of brand awareness. The unstandardised coefficient (B) for Content Marketing was .720, and the standardised beta was .761, suggesting a strong influence. Similarly, CSR has a significant positive effect on Brand Awareness, with a t-value of 2.079 ($p = .041$), indicating that it contributes positively, although its effect is somewhat smaller than that of Content Marketing. The unstandardized coefficient (B) for CSR is .081, with a standardized beta of .090. Both variables exhibit t-values that are greater than the critical value of 1.971, indicating statistical significance at the 0.05 level. The Tolerance and VIF values are well within acceptable limits, confirming that there are no issues with multicollinearity between the independent variables.

5 Discussion

The results of this study support the first two hypotheses, confirming that Content Marketing and Corporate Social Responsibility (CSR) both have a positive and significant impact on Brand Awareness in the context of social enterprises like Rappo ID. The findings validate H1, as Content Marketing emerged as a dominant factor in increasing Brand Awareness. This aligns with the literature, emphasising the role of engaging and relevant content in fostering deeper emotional connections with consumers [25]. Rappo ID's strategic use of content to communicate its sustainability efforts and social initiatives significantly contributed to brand recall and recognition, further supporting H1. Similarly, H2 is substantiated, as Rappo ID's CSR efforts, focusing on environmental sustainability and empowering local women, directly enhanced Brand Awareness. This confirms the importance of CSR in shaping positive brand perceptions, in line with Singh's [20] research. These initiatives resonated with consumers who prioritize ethical and sustainable practices, thus positively influencing Brand Awareness.

Moreover, the results support H3, showing that the combined effect of Content Marketing and CSR is greater than their individual impacts on Brand Awareness. The synergy between these two strategies amplified Rappo ID's visibility and emotional

connection with its target audience, creating a more substantial and authentic brand presence. This integrated approach proved more effective than focusing on either strategy alone, aligning with Dewi Indriani Jusuf, who suggested that combining Content Marketing and CSR helps brands tell a compelling and authentic story that resonates with consumers' values [7]. The findings highlight that for social enterprises like Rappo ID, leveraging both strategies simultaneously results in stronger consumer engagement and brand loyalty, ultimately enhancing brand equity.

5.1 Practical Implications

For practitioners, this study suggests that social enterprises should not only focus on creating high-quality content but also strategically invest in impactful CSR initiatives. By integrating CSR with Content Marketing, Rappo ID has demonstrated that these strategies, when combined, can significantly boost Brand Awareness and consumer loyalty. Therefore, companies, particularly those with a social-impact mission, should ensure that their marketing efforts reflect both their business objectives and their commitment to social and environmental causes. This integrated approach allows for the creation of a stronger brand identity that resonates deeply with socially conscious consumers, leading to sustained success in competitive marketplaces.

5.2 Contributions to Theory

This study contributes to the growing field of brand management by providing empirical evidence of the combined impact of Content Marketing and CSR on Brand Awareness. While existing literature largely treats these two factors separately, our findings suggest that their interaction can be a powerful tool for brand differentiation and consumer engagement. Furthermore, this study advances the understanding of how social enterprises can leverage marketing and CSR strategies to create a distinctive brand identity that aligns with their values.

6 Conclusion

This research offers important insights into how Content Marketing and Corporate Social Responsibility (CSR) affect Brand Awareness, with a particular focus on Rappo ID, a social enterprise. Nonetheless, its scope is limited by concentrating on a single case study, which might not accurately reflect other industries or sectors, especially those not centered on social impact. Moreover, the cross-sectional nature of the data limits the ability to assess the long-term effects of these strategies. Future research employing longitudinal data could shed light on the influence of Content Marketing and CSR on Brand Awareness over time. Additional studies should investigate multiple case studies across various sectors to ascertain if the findings are applicable in different organizational contexts.

Moreover, future research could investigate the relationship between Brand Awareness and other dimensions of brand equity, such as brand loyalty or brand

advocacy, which would provide a more comprehensive understanding of brand development. Future research should examine how digital transformation and technological innovations intersect with Content Marketing and CSR to shape modern branding strategies. Overall, this study contributes to the growing body of knowledge by highlighting the synergistic effect of Content Marketing and CSR on Brand Awareness and emphasising the importance of integrating these strategies to build a strong and socially responsible brand. In conclusion, businesses, particularly social enterprises, can benefit from aligning their marketing and CSR strategies to enhance Brand Awareness and foster deeper connections with socially conscious consumers. Further research will continue to refine and expand our understanding of this dynamic interaction.

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