

The Impact of Content Creation on the Effectiveness of E-Marketing: An Applied Study of the Food Companies in Greater Amman City

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Abstract

This study aimed to identify the impact of content creation on the effectiveness of electronic marketing in food companies in the city of Greater Amman, in addition to identifying the moderating role of the company's characteristics to that impact. An analytical descriptive approach was used which is based on the distribution of questionnaires to the target sample. In total, 401 responses of were collected food companies employees in Amman in Jordan respond. Arithmetic mean, standard deviation, standard regression and multiple regression were used to analyze data the research hypotheses. SPSS program were used to test the study hypotheses.

This study found that there is a statistically significant effect for content creation on the effectiveness of e marketing. It was also concluded that there is a positive statistically significant effect of the company characteristics, the relationship between content creation and the effectiveness of e marketing.

This study recommends that people working in the field of content creation should build a strong relationship with the customers and gain their trust by creating useful content. This is as well as clarifying the advertising content to facilitate improved customer attraction. This study also recommends that food companies check the content of the food products before publishing them on the site. This is in order to increase the effectiveness of the e marketing. In addition, the study recommends that food Companies maintain a return on investment by maintaining the effectiveness of e marketing in order to achieve the company's goals and business continuity.

Keywords: content creation, e-marketing effectiveness, company characteristics, food companies.