

UNDERSTANDING THE EFFECTIVENESS OF CONTENT MARKETING IN HALAL BUSINESS: CONSUMER ENGAGEMENT INSIGHTS

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Abstract: *Digital technology and social media have transformed how consumers interact with brands, particularly in the halal business sector. Content marketing has become a vital strategy for halal businesses to engage consumers, enhance brand loyalty, and strengthen brand image in digital marketplaces. Content marketing involves creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. This study uses a qualitative approach to explore content marketing practices among halal businesses and their effects on consumer engagement. Data were collected through in-depth interviews with business managers, social media observation, and content analysis on Instagram and TikTok platforms. Findings indicate that the success of content marketing relies on content quality, credibility, and consistency, as well as the brand's ability to foster online community interaction. These results provide strategic insights for practitioners aiming to optimize content marketing and increase engagement and loyalty in the halal business context.*

Keywords: *Content Marketing, Halal Business, Consumer Engagement, Qualitative Research, Digital Marketing*

Introduction

The rise of digital technology and social media has drastically changed consumer behavior, particularly in the halal business sector. Modern consumers seek not only products that meet their needs but also interactive experiences that offer inspiration, social validation, and a sense of belonging to the brand community. Content marketing has emerged as a strategic tool that combines valuable content with engagement strategies to build trust and long-term relationships with consumers. This strategy differs from traditional marketing because it emphasizes interaction, co-creation, and the consumer's active role in the brand experience (Chaffey & Ellis-Chadwick, 2019).

In halal business, content marketing is implemented across various platforms, including Instagram, TikTok, and Facebook, using visually appealing posts, informative videos, live streaming, and interactive challenges. These strategies are designed to engage consumers actively, encourage feedback, and foster a sense of community around the brand. Younger generations, such as Millennials and Gen Z, are particularly influenced by the quality and credibility of content, and their engagement is affected by the consistency of brand messaging (Kotler & Keller, 2016).

A qualitative approach is suitable for this study because it allows in-depth exploration of real practices, perceptions, and strategies implemented by business managers, as well as consumer interactions on digital platforms. Quantitative methods, while providing statistical correlation, cannot fully capture the motivations, reasoning, and socio-psychological dynamics behind consumer engagement. Through interviews and social media observation, this research

captures the social context and practical strategies that successful halal businesses use to foster engagement (Creswell & Poth, 2018).

Moreover, content marketing emphasizes the importance of building active online communities where consumers are contributors rather than just recipients. The success of content marketing depends on the brand's ability to create interactive and collaborative experiences, which enhance loyalty, trust, and word-of-mouth recommendations. Consumers are more likely to interact with and purchase from brands that consistently provide credible and informative content (Tuten & Solomon, 2017; Holliman & Rowley, 2014).

Literature Review

Content Marketing in Halal Business

Content marketing is the strategic creation and distribution of valuable content to attract and retain customers while driving profitable consumer action. In halal business, content marketing serves not only as a sales channel but also as a platform for brand storytelling, visual engagement, and community interaction. Consumers tend to trust recommendations from friends, communities, and credible influencers more than traditional advertisements. Effective content marketing aligns the value of content with consumer needs while ensuring seamless delivery across digital channels (Pulizzi, 2015; Baltes, 2015).

Content Quality

High-quality content in halal business includes visually appealing images and videos, tutorials, educational posts, and storytelling that reinforce brand identity. Previous studies indicate that high-quality visual content increases attention and motivation for consumer interaction. Content that provides informational and practical value encourages sharing and repeat engagement (Ashley & Tuten, 2015; Rowley, 2008).

Content Credibility

Credibility refers to the trustworthiness and accuracy of content. In halal business, credibility includes honest product descriptions, ingredient information, and transparent communication. Research shows that credible content encourages engagement, with consumers more likely to comment and share posts they perceive as trustworthy. Influencer endorsement also enhances credibility by signaling reliability and authenticity (Lou & Yuan, 2019; Erkan & Evans, 2016).

Content Consistency

Consistency covers visual style, tone, posting frequency, and message alignment across platforms. Consistent content builds strong brand identity and a cohesive consumer experience. Studies indicate that consistency fosters consumer loyalty as audiences become familiar and emotionally connected with regular and coherent brand messaging (Holliman & Rowley, 2014; Malthouse et al., 2016).

Consumer Engagement

Consumer engagement encompasses cognitive, emotional, and behavioral interactions with the brand. In content marketing, engagement can be measured through likes, comments, shares, participation in challenges, feedback, and user-generated content. Active engagement reflects effective content marketing, as consumers co-create brand perception and contribute to community interaction (Hollebeek, Clark, & Macky, 2019).

Previous Studies

Previous research has emphasized content marketing's critical role in consumer engagement for halal businesses. Kotler & Keller (2016) highlight that value-driven content builds trust and influences purchase intention. Tuten & Solomon (2017) found that content quality and credibility are significant predictors of engagement, particularly on Instagram and TikTok. Pulizzi (2015) argued that consistent and well-planned content sustains long-term consumer loyalty. Ashley & Tuten (2015) emphasized that visually appealing and interactive content significantly enhances engagement. Collectively, these studies suggest that an integrated content marketing approach combining quality, credibility, consistency, and community management is essential for effective consumer engagement (Baltes, 2015; Lou & Yuan, 2019; Erkan & Evans, 2016).

Method

This study employs a qualitative descriptive approach to explore social commerce integration in fashion businesses and its effect on consumer engagement. The qualitative approach allows for in-depth understanding of managers' strategies, consumer perceptions, and digital interactions in halal fashion businesses (Creswell & Poth, 2018).

Research Subjects

The subjects consisted of 10 brand managers actively using social commerce on Instagram and TikTok. The selection of respondents followed a purposive sampling technique, focusing on individuals with in-depth knowledge of content marketing and social commerce implementation in halal fashion.

Data Collection Techniques

Data were collected using three main methods:

In-depth interviews with brand managers to gain insights into content strategies, posting frequency, consumer interaction, and implementation challenges.

Observation of social media accounts to record consumer engagement, including likes, comments, shares, and the types of content generating the most interaction.

Content analysis of posts, comments, and videos on Instagram and TikTok to assess content quality, credibility, and consistency.

Data Analysis

Data were analyzed using thematic analysis in several stages:

Data reduction – simplifying and focusing on data relevant to research objectives.

Data presentation – organizing data into narratives, summary tables, and bar charts to show engagement levels by content type.

Drawing conclusions – interpreting themes and relationships, for example, the effect of content quality, credibility, and consistency on consumer engagement.

Triangulation was applied to enhance validity by comparing interviews, observations, and content analysis. This systematic approach captures practical strategies and provides credible insights into effective content marketing in halal fashion businesses (Hollebeek, Clark, & Macky, 2019).

Results and Discussion

Observation Results

Observations revealed that social commerce in fashion businesses primarily uses interactive visual content, live commerce, and challenges to increase consumer engagement. Analysis of 10 brand accounts indicated the following engagement patterns:

Table 1. Consumer Engagement Summary by Content Type

Content Type	Average Likes	Average Comments	Average Share
Product Photo Posts	1.200	45	30
Styling Tutorial Video	1.800	70	50
Live Commerce	2.500	110	80
Challenge/UGC	2.200	95	100

The data indicate that live commerce and challenge/UGC content generate the highest engagement in terms of comments and shares. This aligns with previous research indicating that active consumer participation increases engagement and fosters a sense of community.

Thematic Analysis

Thematic analysis of interviews and observations revealed three primary themes:

Content Quality: High-quality content such as styling tutorials attracts attention and encourages consumer interaction (Ashley & Tuten, 2015; Baltes, 2015).

Content Credibility: Consumers trust content that is honest, informative, and endorsed by credible influencers (Lou & Yuan, 2019; Erkan & Evans, 2016).

Content Consistency: Regular posting with a uniform visual style and messaging increases brand recognition and loyalty (Lim, Ting, & Wong, 2020; Malthouse et al., 2016).

Diagram 1. Consumer Engagement Levels by Content Type

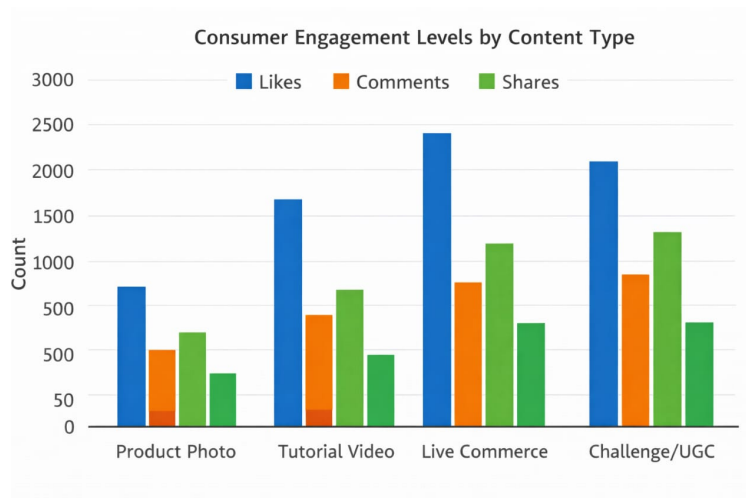


Diagram 1.

The bar chart clearly shows that live commerce is the most effective content type in driving engagement, followed by challenge/UGC, tutorial videos, and product photos. This

confirms that interactive strategies that involve consumers directly in the social commerce experience are highly effective.

Discussion

Findings indicate that successful social commerce integration relies not merely on posting frequency but on content quality, credibility, and consistency, as well as building a strong online community. High-quality content attracts attention, credible content fosters trust, and consistent content enhances loyalty (Hajli, 2015; Lou & Yuan, 2019; Erkan & Evans, 2016).

Interactive content, especially live commerce and challenge/UGC, significantly increases consumer participation by offering immersive experiences that strengthen engagement. This supports prior studies emphasizing that interactivity and consumer involvement are key to successful social commerce (Hollebeek, Clark, & Macky, 2019; Ashley & Tuten, 2015).

Overall, the study provides practical guidance for halal fashion brands to combine content quality, credibility, consistency, and community-building strategies to maximize consumer engagement and long-term loyalty.

Conclusion

Based on the findings:

Integration of social commerce in halal fashion effectively enhances consumer engagement when supported by quality, credible, and consistent content.

Live commerce and challenge/UGC content are the most effective strategies for driving active consumer participation and building a strong digital community.

A holistic social commerce strategy combining quality, credibility, consistency, and community engagement strengthens consumer trust and loyalty in the long term.

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