The Mediating Role of Brand Awareness in the Relationship Between Social Media Content Quality and Purchase Intention: A Study of Moroccan Consumers.

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Abstract: Social media platforms have proliferated markedly in recent years, offering novel channels for online communication and information exchange. This transformation has profoundly reshaped consumer behavior, particularly influencing purchasing decisions. This study investigates the impact of brands' social media content quality on purchase intentions in Morocco, where such enterprises grapple with acute resource constraints, especially in marketing and communication. Through an exhaustive literature review and empirical quantitative analysis involving 200 consumers, the research delineates the pivotal factors shaping consumer responses to brands' social media content quality. Anchored in the SOME-Q and S-O-R theoretical frameworks, the findings demonstrate that content attractiveness, interactivity, and relevance exert positive effects on purchase intentions, mediated by brand awareness, whereas deficient content quality precipitates detrimental outcomes for brands. This inquiry accentuates the indispensable role of efficacious social media marketing strategies in augmenting brands' competitiveness within the contemporary digital economy.

Keywords: Social Media, Content Quality, Consumer Behavior, Digital Marketing, Brand awareness, SOME-Q Model, S-O-R Model.

INTRODUCTION

Social media platforms have become ubiquitous in modern society, exerting a profound influence on businesses, particularly in the wake of the 2020 economic crisis triggered by the COVID-19 pandemic. For very small enterprises operating under resource and budgetary constraints, social media affords a cost-effective avenue to engage expansive audiences. Nonetheless, a mere online presence is insufficient to stimulate sales or cultivate brand loyalty. The quality of content disseminated across these platforms is instrumental in shaping consumers' purchase intentions. In an era saturated with competing digital content, VSEs must prioritize the development of superior, compelling material that resonates with target demographics. This study examines the influence of social media content quality on brand awareness, which propels Moroccan consumers toward purchasing products or services from brands that produce content on these networks. Drawing on Suryani's Social Media-Quality model and the Stimulus-Organism-Response paradigm, the research elucidates how content creation on social media can amplify brand awareness, thereby elevating purchase intentions. Specifically, this research investigates how the caliber of content disseminated on social media platforms by very small enterprises influences consumer purchasing decisions, with brand awareness acting as a mediating factor (Al-Qudah, 2020; Erislan, 2025).

The present study asserts that the quality of social media content substantially impacts consumers' purchase intentions toward very small enterprises, underscoring the pivotal mediating role of brand awareness. It highlights the imperative for brands to invest resources in formulating efficacious content marketing strategies that captivate prospective customers and compellingly present their products or services. This inquiry is particularly apposite amid contemporaneous digital technological advancements, which facilitate the creation of visually arresting images and videos with minimal initial capital outlay. Empirical analysis of social media data yields critical insights into the antecedents of consumer behavior in online purchase decisions, proving instrumental for entrepreneurs pursuing expeditious and efficacious business expansion. In essence, this paper delineates the exigency for brands—especially very small enterprises in developing countries—to prioritize superior

social media content to attain online sales efficacy. This strategy becomes even more crucial when considering the rapid growth of digital marketing, particularly content on social media and online platforms, which necessitates a deep understanding of content strategy to influence consumer behavior effectively (Erislan, 2025). This involves assessing content frequency and quality, which are critical determinants of consumer purchase decisions, often mediated by brand awareness (Erislan, 2025). While previous studies have explored the impact of content quality and brand interactivity on purchase intention, often through the lens of brand awareness, a significant research gap remains in understanding the nuanced interplay between these factors, particularly within the context of very small enterprises in emerging economies (Al-Qudah, 2020). This study addresses this gap by focusing on the specific challenges and opportunities faced by VSEs in Morocco, a representative emerging economy, to provide tailored insights into leveraging social media for enhanced brand awareness and ultimately, purchase decisions (Suariedewi & Wulandari, 2023; Zeqiri et al., 2024). This investigation, therefore, seeks to contribute to the existing body of literature by scrutinizing the mediating role of brand awareness in the relationship between social media content quality and purchase intentions, specifically for VSEs (Al-Qudah, 2020; Suariedewi & Wulandari, 2023). By examining this interplay, the study aims to offer practical recommendations for VSEs to optimize their digital content strategies for improved market penetration and sustained growth (Al-Qudah, 2020; Suariedewi & Wulandari, 2023). This includes an examination of content clarity, relevance, and the opportunities for interaction it provides, as these aspects are crucial for enhancing brand perception and consumer engagement (Suryani et al., 2021). Furthermore, understanding the specific cultural and economic context of Morocco will allow for more targeted and effective recommendations, differentiating this research from broader studies on social media marketing in various emerging economies (Zeqiri et al., 2024). This specialized focus will allow for the development of a refined framework that can guide very small enterprises in formulating effective digital content strategies, thereby contributing to both academic understanding and practical application in the realm of social media marketing (Suryani et al., 2020). Therefore, this study posits that enhanced social media content quality fosters increased brand awareness, which in turn significantly influences consumer purchase decisions (Ansari et al., 2019). This proposition aligns with previous research highlighting the positive correlation between content quality and brand awareness, ultimately impacting purchase intentions (Al-Qudah, 2020). This research offers valuable insights for VSEs aiming

to leverage social media for business growth, particularly in contexts where resources are limited and digital engagement is crucial (Suariedewi & Wulandari, 2023).

I.   LITERATURE REVIEW

1. Social Media:

Social media is widely regarded as a phenomenon that emerged from the transition from Web 1.0 to Web 2.0, as discussed in the paper "Users of the World, Unite! The Challenges and Opportunities of Social Media" (billion users in April, 2023). Instagram's rising popularity has drawn numerous companies to leverage it as a marketing platform for promoting and selling their products and services. This shift underscores the increasing importance of understanding social media dynamics for effective marketing strategies, particularly given its capacity to facilitate extensive reach and active consumer participation (Bashar et al., 2024; Macon, 2017). This move towards digital engagement necessitates a comprehensive analysis of how platforms like Instagram can be optimized to enhance brand-consumer relationships and overall market presence (Praja et al., 2023). Recognizing the frequent evolution of social media usage patterns, it becomes crucial to align appropriate strategies with specific social media platforms, especially considering Instagram's potential as a marketing platform for businesses (Green & Martinez, 2018).

2. Content Quality and Consumer Purchase Intention:

In academic literature, content quality is defined as a consumer's evaluation of the completeness, accuracy, timeliness, and relevance of brand-related material shared on a brand's social media page (4). High-quality content on social media is academically recognized for enabling users to better understand brand offerings and obtain support from an online community, ultimately helping them make more informed choices (5).

The impact of this information quality increases as it becomes more current and aligns more closely with customer perceptions(Jiang et al., 2021). Consumers frequently seek new online information, such as comparison data and e-word-of-mouth details, as noted by Chen (2017) (7). When consumers receive crucial information about a brand's offerings and this

information matches their needs, a purchase is likely to follow (8). The SOME-Q framework further proposes that content quality on social media comprises four distinct dimensions (9).

3. SOME-Q Model

The Social Media Quality model (SOME-Q) focuses on four constructs to reflect social media content quality: Clarity (CLA), Attractiveness (ATT), Interactiveness (INT), and Relevance (REL).

- *Content Clarity and Purchase Intention:*

The Social Media Quality model (SOME-Q) defines social media content quality through four key constructs: Clarity (CLA), Attractiveness (ATT), Interactiveness (INT), and Relevance (REL).

The section* Content Clarity and Purchase Intention *specifically examines the "clarity variable." This variable refers to the clarity of the visual content (pictures or videos) shared by Very Small Enterprises (VSEs) on social media. It assesses customers' perceptions of the quality, resolution, and visibility of the content shared in the small business's social media activities.

H1: Content clarity positively affects the consumer's purchase intention

- *Content Attractiveness and Purchase Intention*

Content attractiveness refers to the appeal of the material shared by Small and Medium-sized Enterprises (SMEs) on social media. This element reflects consumers' perceptions of the quality of the VSEs' social media presence, encompassing the information they encounter, the captivation of the topics, the visual appeal of the design, the clarity of the resolution, and the overall visibility of the content.

H2: Content attractiveness positively affects the consumer's purchase intention

- *Content Interactiveness and Purchase Intention*

Social media has become a crucial channel for communication between businesses, especially Very Small Enterprises (VSEs), and their customers. Consequently, the interactive features offered by VSEs on these platforms are an important variable in understanding their impact.

H3: Content interactiveness positively affects the consumer's purchase intention

- *Content Relevance and Purchase Intention*

When VSEs post content on social media, its relevance directly influences consumers' perceptions of the content quality. This includes factors such as the frequency of product-related posts, the consistency between the content and the actual products, and the pertinence of the content to the VSE's specific business context.

H4: Content relevance positively affects the consumer's purchase intention

4. Content Quality and Brand Awareness

The perceived quality of brand content on social media significantly shapes consumers' purchase intentions. Empirical studies reveal a positive association between the strength of brand-consumer relationships and social media engagement, an effect amplified by heightened consumer perceptions of anthropomorphism (Hudson et al., 2016). Since digital content plays a vital role in user acquisition and retention, brand awareness enhancement, and offline purchase influence, firms are encouraged to prioritize investment in superior social media content production. In addition, organizations should implement strategies to foster maximal interactions among brand users (Dabbous & Barakat, 2020). Engagement with social networking sites yields positive effects on both brand awareness and attitudes, thus requiring content customization to align with user interaction patterns (Langaro et al., 2018). Furthermore, fostering interactive and trendy content that encourages electronic word-of-mouth (eWOM) is essential for strengthening consumer–brand engagement and subsequently boosting brand awareness and knowledge (Anjorin et al., 2024). Moreover, the strategic incorporation of audio-visual stimuli in social media content, particularly on platforms like Instagram, has been demonstrated to significantly enhance perceived cognition and thereby deepen consumer engagement with brands (Mardhatilah et al., 2023). This heightened engagement, characterized by psychological processes that build loyalty, is crucial for brands seeking to establish enduring relationships with their customer base and drive purchase intent (Hisyam et al., 2024; Shafa et al., 2023). However, despite the commonality of these practices, a consensus is yet to be reached on how various firm-determined characteristics of brands influence digital consumer engagement (Mardhatilah et al., 2023).

5. S-O-R Model

The Stimulus-Organism-Response (S-O-R) model serves to illustrate the link between an organismic component and human behavior. This component encompasses both biological and psychological structures and functions. The neurological and muscle systems mediate between stimuli and behavior, interacting in legitimate ways. The underlying mechanisms are primarily influenced by existing stimuli such as temperature, light, tones, or speech. In psychology, differentiating between intrinsic and acquired behavior is crucial. Learned behavior is fundamentally composed of stimulation and perceptual learning (Buxbaum, 2016). Building upon existing literature, hypotheses were formulated to examine the correlation between content quality and brand awareness, utilizing adaptations of the SOME-Q content quality constructs.

H5: Content clarity positively affects brand awareness

H6: Content attractiveness positively affects brand awareness

H7: Content interactiveness positively affects brand awareness

H8: Content relevance positively affects brand awareness

6. Brand Awareness and Purchase Intention

Brand awareness is extensively recognized as exerting a substantial influence on purchase intention (Gusti, 2020). This effect is commonly mediated by customer trust, thereby establishing brand awareness as a pivotal element that connects corporate image to purchase intention.Additional empirical evidence underscores the role of brand perception, indicating that attributes such as self-congruity, perceived quality, and brand familiarity positively shape consumers' purchase intentions (Das, 2015). In contrast, a detrimental corporate reputation can significantly erode consumer attitudes, resulting in reduced purchase intention (Jung & Seock, 2016). These observations necessitate the development of a hypothesis examining the impact of brand-related factors on purchase intention. Specifically, the interplay between brand awareness, brand engagement, and the quality of social media interactions warrants further investigation to fully understand their cumulative effect on consumer purchasing decisions (Al-Qudah, 2020; Mzid, 2024).

H9: Brand awareness positively affects purchase intention
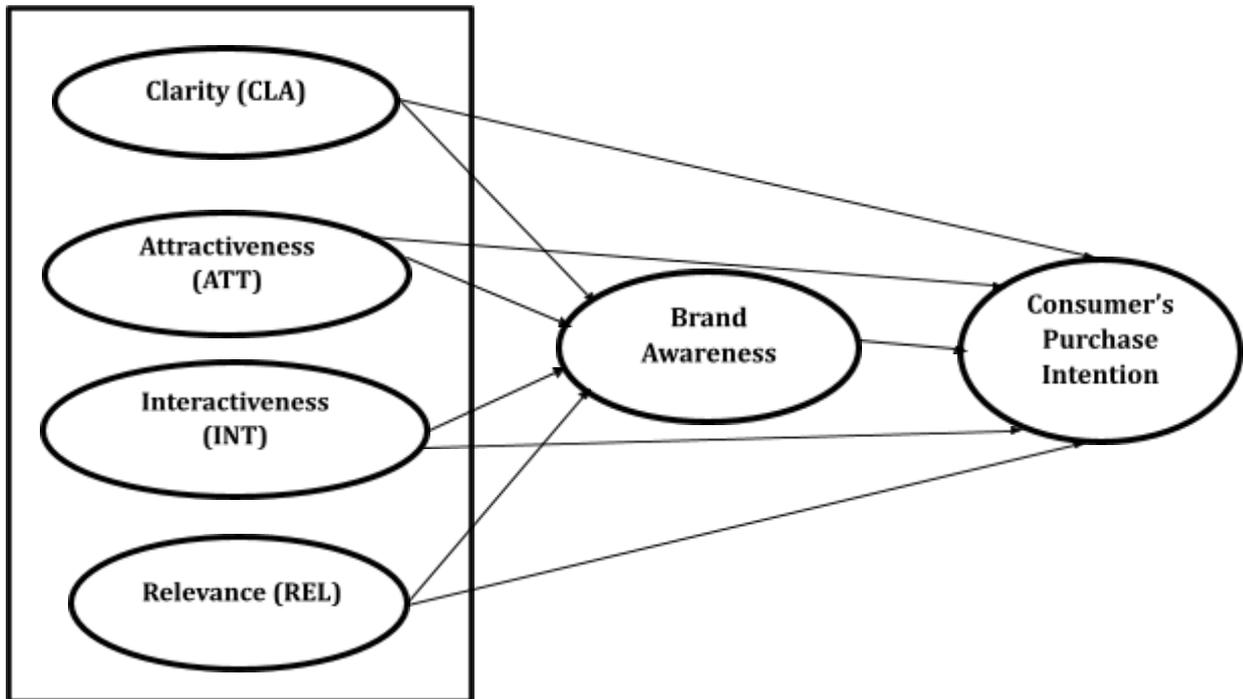
Content Quality Dimensions

Figure 1: Proposed Model (Adapted from Suryani and al. 2020, Al-Qudah, 2020)

II. MATERIALS AND METHODS

1.1. Sampling and Data Collection

The empirical study was conducted using a survey containing 25 scale items derived from the SOME-Q and S-O-R constructs. These measures were adapted from prior research and employed a Likert scale ranging from 1 (strongest agreement) to 6 (strongest disagreement). The study's participants were limited to Moroccan residents who use social media platforms such as Facebook, Instagram, and Twitter.

To screen participants, the questionnaire included two filter questions: "What social media platform do you use the most?" and "What type of products do you purchase via social media?". Besides answering the main set of questions, participants also reported their daily duration of social media use and their frequency of purchasing products from Very Small Enterprises (VSEs) active on social media.

1.2. Measurement Scales

Content Clarity (CC) was assessed with 3 scale items based on Suryani (2020) (Suryani et al., 2021). The items were: "Content format (image/video) influences my purchase decision," "The content resolution (image/video) of VSEs' social media is good," and "VSEs' social media content (image/video) is visible."

Content Attractiveness (CA) was measured using 3 scale items adapted from the design quality measures in (Suryani et al., 2021). These scales included: "VSEs' social media display interesting content (images/videos) of their products," "VSEs' social media post attractive content (image/video) in line with their companies' brand image," and "VSEs' social media content features exciting visual themes."

Content Interactiveness (CI) was determined through 4 scale items drawing from the interaction quality measures (Suryani et al., 2021). The items used to measure content interactiveness were: "The VSE's community manager provides after-sales service by communicating via direct message (DM) or in the comments section," "The VSE's community manager indicates that he or she wishes to resolve customer problems by responding to complaints via direct message (DM) or the comments section," "I notice that all the questions asked by customers on the VSE's social networks are answered appropriately," and "The VSE's social network community manager seems to have a strong desire to help customers."

Content Relevance (CR) was measured by leveraging 3 measuring scales (Suryani et al., 2021). These items were reformulated into the following measures: "The content of VSEs' social media is fascinating, because there's always the latest news about their products.", "VSEs' social media are fun because they try to post product content (images/videos) that matches the original products on offer", and "VSEs' social media are fascinating because they always post content (images/videos) that relates to their business".

Brand Awareness (BA)

Brand Awareness was measured using four items adapted from Dabbous (2020):

- I can quickly recognize the VSE brands I've seen on social media among other competing brands.
- I'm more familiar with VSE brands I've seen on social media than those I've seen in

other contexts.

- The characteristics of the VSE brands I've seen on social media quickly come to mind.
- It's easy to remember the logos of the VSE brands I've seen on social media.

Purchase Intention (PI)

Purchase Intention was scaled through eight items related to content quality variables:

- **Content Quality Influence:**
  - Clear content shared by a small business on social networks influences my intention to purchase.
  - Attractive content shared by a VSE on social networks influences my intention to purchase.
  - Interactive content shared by a very small business on social networks influences my intention to purchase.
  - Relevant content shared by a very small business on social networks influences my intention to purchase.
- **General Intention & Preference:**
  - Seeing VSE brands on social media increases my interest in buying them.
  - I prefer to buy VSE brands I see on social media rather than those I see on other channels (store visits, ads.).
  - I'm very likely to buy VSE brands I've seen on social media.
  - The brand's notoriety on social media influences my purchase intention.

1.3. Data Analysis

Data analysis involved utilizing structural equation modeling (SEM) to examine the potential relationships and linkages within the collected data from 200 respondents. The statistical software programs IBM SPSS 20 and Smart PLS were employed for this purpose. Specifically, SPSS was used for data screening, while Smart PLS was utilized to evaluate both the structural model and the measurement model's validity and reliability.

III.   RESULTS

1.1. Descriptive Results

The survey sample comprised a relatively balanced gender distribution, with 48.5% male and 51.5% female respondents, and included participants from 18 to over 50 years old. Regarding purchasing habits from Very Small Enterprises (VSEs) via social media, clothing and textiles were the most frequently bought products (57.4%), followed by accessories

(51.1%). In terms of social media usage, the majority of respondents reported spending a significant amount of time daily on these platforms: 55% spend between 2 and 5 hours a day, while an additional 30.5% use social media for 1 to 2 hours per day. (Refer to Table 1 for details).

Table 1: The Demographic Overview of The Collected Data

Demographic Overview	Category	Frequency	Percentage
Gender	Male	97	48,5%
	Female	103	51,5%
Age	Less than 18 y.o	0	0%
	[18-25 y.o]	73	36,5%
	[26-35 y.o]	64	32%
	[36-50 y.o]	41	20,5%
	More than 50 y.o	22	11%
Types of products bought from VSEs through social media	Consumer food	29	15,4%
	Clothing and textile	108	57,4%
	Cosmetics and make-up	68	36,2%
	Supplies and decoration	78	41,5%
	Gadgets and IT tools	61	32,4
	Accessories	96	51,1%
	Services	24	12,8
	Others	4	2%
Social media browsing duration	Less than 30 min	6	3%
	[1h-2h]	61	30,5%
	[2h-5h]	110	55%
	[5h-7h]	18	9%
	More than 7h	5	2,5%

1.2. Measurement Model

Following the guidance of the PLS-SEM literature, a two-step approach was utilized: first, the measurement model was assessed, and subsequently, the structural model was examined to test the hypotheses and determine the predictive power.

1.3. Composite Reliability

Internal consistency reliability was assessed using composite reliability, maintaining the literature-recommended threshold of 0.70 (Gefen et al., 2000). The findings presented in Table 2 confirm that this criterion was satisfied.

Table 2: Composite Reliability

Construct	Items	Loading	Cronbach's alpha	CR	AVE
Clarity	CLA1	0.877	0.839	0.903	0.756
	CLA2	0.889			
	CLA3	0.842			
Attractiveness	ATT1	0.871	0.851	0.910	0.771
	ATT2	0.907			
	ATT3	0.854			
Interactiveness	INT1	0.831	0.869	0.910	0.717
	INT2	0.848			
	INT3	0.833			
	INT4	0.874			
Relevance	REL1	0.803	0.790	0.877	0.705
	REL2	0.838			
	REL3	0.876			
Brand Awareness	BA1	0.812	0.818	0.880	0.646
	BA2	0.766			
	BA3	0.830			
	BA4	0.807			
Purchase Intention	PI_CLA	0.879	0.940	0.949	0.675
	PI_ATT	0.856			
	PI_INT	0.843			
	PI_REL	0.839			
	PI_BA1	0.744			

		0.787			
	PI_BA2	0.787			
	PI_BA3	0.799			
	PI_BA4	0.833			

1.4. Discriminant Validity

Discriminant validity was assessed using the Heterotrait-Monotrait ratio of correlations (HTMT). This technique utilizes a Multitrait-Multimethod matrix for its evaluation (Henseler et al., 2015). A concern regarding discriminant validity arises when the HTMT score exceeds the established thresholds of 0.85 (Kline, 2016) or 0.90 (Gold et al., 2001). The findings presented in Table 3 confirmed that all values met these criteria, thereby confirming that discriminant validity has been successfully established.

Table 3: Discriminant Validity

Construct	ATT	BA	CLA	INT	PI	REL
ATT						
BA	0.562					
CLA	0.702	0.547				
INT	0.758	0.596	0.665			
PI	0.703	0.730	0.603	0.720		
REL	0.720	0.652	0.766	0.810	0.797	

1.5. Structural Model

The second stage of analysis involved assessing the relevance of path coefficients using the Henseler criteria (Henseler et al., 2009). This was accomplished using SmartPLS 4.0.9.5 software, employing a bootstrapping procedure with 5000 subsamples (Joseph F. Hair, Jr. et al., 2017). As shown in Table 6, the results supported three of the hypotheses, while the hypothesis concerning Clarity (CLA) was rejected.

Table 4: Structural Model

Hypothesis	Relationships	Beta	SD	T-values	P-values	Decision
H1	CLA -> PI	0.027	0.075	0.362	0.359	Rejected
H2	ATT -> PI	0.241	0.088	2.746	0.003	Accepted
H3	INT -> PI	0.229	0.084	2.723	0.003	Accepted
H4	REL -> PI	0.376	0.092	4.081	0.000	Accepted
H5	CLA -> BA	0.110	0.095	1.159	0.123	Rejected
H6	ATT -> BA	0.137	0.095	1.441	0.075	Rejected
H7	INT -> BA	0.183	0.102	1.788	0.037	Accepted
H8	REL -> BA	0.255	0.091	2.819	0.002	Accepted
H9	BA -> PI	0.309	0.077	4.005	0.000	Accepted

Note: CLA=Clarity, ATT=Attractiveness, INT=Interactiveness, REL=Relevance, BA=Brand Awareness, PI= Purchase Intention

1.6. Model Predictive Power

The model's predictive power was evaluated using the R-squared value, which was calculated by running the PLS Algorithm in Smart PLS. The results show R-squared values of 0.639 for Purchase Intention (PI) and 0.343 for Brand Awareness (BA). In the social sciences, an R-squared value between 0.50 and 0.99 is generally considered acceptable, particularly when a majority of the explanatory variables are statistically significant (Ozili, 2022). Comprehensive results are presented in Table 5.

Table 5: Predictive Relevance

Construct	R-square	Q-square
Brand Awareness	0.343	0.294
Purchase Intention	0,639	0.60

The predictive relevance of the model was assessed by calculating the Q-square value, which involved a blindfolded process and an analysis of cross-validated redundancy. For the model's predictive quality to be confirmed, the Q-square value must be greater than zero. As shown in Table 4, the obtained Q-square values were 0.294 and 0.60, thus confirming the predictive relevance of the model.

IV.   - DISCUSSION AND THEORETICAL IMPLICATIONS

This study aimed to examine the influence of social media content quality on the purchase intention of Moroccan consumers, specifically evaluating the mediating role of brand awareness. Anchored in the S-O-R (Stimulus-Organism-Response) framework and the SOME-Q (Social Media Quality) model, the research analyzed data from 200 respondents regarding their interactions with Very Small Enterprises (VSEs) on social platforms. The structural model analysis yielded significant insights into which content dimensions drive consumer behavior in the Moroccan digital context.

1.1. Hypothesis Validation and Direct Effects

The results from the structural equation modeling (PLS-SEM) provide mixed support for the initial hypotheses, highlighting that not all content quality dimensions are equally impactful in the Moroccan market.

- **Relevance is the Primary Driver:** The strongest predictor of purchase intention was **Content Relevance (REL)** ($\beta = 0.376$, $p < 0.001$). This supports **H4**, suggesting that Moroccan consumers prioritize content that is pertinent to their needs and consistently aligned with the actual product offering over all other factors.

- **The Power of Interaction and Aesthetics: Content Interactiveness (INT)** ($\beta = 0.229$, $p = 0.003$) and **Content Attractiveness (ATT)** ($\beta = 0.241$, $p = 0.003$) also showed significant positive direct effects on purchase intention, supporting **H3** and **H2** respectively.

- **The Insignificance of Clarity:** Contrary to expectations, **Content Clarity (CLA)** had no significant impact on either purchase intention ($\beta = 0.027$, $p = 0.359$) or brand awareness ($\beta = 0.110$, $p = 0.123$), leading to the rejection of **H1** and **H5**. This suggests that for Moroccan consumers, high-definition visuals alone are insufficient to drive behavior if the content lacks substance or engagement.

- **Brand Awareness to Purchase:** The path from **Brand Awareness (BA)** to **Purchase Intention (PI)** was positive and significant ($\beta = 0.309$, $p < 0.001$), strongly supporting **H9**.

1.2. Mediation Analysis: The Role of Brand Awareness

The study hypothesized that brand awareness mediates the relationship between content quality and purchase intention. The results reveal a nuanced **partial mediation** effect for specific variables:

- **Partial Mediation for Relevance and Interactiveness:** The results show that **Interactiveness** and **Relevance** significantly influence Brand Awareness (H7 and H8 accepted), which in turn influences Purchase Intention (H9 accepted) Since the direct paths from INT and REL to PI are also significant, Brand Awareness acts as a **partial mediator**. This implies that relevant and interactive content builds a brand's mental availability (Awareness), which subsequently drives sales, while simultaneously directly triggering a purchase impulse.

- **No Mediation for Attractiveness:** While **Attractiveness** directly drives purchase intention ($\beta = 0.241$), its relationship with Brand Awareness was statistically insignificant ($p = 0.075$) Therefore, purely aesthetic content triggers immediate consumer interest but does not necessarily contribute to long-term brand memory or awareness in this sample.

1.3. Contextualization: The Moroccan Digital Consumer

These findings reflect specific behavioral patterns within the Moroccan digital landscape:

- **Trust through Interaction:** The significant role of Interactiveness aligns with the collectivist nature of Moroccan society, where "social proof" and direct communication are prerequisites for trust. The effectiveness of VSEs responding to DMs and comments suggests that Moroccan consumers view social media not just as a catalog, but as a customer service channel akin to a traditional souk negotiation.

- **Substance Over Style:** The rejection of Content Clarity (CLA) is a critical finding. It suggests that Moroccan consumers may have developed "banner blindness" to highly polished, high-resolution corporate imagery. Instead, they prefer "authentic" content—even if lower fidelity—that is Relevant (REL) and accurately depicts the product reality, reducing the perceived risk of online shopping.

1.4. Comparison with Existing Literature

The findings reinforce the validity of the **S-O-R Model** in an emerging market context. The "Stimuli" (Content Relevance and Interactiveness) successfully triggered the "Organism" (Brand Awareness), resulting in the "Response" (Purchase Intention).

- **Alignment:** The results align with Al-Qudah (2020) and Suryani et al. (2021), particularly regarding the dominance of relevance and interactivity in driving digital engagement.

- **Contradiction:** The findings contradict studies that posit visual fidelity (Clarity) as a fundamental hygienic factor for trust (e.g., in luxury markets). In the context of Moroccan

VSEs, clarity appears to be a secondary concern compared to the utility (Relevance) and responsiveness (Interactiveness) of the brand.

1.5. Managerial Implications

Based on the PLS-SEM results, three actionable strategies are recommended for marketing managers and VSE owners in Morocco:

1. **Prioritize "Community Management" Over "Production Value":** Since Interactiveness drives both Brand Awareness and Purchase Intention ($t = 2.723$), managers should shift budget from expensive high-end production equipment (Clarity) to human resources. Hiring responsive community managers who can answer DMs and comments in real-time is more profitable than posting 4K videos that receive no engagement.

2. **Adopt a "Reality-First" Content Strategy:** With Relevance being the strongest predictor ($\beta = 0.376$), VSEs should focus on content that shows the product in use or solves a specific problem, rather than abstract artistic shots. Ensure that the "digital promise" matches the "physical reality" to maintain the high relevance scores that drive sales.

3. **Leverage Brand Awareness as a Trust Seal:** The significant link between Brand Awareness and Purchase Intention ($\beta = 0.309$) indicates that consumers buy from "known" entities to mitigate risk. Managers should use interactive campaigns (contests, Q&As, user-generated content) specifically to boost brand recall (Awareness), knowing that this metric directly converts to sales in the Moroccan market.

CONCLUSION

This research decided to outline the drivers of purchase intention in the Moroccan digital environment by focusing particularly on the effect of social media content quality posted by Very Small Enterprises (VSEs). Combining the SOME-Q model and the S-O-R framework, this study proposes a well-validated model that explains how particular content dimensions—Clarity, Attractiveness, Interactiveness and Relevance—trigger consumer behaviour through Brand Awareness as the mediating process.

Our empirical findings based on the PLS-SEM results afford some important implications for those marketing theories in emerging markets. The results indicate that Content Relevance and Interactiveness are the strongest direct as well as indirect antecedents of purchase

intention through brand awareness. This underscores that Moroccans value function and "social proof" over pure aesthetics. Arguably, the most relevant finding of this investigation is indeed that there is empirical evidence against the effect of Content Clarity. It may seem counter-intuitive, but this is evidence that in VSEs, high-quality visuals are hygienic rather than a competitive factor, and customers yearn far more for genuine, relatable content that speaks to their own priorities than they do slick stock photos running at 4K resolution with nothing valid to say.

The implications are that the research cements the generalizability of S-O-R Framework in Moroccan settings since, here, in Morocco should there be the "stimuli" (Relevance and Interactiveness) followed by an "organism" (Brand Awareness), then a transition to a "response" which is Purchase Intention ensues. Resources need to be redirected from the procurement of advanced production equipment toward the recruitment of agile community managers adept at cultivating real-time interaction and trust.

This study drops some solid insights, but hey, it's got its limits. First off, we only had 200 Moroccan shoppers in our sample—enough for the PLS-SEM stats crunch, but bigger, more mixed groups would help it apply way wider. Second, we kept it general on social media; next up, studies could zoom in on platforms like visual-heavy ones vs. text-based to check if "Clarity" flops everywhere. Finally, since this was a snapshot in time, it'd be cool to track over years how folks' craving for "reality-first" stuff shifts as Morocco's online world grows up.

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