The Effect of Programmatic Advertising, Interactive Content andPromotion Strategy towards Brand Management in the Jordanian Context

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Abstract

The main objective of this research was to analyze the influence of programmatic advertising, interactive content, and promotion strategy on brand management. A specific aim guided the research; to evaluate digital marketing new tools in Jordan that can affect brand management. Furthermore, questionnaires were given based on a simple sampling technique and acquired in the Jordanian market. 316 questionnaires were distributed, and 280 available samples were gathered, resulting in a 88% response rate for all those selected to participate. Descriptive analysis, reliability test, correlation test, was used in this research. Moreover, this study's results demonstrated a robust positive relationship between programmatic advertising, interactive content, and promotion strategy and brand management. However, Jordanian students used platforms that use programmatic advertising and interactive content, and they think, based on the analysis of their perception, those tools affect brand management. Finally, the results of this study suggest that firms should adopt those tools with suitable promotion strategies to enhance brand management to leverage the digital world and technology, increase brand awareness through digital platforms used programmatic advertising and interactive content to continue competing in today's commercial environment.

Keywords: Programmatic Advertising, Interactive Content, Promotion Strategy, Brand Management

1. Introduction

Digital marketing and online advertising have become one of the main strategies used by companies to get beneficial results from their Internet marketing and communication strategies (Jung, Pawlowski, & Kim, 2017; Melović, Jocović, Dabić, Vulić, & Dudic,2020). Consequently, the Internet has become the preferred channel of millions of users around the world for daily tasks, the purchase of primary products and services, as well as for paying for these goods and services nationally and internationally using payment gateways with the world's central banks (Gavrila, & de Lucas Ancilla, 2021). The transmission of information through systems that manage Internet users' data has become a process that companies constantly optimize to increase digital marketing strategies' profitability and improve the return on investment of programmatic advertising (Palos-Sanchez, Martin-Velicia, &Saura, 2018). Studies such as those by, Belanche, Flavián, and PérezRueda (2017), Miralles-Pechuán, Ponce, and Martínez-Villaseñor (2018) show the interest of researchers in

Programmatic Advertising (PA) as a new marketing technique applied to the Internet and emerging technologies (Zhang & Zhu, 2021).

Programmatic Advertising is a novel technique that has been developed in recent years and uses large amounts of data, or big data (Talwar, Kaur, FossoWamba, &Dhir, 2021). Programmatic Advertising has stimulated growth and investment in graphic advertising on the Internet (Buhalis&Volchek, 2021). When compared to traditional models of buying and selling advertising space on the Internet, Programmatic Advertising has led to models that use the number of user impressions, the cost of banner clicks, and creative advertising (Miralles-Pechuán et al., 2018). The technology that drives Programmatic Advertising analyses millions of pieces of real-time data allows Programmatic Advertising adverts to accurately reflect the particular interests at the exact moment at which they are various likely to make a purchase or click an advertisement. Moreover, in order for programmatic advertising to succeed, the content should be valuable and worthy.

Content is a significant component of digital marketing techniques and forwarding how content can be used in marketing, or more precisely, in engaging customers, is central to developing a practical digital marketing approach. There are some ambiguities as to the nature of the content and the definition of content marketing; many studies suggest that content includes latent content making web pages, as well as dynamic heavy media content, such as videos, podcasts, user-generated content, and interactive output selectors (Sánchez-Teba, García-Mestanza, and Rodríguez-Fernández, (2020), and adopt Chan and Astari (2017). widely used, but the untested definition of interactive content marketing: "the creation and distribution of educational and compelling content in multiple formats to attract or retain customers." and promoting ongoing interaction and engagement with the brand community and has its influence on brand management.

Moreover, In digital marketing in the new era, brand management relies on the promotional strategy, it is needed to introduce the product further intensively so that the market is more knowledgeable, more knowledgeable of the product innovation conducted, and to strengthen the brand Gielens and Steenkamp, (2019), for example by providing price discounts Nadvi (2019) or other promotional activities, such as through digital marketing channels (Yasa et al., 2020). Therefore, to achieve a competitive advantage in terms of brand management toward brand power, brand popularity, and product image, corporate should focus on their promotional strategies, which would eventually increase the marketing performance of their business.

The modern marketing environment has changed extensively few as ten years ago. In this changing environment, brand awareness plays an important role. Brand awareness is changing the way the modern marketing environment focuses on comprehensive knowledge about brands. Indeed, brand and branding have become a significant marketing priority for most companies (Fahy& Jobber, 2019; Sedej, 2019). Nonetheless, there is a proper understanding of how brands and branding can or should be developed in the competitive marketplace.

Additionally, Jordan is one of the middle east countries which is underexplored related to digital marketing researches, and it is a place where every year, new digital

marketing customers enter the field, which is a very brilliant opportunity for marketers to market their products within digital marketing as consumers realize their mobile phones throughout to reach anything anytime (AL-AZZAM, & AL-MIZEED, 2021). Besides, digital marketing has been recognized as a new marketing purpose and contributes new chances for firms to do business. More specifically, Jordan's digital marketplace is one of the most excited growing markets due to the expanding number of middle-income users. It is required to reach millions of users in the coming decades. Therefore, research on branding and brand management through digital channels as advertising will significantly influence how business is conducted related to exceptional market brands. Consequently, digital marketing is seen as a technology evolution form of marketing that offers new ideas to businesses to try (Alghizzawi, Salloum&Habes, 2018). Also, marketing new trends as programmatic advertising and interactive content also the promotion strategy and their association on successful brand management do not explore in the Jordanian context, so, this study conducted among Jordanian universities student to explore the effect of programmatic advertising, interactive content and promotion strategy on the brand management in the context of Jordan.

2. Research Problem

In the current century, businesses are more scrutinized than ever; objectives and their communal role are comprehensively converse and criticized for weighing up the corporate illustration. Business sustainability is allied with superlative approaches; the fierce competition is not letting the companies play individually. Conglomerates are exposing bountiful financial resources to widen their brand image mainly among clients, workers, sponsors, government, and the public. The consumer is gradual with firms, the active in society for welfare activities (Fresnoza, 2021).

The marketing function is used to increase the perceived value of a product or brand image over a specified period. Valuable brand management facilitates the corporations in setting the desired price for their product and to put up loyal customers through brand awareness and positive association. Numerous researches have highlighted the role advertising and promotion strategies of a firm boost the brand image (Hanaysha, 2018). Brand image is the perception of the product image in the mind of the consumer. Over time the concept of brand image has changed from product perception to consumer experience about goods and services of a firm which is supported by the firm"s marketing activities as promotion and advertising. Brand image facilitates to amplify customers "s contentment, service superiority, loyalty, and repurchasing intention. Therefore, the corporate made much of the market struggle to enhance the effort in the new era of digital marketing to build up the perceptions about the brand in the memory of a consumer. Consumer loyalty highlighted business continuity with a particular company over time (Išoraitė, 2018; Sanny, Arina, Maulidya& Pertiwi, 2020).

Digital marketing is a new concept used in brand management and development; programmatic advertising and interactive content are new trends in the era of digital marketing regarded as decisive factors in brand management success with the suitable promotional strategy, but there are Some gaps in Programmatic advertising are neither

suited to branding goals nor to performance – be it web or mobile, display or video advertising, not even media or creation (Yurchuk, 2020). Positioning programmatic advertising as one of several sales channels for publishers or as part of a media plan is a sure-fire way of allowing the competition to maximize value-added potential. Instead, programmatic advertising should be seen as a principle that allows integrated, data-based communication within a fragmented media world while also helping to clear inefficient marketing silos out of the way (Hollensen, 2019). It connects media with creation to serve the right people with the right messages at the right time, and all of that on a large scale. It links marketing disciplines and advances people through the marketing funnel. On top of that, programmatic advertising for media means having to develop offerings tailored to the needs of tomorrow's advertising customers, yet it also serves as a basis for refining inventories and implementing more sophisticated sales strategies. This study will explore programmatic advertising as a brand management tool in the context of Jordan.

The main feature of digital marketing is content creation. Through educational, innovative, and informative interactive content, digital marketing can voluntarily draw the customer into the firm. As customers view the marketing message through interactive content, they are more engaged, more active, and more likely to support the message presented to them (Hollebeek and Macky, 2019). With the oversaturation of traditional advertising and media, many consumers have developed to consciously or subconsciously ignore ads. This is the most critical gap in the interactive content. The question that emerged is how to make interactive content that attracts the customers to brands and attain their loyalty with engaging content. By using interactive content, businesses have a better chance of expanding customer engagement and earning the purchase. Moreover, setting suitable promotion strategies compatible with programmatic advertising and interactive content in the context of digital marketing towards successful brand management is a critical issue. This study will try to fill this gap by exploring the respondents' perceptions regarding the interactive content and promotion strategy and their relationship with the success of brand management in Jordan.

In Jordan, new trends in digital marketing as programmatic advertising an interactive content with perfect promotion strategy is unexplored subject, also based on the researcher knowledge there is no study combine these concepts in one model, so this study will try to fill this gap and try to clarify the following question; is there any relationship between programmatic advertising, interactive content and promotion strategy on the brand management in the context of Jordan?

3. Research Questions

The main question of this study is; what is the effect of programmatic advertising, interactive content, and promotion strategy on brand management among the students of Jordanian universities. The following sub-questions can be derived from the main research question:

1- Is there any effect of programmatic Advertising, on the brand management among the students of Jordanian universities?

2- Is there any effect of interactive content, on the brand management among the students of Jordanian Universities?

3- Is there any effect of promotion strategy on brand management among the students of Jordanian universities?

4. Research Objectives

The main objective of this study is to explore if there is any significant effect of programmatic advertising, interactive content, and promotion strategy on brand management. The following sub-objectives can be derived from the primary research objective:

1- To examine the effect of programmatic advertising on the brand management among the students of Jordanian universities?

2- To investigate the effect of interactive content on the brand management among the students of Jordanian universities

3- To investigate the effect of promotion strategy on the brand management among the students of Jordanian universities

5. Literature Review

5.1 Brand Management

A brand is a collection of marketing and interaction methods that help distinguish a company from competitors and generate a lasting impact in customers' subconscious. Today, a brand is much more than a brand was 20 years ago, but typical "brand thinking" still occurs and incorporates numerous components that subsist and develop the brand. From a customer point of view and the perfect corporate brand construction, a brand is, in essence, a promise to the customer of long-term security, a competitive frame of reference, and consistent delivery of functional and emotional benefits. (Haigh 2014; Bäck et al., 2018) The branding concept is the same as 20 years ago, but the opportunities and channels are on another level due to digitalization in the 21st century. According to intelligent insights 2015, the definition of digital branding is: "Digital channels and assets are used to deliver a brand's positioning (or persistence) as part of multichannel brand communication or engagement programs." Consequently, digital branding could be renamed to Digital communication and be a component of a larger context where branding is more vital associated with the business strategy and brand planning (Kaplan &Haenlein, 2020). Nevertheless, even if we talk about branding, digital branding, or digital communication, the fundamental elements are the same. It is the way of how, when, and where the brand changes.

The speed at which digital marketing has developed over the years has changed the way brands and businesses utilize technology in building their marketing strategies. Digital marketing campaigns are becoming more prevalent as digital platforms are increasingly incorporated into marketing plans and as more and more people use digital devices instead of going to physical shops. In the digital world, the spread of information and awareness can occur across numerous channels such as the blogosphere, YouTube, Facebook, Instagram, Snapchat, Pinterest, and various other platforms (Bala&Verma, 2018). Online communities and social networks allow

individuals to not only become creators of their content and publicly publish their opinions, experiences, thoughts, and feelings about varying topics and products, but also to comment on publications made by others and thus hyper-accelerating the diffusion of information (Razmerita, Kirchner & Nielsen, 2016).

5.2 Programmatic Advertising

The quality of contact, combined with the ability to communicate the right target group at the best time and place with the right message, gave rise to agency trading desks. Automation – of purchasing, processes, and budget management are summarized under the terms 'programmatic advertising, 'Real-time performance' or 'real-time advertising' (Vonderau, 2019). Today, new methods pursued through programmatic advertising are also of great interest to premium branding customers and thus used in such segments. While it was initially almost solely a matter of generating sales, or at least registrations, the new programmatic advertising approach now satisfies both demands of the digital world: programmatic advertising provides performance not only concerning the required user action but also offers the ability to achieve branding and awareness effects for brands and products (Armano, 2020). With the current data and technologies, it is now possible to access target groups and target persons. With more information about the status of the respective buyer decision process of the individual user, one is in a position to define the price for the contact even more precisely and transmit the right message (Bala&Verma, 2018).

5.3 Interactive Content

The assumption of 'content' has its origin in the publishing world wherever words, images, and movement graphics have to be adequately attractive for the target audience to endeavor out the publishing principles, whether it is a newspaper, magazine, TV, or radio channel. Nevertheless, the concept of content in digital content marketing is less familiar and hence less clearly defined. For example, Vinerean (2017) defines *content* as "anything created and uploaded to a website: the words, images or other things that reside here." Halvorson and Rach (2012) recommend that content is "what the user-developed (to your website) to read, learn, see or experience," and Wuebben (2012) sees content as the key segment to communicating a brand's story "the story of your product or service and launches your brand into the essences and minds of your site, customers, and others.

The next important step is consideration of how these notions inform definitions of content marketing. Pulizzi and Barrett (2008, p.8) cited in Zahra, Barman, and Das, (2020) Effects of Digital Contents and Marketing Influencers on Customers' Attention Hacks & Perils. They proposed one of the first definitions of content marketing: "the creation and distribution of educational and compelling content in multiple formats to attract and retain customers." Later, Rose and Pulizzi (2011) suggested that "content marketing is a strategy focused on creating a valuable experience." Others (Halvorson & Rach, 2012; Bloomstein, 2012; Vinerean, 2017) suggest variations that give the topic a slightly different focus. Silverman (2012) concludes that the purpose of content marketing is to "draw in leads and supplement brand credibility," whereas Godin (2007) remarks that content marketing "is the only marketing left" Beşli, 2019).

Many commentators agree that the critical success criteria for content in content marketing scenarios are that it should be in some way great (Chaffey, D., & Ellis-Chadwick, 2019), remarkable Kovalenko and Kuzmenko (2020) or awesome stuff Holliman and Rowley (2014), in contrast with standard selling messages. Halvorson and Rach (2012) suggest that content is more or less worthless unless it supports a key business objective and fulfills customer needs, while Davis (2012) argues that: "you need to create content that your audience wants and needs. Often that content will have little to do with the actual products you sell and more to do with the audience you are looking to attract". Davis proposes the 'virtues of valuable content' as the confluence of frequency, quality, and relevance(Jefferson &Tanton 2015). point out that content needs to vary with the platform, with perhaps Facebook content being funny, beautiful, or inspiring, whereas newsletter content should be newsworthy. However, as evidenced in Corporate Vision's survey (2012), many commentators suggest that brands are missing these messages and still consider content marketing as another opportunity to communicate product-driven selling messages rather than solving the audience's problems (Wuebben 2012; Pulizzi and Barrett 2008).

5.4 Promotion Strategy

With advances in information systems and technology, new information channels are increasingly utilized by individuals to access information (Legner et al., 2017). This more accessible access to information has several important implications especially apparent within the electronics industry. First is the increase in the amount of product information readily available to consumers. This means that more variables affect consumers' purchasing decisions due to the amount of information on products made available to consumers (Floyd et al., 2014). Secondly, companies are becoming increasingly pressured to secure sales on their products within a shorter period. This is illustrated by the trend of new product development in the aeronautical industry and the automotive industry and electronic products, the latter being used in this study (Tyagi and Sawhney, 2010). A means to achieve this is by turning to an online platform for promotional marketing purposes. One of the most established marketing strategies vendors implement is price discounts, which also apply online.

6. Hypotheses Development and Research Model

6.1 Programmatic Advertising and brand management

Programmatic Advertising platforms will be helpful for brand management when numerous further requirements have to be satisfied. The center demands are the performance of advertisements by target group and ad exposure as well as according to specific branding within a specific inventory selection, taking into account not only the importance of a brand-safe context but also that Premium Brands (with impactful ad sizes) are scoring high on viewability, today's Programmatic Advertising systems only support these requirements to a certain extent and need to be upgraded accordingly. Furthermore, a particular data strategy is needed, which has to be aligned to the specific goals of branding campaigns (Bresciani, Ferraris, Romano & Santoro, 2021). Additional measures must be implemented to ensure adequate data protection is preserved when using Programmatic Advertising technology. Technologies used in Programmatic Advertising and the associated strategies are all derived from

performance advertising and remnant ad sales. Moreover, the potential benefit of Programmatic Advertising is evident for customers who are using advertising for brand development or launching new products known as "brand advertising" (Noller&Magalon, 2016).

H1: There is a significant effect at of programmatic Advertising on the brand management among the students of Jordanian universities at α ≤ 0.05.

6.2 Interactive Content and Brand Management

Brand building, buying, and trust in businesses in the digital era realizing that content marketing analysts see brand recognition and the creation of a trusted status as critical objectives of content marketing, we turn to brand theory. Traditionally, branding was observed as unnecessary in the circumstances, concentrating on the dedicated sales force (Kandampully, Zhang &Jaakkola, 2018). Nevertheless, brand building has become increasingly important for marketing companies, especially for worldwide commoditized technology businesses where the brand is a signifier for trust (Chandra, Sharma, & Kant, 2019). A more trustworthy brand reputation has been determined to provide the buyer with a more excellent understanding of the product quality, leading to a greater willingness to pay a price premium and confidence that suppliers will stay the course of a long customer relationship. In particular, it is recognized that the corporate brand has a fundamental role in creating sustainable relationships between an organization and its multiple stakeholders (Qadri, Ghani & Sheikh, 2020).

Accordingly, brand owners are becoming more proactive in managing their digital brand presence. Nevertheless, in this endeavor, they face two key challenges. First, trust is both important in engaging customers in remote locations and more challenging to achieve (Dwivedi et al., 2021). Secondly, with the approach of increasing assistance in social media, brand favors are more helpless, and admittedly, some would claim that the more powerful and interested the customer community associated with a brand, the greater the chance that the 'ownership' of the brand identity is contested (Casidy, Wymer, &O'Cass, 2018). Brand partners may have no alternative but to acknowledge that they are losing control of their brands, view brand-building as an interactive process in an informal environment, and empower customers to co-create brand meaning and value (Matihaldi, 2021). In many instances, especially in social media contexts, this is associated with co-creating the content on the brand's website or social media presence. Hence, marketers, for whom brand reputation is pivotal to long-term relationships, might usefully consider ways to develop a more collaborative approach to content development (Mingione&Abratt, 2020). Based on the above discussion, the following hypothesis was formulated:

H2: There is a significant effect at of interactive content on the brand management among the students of Jordanian universities at α ≤ 0.05.

6.3 Promotion Strategy and Brand Management

Promotions strategies are typically inspected as temporary influences that encourage the trial of a product or service. Not surprisingly, most research on their use explores the effect of promotions when they are offered (Sanusi, 2021). Relatively more little attention has been devoted to investigating the consequences of promotions for brand preference after the promotion has ended. Furthermore, scholarly viewpoint on

whether promotions promote or prevent a brand in following choice periods is various. Some researchers declare that sales promotions can threaten brand preference. Promotions have the potential to harm brand equity by concentrating the consumer's consideration too profoundly on price.

Similarly, researchers warn of certain disadvantages of sales promotions such as diminished brand loyalty, improved brand switching, reduced quality thoughts, and increased price sensitivity.

Conversely, additional researchers dispute that sales promotions can enhance brand preference (e.g., AFZAAL, GOHAR, & ZAHID, 2021). Hence, the existing literature is unclear as to whether sales promotions detract from or enhance brand preference. As mention above, the promotion strategies should be chosen in order to enhance and support brand management. In the recent study, the following hypothesis will be examined to explore the relationship between promotion strategy and brand management in the context of Jordan. Based on the above discussion, the following hypothesis formulated

H3: There is a significant effect at of promotion strategy on the brand management among the students of Jordanian universities at α ≤ 0.05.

7. Research framework

Hence, based on the above arguments, the conceptual framework below clarifies the influence of the programmatic advertising, interactive content, and promotion strategy on brand management among the students of Jordanian universities. Programmatic advertising, interactive content, and promotion strategy were the independent variables, while brand management was dependent. Finally, Figure 1 represents the conceptual framework.
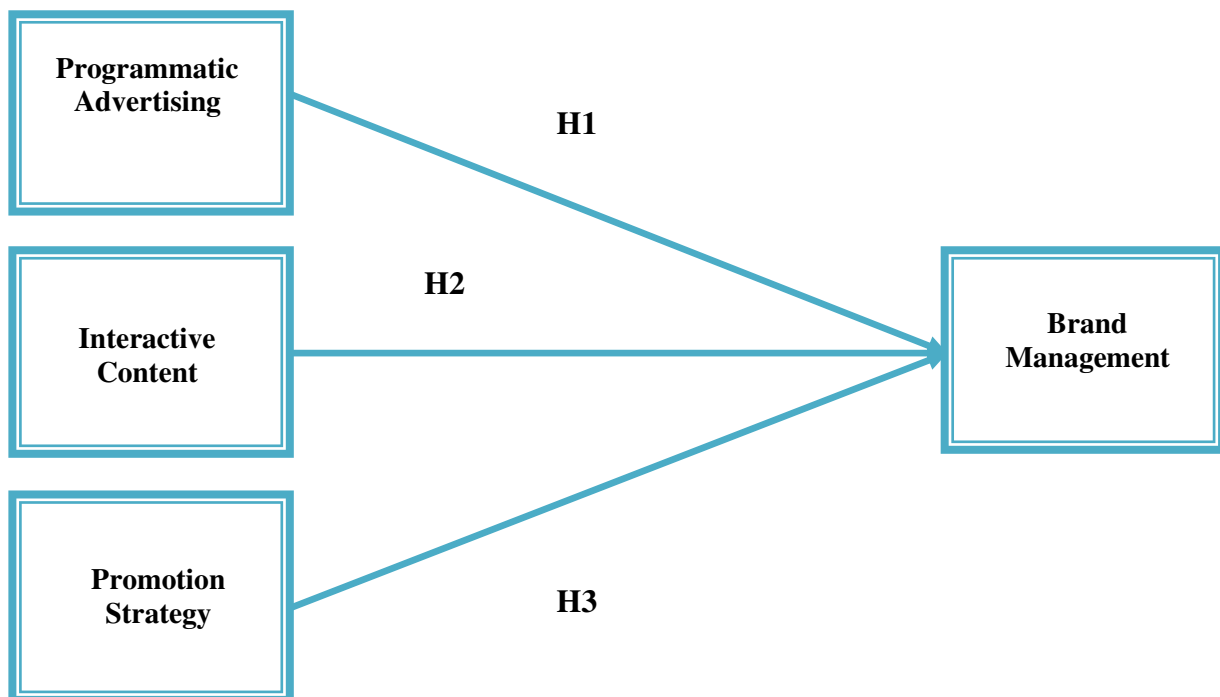

Figure 1: Research Framework

8. Methodology

The researcher demonstrates the empirical research method needed to analyze the relationships between the independent and dependent variables among Jordanian university students. Moreover, to meet the objectives of this research, to examine the effect of programmatic advertising, interactive content, and promotion strategy as independent variables on brand management as the dependent variable with one unique model using the statistical methods will be clarified in the following sections.

8.1 Research Methods and Design

In order to achieve the objectives of this study, a quantitative, descriptive research approach based on the survey to collect data from respondents adopted from the previous literate in the digital marketing field. The quantitative, descriptive survey method was employed to investigate the relationship between programmatic advertising, interactive content, and the promotion strategy on the brand management among the students of Jordanian universities**.**

8.2 Data Collection

Primary and secondary data collection techniques were utilized. Also, primary data were collected using questionnaires given to select university students in Jordan. The questionnaire is divided into distinct sections. The first part includes questions about the background information of the participants. The second part, which is part B, includes questions that will measure the perception of the respondent about the programmatic advertising, and part C, which includes questions about their perception about the interactive content, part D contains a question that measure promotion strategy and the last section E includes questions related the respondent perceptions about brand management. Furthermore, the secondary data gathered contains a literature review on studies conducted on the same topic.

8.3 Data Analysis

Data were only gathered through an online survey due to the coronavirus pandemic conditions resulting in the closing of the universities in Jordan when conducting the recent research. Data were analyzed using Statistical Package for the Social Sciences (SPSS):

1. Descriptive statistics, such as means, and standard deviations, are utilized.
2. The Cronbach's alpha coefficient for each of the four measures was calculated to evaluate the reliability and examine the validity of construct discrimination.
3. The Pearson correlation coefficient is calculated to determine the direction and magnitude of the relationship among the main variables.
4. The hypothesis relationship proposed in this study was tested through multiple regression analysis to determine the impact of the three independent variables on the dependent variable and to which extent they predict it.

8.4 Target Population

According to Sekaran and Bougie (2016), the population is the complete set of cases from which a sample is acquired. The target population for this study is students from Jordanian universities. According to the Statistics of the Ministry of Higher Education and Scientific Research (2021), the number of university students in Jordan in 2020 was 285,486. Based on these statistics, the target population size will be 285,486 students. The targeted respondent will have specific characteristics because the probability of random sampling will be utilized during data collection. These features will comprise students who have access to the internet and have knowledge of digital marketing.

8.5 Sample Size and Sampling Technique

There are two types of sampling techniques - probability and non-probability. Probability sampling contains numerous methods for the random selection of students from the entire population. Due to the researcher's access to the whole population, the possibility of choosing each member of the population is known (Sekaran & Bougie, 2013). In order to achieve the objectives of the study, students will be selected using the probability sampling method; the justification for using random sampling probability is to allow the researcher to choose and focus on specific characteristics of the population exciting and will enable him to answer his research questions. The sample was taken from three universities, such as Yarmuke University in the North region, Mu'tah University in the South region, and the University of Jordan in the Middle region. Hair et al. (2007) proposed a ratio of 10 cases to one questionnaire item for variables analysis. The expected sample size is at least 200 or more to meet the recommendation criteria. The sample size of this study was 316, which met the proposal criteria.

8.6 Response Rate

The target population contained 316 students from three Universities in Jordan. Table 1 shows that the 316 questionnaires administered, 280 answered, giving an 88% response rate. Hair et al. (2010) indicated that the statistically significant response rate for analysis should be at least 50%. Table1 shows the research response rate.

Table1: Response Rate

Response Rate	Sample Size	Percentage
Returned questionnaires	280	%88
Unreturned questionnaires	36	%22
Total	316	%100

8.7 Descriptive Statistics

Descriptive analysis was utilized to analyze the data by describing or explaining the descriptive evaluation of the participants as a study variable. Furthermore, descriptive analysis of participant's answers was utilized to determine the participant's evaluation

criteria with average value scores. Based on Table 2, 280 valid answers' mean and standard deviation for each variable were analyzed. The results show that the mean of the responses for the independent variables where high. The highest mean was for the programmatic advertising, the promotion strategy, and finally, the interactive content. It seems that there is no low level of mean scores. Also, the participants agree that these variables impact brand marketing.

Table 2: Means and Standard Deviations

Component	Mean	Std. Deviation
Programmatic Advertising	4.01	1.160
Interactive Content	3.81	1.408
Promotion Strategy	3.88	1.611
Brand Management	4.07	1.151

8.8 Scale Reliabilities

Cronbach's alpha was utilized to measure and assess the instrument's internal consistency efficiency and reliability. In addition to this, Cronbach's alpha was utilized to examine the reliability of the findings, which came from measurements based on correlations between the factors of the study, also referred to as internal consistency. Furthermore, Cronbach's alpha is frequently utilized to test the average of items evaluated in tests and their relationships. More specifically, SPSS software is applied to analyze the reliability of the data collected. Finally, the consistency of the general scale of the current and selected conditions is confirmed by Cronbach's alpha, which should exceed the acceptable scale of 0.70 (Hair et al., 2006). In this study, Cronbach's alpha was used to measure item reliability. As shown below, the calculated Cronbach's alpha is between 0.88 and 0.93, which is an excellent result (see Table 3).

Table3: Reliability Analysis

Component	Number of items	Alpha
Programmatic Advertising	5	0.88
Interactive Content	5	0.93
Promotion Strategy	5	0.91
Brand Management	6	0.89

8.9 Hypotheses Testing Result

Four hypotheses were generated for this study, as stated earlier. These call for using a Pearson correlation (for hypotheses 1, 2, and 3) and multiple regression analysis (for hypothesis 4). The results of these tests and their interpretation are discussed as follows.

Correlation analysis refers to the strength and direction of the linear relationship between two factors (Cohen, 2013). The degree of correlation refers to the strength

and significance of a relationship between them to achieve it. A bivariate association was performed, which calculates the Pearson correlation coefficient with the degree of importance. A value of 1 or -1 means that the factors can be accurately determined interchangeably, and a value of 0 indicates no relationship between them. Finally, the results of the analysis are presented in Table 5. The outcome of the Table4 demonstrates the result of the hypotheses of the research as follows:

In the present research, the Pearson correlation coefficient was calculated. However, many opinions related to the Pearson correlation (R) value interpretations for correlation analysis (Tabachnik&Fidell, 2001). After reviewing the literature and evaluating the comments, it was decided that Pallant's (2005) suggestion should be chosen as the guideline for evaluating the value of the Pearson correlation coefficients, as explained in Table 4.

Table 4: The guidelines for interpretation of the value of Pearson correlation (R)

The value of Pearson correlation (r)	Interpretation
0.10 to 0.29 or -.10 to -.29	Weak
0.30 to 0.49 or -.30 to -.49	Moderate
0.50 to 1.0 or -.50 to -1.0	Strong

Source: (Pallant, 2005)

The results of the research hypotheses: H1, H2 and H3based on the result of the Person correlation analysis shown in table discussed as following:

H1: *There is a significant relationship between programmatic advertising and brand management among Jordanian universities students*

Table 6 shows that the correlations between programmatic advertising and brand management were strong (r = 0.615**). Thus, H1 was supported.

H2: *There is a significant relationship between interactive content and brand management among Jordanian universities students*

Table6 shows that the correlations between promotion strategy and brand management were strong (r = 0.519**). Thus, H2 was supported.

H3: *There is a significant relationship between programmatic advertising and brand management among Jordanian universities students*

Table6 shows that the correlations between programmatic advertising and brand management were strong (r = 0.777**). Thus, H3 was supported.

Table5: Pearson Correlation for Independent variables, Mediator and Dependent Variable

Correlations					
		Brand Management	Programmatic advertising	Interactive content	Promotion strategy
Brand Management	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	280			

Programmatic advertising	Pearson Correlation	.615[**]	1		
	Sig. (2-tailed)	.000			
	N	280	280		
Interactive content	Pearson Correlation	.519[**]	.685[**]	1	
	Sig. (2-tailed)	.000	.000		
	N	280	280	280	
Promotion strategy	Pearson Correlation	.777[**]	.487[**]	.391[**]	1
	Sig. (2-tailed)	.000	.000	.000	
	N	280	280	280	280
**. Correlation is significant at the 0.01 level (2-tailed).					

9. Discussion

This study aimed to explore new trends in digital marketing in Jordan, which is a relatively new context. This study discussed a critical issue in the marketing field; brand management as a dependent variable and three new trends in digital marketing; programmatic advertising, interactive content, and promotion strategy. The result of this study shows the strong relationship between those three independent variables and dependent variables. The importance of this study comes from its novelty because there is no study yet examine advertising, interactive content, and promotion strategy on brand management in one model; moreover, this study covered new concepts and trends in digital marketing in Jordan.

10. Research limitation and future researches

The research was restricted to the students at Jordanian universities. Future research should be done on many young people or other ages for more accurate results. The Jordanian universities can target their youths on all the applications utilized in this research. Doing this research on other samples will enrich researches in the marketing field. Future research may be done, taking into account additional factors in different digital marketing and channels. This may differ from the findings of this analysis study to identify any difference.

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