The effect of content marketing on customer response
An analytical report on the opinions of a sample of Al-Qadisiyah University employees

Hussein Falah Ward

Huda Tariq Salman

Qadisiyah University, College of Administration and Economics

Corresponding Author : Huda Tariq Salman

Abstract : The study aims primarily to determine the impact of content marketing on customer response from the point of view of Al-Qadisiyah University employees, based on a main problem diagnosed with several questions: To what extent is there awareness of the relationship of influence and connection between content marketing on customer response?

Content marketing was adopted as an independent variable through its four dimensions represented by (relevance, credibility, attractiveness, value), while customer response was expressed as a dependent variable through its two dimensions represented by (word spoken, and intention to convert).

The questionnaire form was adopted as a main tool for collecting data related to the variables of the study, as the spatial boundaries of the study were (selected colleges from Al-Qadisiyah University), while the study sample was represented by (employees of Al-Qadisiyah University), and the sample size was289), and the statistical program (SPSS.V.29) and the program (24.Amos.V) were used to test the hypotheses. The results reached by the study showed the existence of an influence and correlation relationship between the variables of the study, and the study came out with a set of recommendations.

Keywords: content marketing, customer response.

Introduction: Business organizations sought to adopt new approaches in their dealings with customers, especially when they tried to invest in social media to advertise their products and services and adopt them as channels through which they hear the voice of their customers and encourage them to interact and share information. From this standpoint, the success of organizations today has become closely linked to their ability to create and publish their digital content to serve and support their work, and to publish their content online that attracts customers' attention and encourages them to participate.

On the other hand, customer response is an important part of the success of any business, especially when the organization can respond effectively and immediately to customer requests. This leads to building strong relationships with these customers and increases its chances of survival in a competitive market, as customer response is part The customer's experience with the organization's product or service is important. If their experiences are positive with their organizations, it is expected to lead to an increase in their loyalty and loyalty to those organizations.

The first section: the scientific methodology of research

First: the research problem

Based on field observation (on opinion Followers of the marketing content of companies marketing the luxury brand on social media among several employees of Al-Qadisiyah University, which represented the study community. The researcher conducted a field study whose goal was to Basis Viewing Possibilities And the capabilities that companies possess Thoughtful, as many companies Especially Companies Marketer luxury brands on social media realize the great benefits it can bring that It obtains it by applying the concept of content marketing as it seeks to achieve its goals, and through the following: above it noted that the intended companies face major challenges, including the inability of customers to distinguish the luxury brand. The command Which indicates weak awareness among customers regarding that brand, on the other hand, I realized These company's important inventing methods Marketing His speech fits the change in Tastes Customers to achieve their response, and in light of the above, the current study attempts to bridge the knowledge and application gap to understand and explain that relationship by formulating a main question that says (Is it possible to explain the relationship between content marketing and customer response) and the following sub-questions emerge from it:

a-What is the study sample's level of awareness of content marketing?

b-What is the level of variation in customer response that customers have toward the company?

T-Is there an impact of content marketing on customer response?

Second: The importance of research

1. The importance of the study comes from the importance of the variables it addresses, as it addresses one of the most important contemporary topics in administrative thought during the last few years, related to modern marketing.

2. Contribution In providing new data and information in the field of content marketing and customer response through the conclusions and recommendations that the study will reach.

3. Highlighting the most important variables affecting performance Organizations are the customer because they are the actor and the focus Basis Of the development process and try to gain his loyalty and commitment.

4. Determine the nature and type of relationship between content marketing and customer response The command Future studies can measure the nature and type of this relationship on other samples.

Third: Objectives of research:

The main objective of the study is to verify the correlation and influence between (the impact of content marketing and customer response). Within the framework of the study problem and its importance Can be limited Goals search as follows:

1. Determine the impact of content marketing on customer response.

2. Determine the nature of relationships and the influence Between content marketing and customer response.

Fourth: Hypothetical research plan

In light of what was discussed mechanism from methodology search and its goals A hypothesis chart has been prepared Search, as shown in Figure (1), to express the relationship between variables search This diagram is represented by a set of correlation and influence relationships between the variables research Which was extracted from the reality of administrative literature as follows:
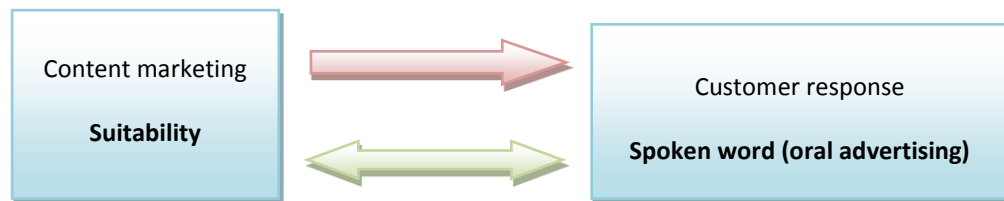

Figure (1) Hypothetical chart search

THE FIRST MAIN HYPOTHESIS:

There is a significant correlation Statistic Between content marketing and customer response.

THE SECOND MAIN HYPOTHESIS:

There is a significant influence relationship Statistic Between content marketing and customer response.

FIFTH: THE RESEARCH SAMPLE POPULATION

Represents a community to search the employees of Al-Qadisiyah University, who number (2272) According to Statistics Submitted by the Department of Studies and Planning at the University Presidency, and shown in Table (3), in which the objective conditions were met and the sample was highly homogeneous.

As for the Sample the research It was represented by a group of employees at Al-Qadisiyah University, and in order to determine the appropriate sample size, an equation was usedChan,2012)),Which states the sample size is determined as follows:

Minimum sample size = (number of items for the questionnaire x5) + 10% margin safety

Sample size=47×5(235×10%)=235+24=259 questionnaire

Therefore, the limit lowest number of questionnaires requires (259 questionnaire forms. Accordingly, (300) questionnaire forms were distributed, and (294) questionnaires were returned, with (6) not returned. When sorting the questionnaires, it was found that there were (5) questionnaires.at damaged, and the number of questionnaires suitable for analysis (289 questionnaires, meaning a response rate of (89%). Table (4) shows the number of questionnaires distributed to the study sample.

THE SECOND SECTION: THE THEORETICAL FRAMEWORK OF THE RESEARCH
First: the concept of content marketing

And Some people believe that content marketing is a modern approach, but in fact content marketing has been around for a long period, as it is (John Deere) pioneered this concept (Godin-Bergeron, 2017: 17). In 1895 AD, he launched the first magazine with informational content entitled (Furrow). This magazine did not include direct promotional messages, but rather provided information related to new technology and advice regarding the entire industry in order to prosper and achieve profit (Swieczak, 2012: 138). The magazine enabled John Deere to become a pioneer in the manufacture of agricultural machinery, and the magazine is still in circulation to this day (Godin-Bergeron, 2017: 18). In the 1990s, that changed Everything for marketers, as the emergence of the Internet led to the flourishing of websites, and organizations found opportunities for content marketing via email. The term content marketing was coined in 1996 by (John F-Oppedah) during a conference with journalists. By 2001, the Penton Cutommedia organization, which specializes in advertising, officially adopted the term content marketing, and many brands then applied it. Holliman & Rowley indicated that content marketing is the creation and distribution of educational and persuasive content in multiple formats to attract and retain customers (Holliman & Rowley, 2014:270). Plessis viewed content marketing as "a strategic brand storytelling technique that aims to change passive consumer behavior through unobtrusive brand conversations in earned media" (Plessis, 2015: 128 Du). While Baltes (2015:111-118) presented content marketing as digital content that an organization creates and shares on its websites to see it by its current and potential customers, and build a base of trust among individuals, leaders and managers need the trust of subordinate individuals in order to manage them appropriately, as well. Organizations are in dire need of gaining the trust of their customers. While (Pazeraite) presents content marketing as "creating relevant, compelling, and valuable content to retain new customers and attract them to build a strong brand, through the use of a specialized team that creates and publishes content via the Internet (Pazeraite & Reporiene, 2016: 102). He added Beets & Samgster both stated that content marketing "is a strategy for creating and distributing relevant, valuable and consistent content to attract and retain a target customer" (Beets & Samgster, 2018:12).

And accordingly, the researcher believes that content marketing is a marketing strategy to create and publish valuable and appropriate content to attract new customers, retain existing customers to build a strong brand, and to enhance the customer's feeling of high value to influence his feelings and emotions when the content tempts him to make a purchase.

Second: The importance of content marketing

Confirm (Hollebeek & Macky, 2019:27) Content marketing fulfils the need for advertising through personal selling, as it represents a more interactive audience and is also low-cost. It also contributes to increasing the percentage of sales, while on the part of customers, it may contribute to facilitating access to the content most appropriate to their needs. The increasing awareness in our current era, especially with the continuous increase in guidance and reliance on the Internet and social communication in the purchasing process, contributes to reducing the effectiveness of many promotional tools, which has led many institutions to follow new and innovative methods and methods that are more appropriate (Muller & Fabian, 2019). :46).

He mentioned (Costa et. al, 2021:1) One of the main benefits of using content marketing is that it maintains the attention of customers, and participates in the brand that previously contributed to providing the content, to be the first to be mentioned when a customer needs or desires a specific good or service. As for (Vakela, 2022: 18), content marketing is seen as working to increase brand awareness, as creating high-quality content helps the organization establish the credibility of the brand, and encourages customers to visit the organization's website, or any social media channels, to obtain information. Valuable, reliable, and with increased traffic it will subsequently create potential customers and sales for the organization.

From the above, the importance of content marketing can be summarized as follows:

1- Attracting new customers and retaining existing customers, ensuring their continued loyalty, and giving them opportunities to share content with others.

2- Being the best and least expensive option, it saves a lot of expenses.

3- It contributes to presenting marketing messages in modern, innovative ways and methods.

4- It provides customers with sufficient information to make an accurate and informed purchase decision.

5- Building trust with customers, ensuring a long-term relationship, and continuous interaction with the attractive content the organization provides that meets the desires and needs of customers.

Third: Content marketing objectives

explained (Kose & Sert, 2017:1-8) The most important goals of content marketing are attracting new customers to the brand, and achieving marketing activities through the organization's web. For his part, Forrest (2018:410) pointed out that the goal of content marketing is to engage customers in a new way with value and trust. As for (Ajina, 2019: 71-

84), he believed that the marketing strategy consists of the following objectives: developing awareness of the brand, considering the institution a reliable source of information, customer service and emotional connection, building a strong relationship with the target customer, creating a new segment of customers, increasing customer engagement. Customers are loyal to the organization. While (215: Pharr, 2019) emphasized that the main goal of content marketing is to consider the organization that owns the brand a reliable source of information and a reference for customers if they need specific information about the product or service. (Prasetya, 2022:423-434) added that the goal of content marketing is to attract customers through content to encourage customers, not just to engage with the content, but to build greater interaction with the brand, so that customers' responses can be used to determine the dimensions of participation, and the purpose of this is to find patterns. Interact and share.

From the above, the researcher believes that the most important goals of content marketing are:

1- Achieving emotional connection with current and targeted customers.
2- Attract a new group of customers.
3- Establishing a relationship with the customer based on long-term trust.
4- Identify the problems of current and potential customers by increasing interaction with them.
5- Attracting new strategic partners.
6- Explore new business ideas
7- Developing brand loyalty among customers.

Fourth: The concept of customer response

Explain(Ivanov et al., 2019: 46-829) as a behavioral process related to information about products or services that affects on the purchase decision and in a positive way. The customer's use of information and evaluations is based on their response, and responsive customers base their behavior on rational calculations, and their choices aim to improve their happiness, which makes them respond to the service provider (Uyoga, 2019:61&Lagat). As (Uyoga, 2019:62 & Lagat) pointed out the customer's response toa Noha Ano Actions taken in response to negative information related to the individual needs of targeted customers. As well as On the need for marketers to adopt a smart approach in their marketing efforts through social media for the purpose of meeting the needs of their customers and achieving high value for them (Paul, 2019:299-312). (Setapa et al., 2020:41) believed that it is necessary for the organization to monitor the manner, speed, and efficiency of the customer's response, and whether or not the organization is good depends on the ability of that organization to meet the needs and expectations of its customers, and to deal seriously with their positive reactions to those expectations, which contributes to strengthening its relationships with its customers and creating high value for them. From another angle, (Sharma et al., 2021:3) described customer responsiveness as the organization's ability to work according to changing market patterns and respond to changing needs and expectations. He confirms this by saying (Islam et al., 2020:2) that customers do not want to deal with organizations that are characterized by weakness and inefficiency, as they express their discomfort and confront their problems by resorting to dealing with channels through social media. In addition, it reflects a positive perception of them based on accurate knowledge of the value of the products and services provided through these means (Megdadi et. al., 2023:1).

Accordingly, the researcher sees Customer response as the customer feedback that the organization receives from its customers about its products, services, or business approach, which would contribute to increasing the value that customers obtain and improving the organization's position in the markets.

Fifth: The importance of customer response

Customer response involves the organization's desire to know more about its customers, as an action a Proactive, active and prepared to develop solutions that can be designed to suit a specific customer(,2020:2 Islam et al)Customers also provide comments all the time about the product or service provided, about the organization, experiences with the brand, etc., then it is the organization's role to no Get access to this information, monitor it, and use it to produce a product/service that will be closest to current customer needs ((Setapa et al., 2020:41. Mous & Faza, 2018:265-274) touched on the importance of customer response, which is represented in the following: -

1- Providing positive results to partners in the organization such as funders.
2- Avoid repeating the same mistakes in the services that the organization wants to provide.
3- It helps diagnose the reasons for the organization's failure to achieve its goals.
4- It helps expand the scope of services provided to include other communities.
5- Verify the management approach followed as to whether it achieves customer satisfaction in responding or whether it needs review.

Through customer response, the company may be prepared to achieve a competitive advantage and high levels of performance due to its knowledge of customer needs and the reputation it builds (Pehrsson, 2014:34-44). On the other hand, the importance of customer response represents providing sufficient competitiveness and leading to positive

performance (Lagat & Uyoga, 2019:61-69). Customers are valuable assets for organizations, as customers who feel satisfied can provide a positive response through a mismatch between the previous level and the actual performance they felt after use (Ngaliman, et. al., 2019:87). Customer response activity is an effective strategy for the organization to distinguish it from competitors (Pehrsson, 2014:34).

From the above, we conclude the importance of customer response as follows:

1- Continuous improvement of the overall quality of the product or service provided by the organization.

2- Customer response is valuable to both the organization and the customer, as it enables the organization to collect the information necessary to improve the product or service, while customers enable them to express their opinions about the service provided.

3- It leads to a competitive advantage for the organization, which is what all organizations seek.

4- Improving the organization's performance.

5- It contributes to increasing cooperation and interaction between customers and service providers, which leads to increased loyalty to the brand, and thus long-term relationships for the organization with its customers.

The third section: the applied aspect of the research

First: Description of the research variables

Before entering into the analysis of the study variables, these variables must be described with a set of symbols that are sufficient to reduce complexity Methods Statistics As a result of extracting the required results, which indicates the necessity of adopting a set of symbols capable of expressing the variables of the study, and the table (1) shows the description of the study variables that are interested in constructing framework Clear conceptual understanding of the terminology that will be used in the results of the applied aspect of the study.

Table (1) Description of the study variables

code		Number of paragraphs	The dimension	variable
CM	su. su	16	4 Suitability	Content marketing
	cr		4 Credibility	
	va		4 the value	
	gr		4 gravity	
CR	saw. saw	7	3 Spoken word	Customer response
	ci		4 Intention to convert	

secondly:Verify the adequacy of the sample size

This step is based on testing (KMO and Bartlett's Test) which expresses the adequacy of the sample size investigated, and the strength of this criterion indicates that the closer it gets to the correct one leads to worker reliability, as for if the standard fell below the value of (0.60) This indicates that the adequacy of the sample size is very poor, and therefore the researcher must increase the sample size. The table shows (2) Testing the adequacy of the sample size.

Table (2) Testing the adequacy of the sample size according to the study variables

Sig.	Approx. Chi-Square	KMO and Bartlett's Test	the test
0.001	4522.941	0.873	**Content marketing**
	4824.195	0.864	**Customer response**

Source: Preparation The researcher, relying on the outcomes of (SPSS.V.29)

It is noted from the results of the table (2) that Sample size adequacy values are acceptable values at a significance level less than (5%) What does it mean? That Sample size is adequate to cover Opinions of Employees at Al-Qadisiyah University, so The test value reached (KMO) (0.864, 0.873) respectively for the content marketing variable and customer response, which means Possibility The researcher relies on these factors in interpretation Opinions Employees at Al-Qadisiyah University, as well I showed results (Approx. Chi-Square) for study variables paragraphs that The correlation matrix is not a single matrix and the correlation coefficients are equal to zero , and at a significant level (0.001) and reached (.195, 4522.941 7824) respectively for the content marketing variable and customer response.

Third :Reliability and construct validity of the measurement tool

Reliability refers to the consistency of the study measure and the stability of the results that can be obtained from the measure over different periods (Bartholomew, 1996: 24). The structural reliability of the measurement tool is verified by using the Cronbach Alpha test, and the reliability coefficient of the tool was calculated using the Cronbach Alpha correlation coefficient shown in Table (). The study variables were obtained according to the table outputs (3(Regarding the Cronbach alpha coefficients for the scales, all values ranged between (0.882-0.863) which is statistically acceptable in administrative and behavioral research because its value is greater than (0.75) (Nunnally &

Bernstein, 1994:297) , which indicates that the study's measurement tool measures are characterized by internal consistency and consistency, and the results also show the reliability of the measurement tool variables in a manner as follows: and M with the responses of the study sample.

Table (3) Structural reliability parameters of the measuring instrument

Validity parameters of the measuring instrument		Parameters Cronbach alpha		Paragraphs	The dimension	variable
0.924	0.904	0.863	0.860	4	Suitability	**Content marketing**
	0.961		0.857	4	Credibility	
	0.952		0.867	4	the value	
	0.936		0.912	4	gravity	
0.921	0.942	0.882	0.831	3	Spoken word	**Customer response**
	0.982		0.910	4	Intention to convert	

Source: Prepared by the researcher based on the outputs of the statistical package (SPSS.V.29).

Fourthly: Statistical description: display and analysis of research results

1-Independent variable (content marketing)

The independent variable measured content marketing through four Deportation(suitability, credibility, value, attractiveness) for several Al-Qadisiyah University employees. This variable was measured by (16) Paragraph, and the analysis was obtained Statistician A descriptive description of the dimensions of content marketing is as follows:

The content marketing variable, according to the table outputs (), obtained a high arithmetic mean (3.50) with a trend towards agreement and a standard deviation of (0.73), which means Realization Al-Qadisiyah University employees The importance of content marketing as...strategy It aims primarily to attract the customer by interacting with him at every stage of the purchase and to retain him as a permanent customer even after the end of the purchase process, and this has received relative attention of its value (70%).

This variable was measured through the suitability dimension according to the outputs of the table () Because he had a high arithmetic mean (3.48) with a trend towards agreement and a standard deviation of (0.80), which means that the employees of Al-Qadisiyah University realize the ability of the marketing content for luxury brands to present everything that is new about the nature of the technology used in them. This received relative interest (72%), which increased the interest of the university employees. Al-Qadisiyah towards the emergence of marketing content for luxury brands has led to significant participation and interaction with it. The sample's responses also showed interest in paragraphs (su1-su4(This dimension has an arithmetic mean that ranges between (3.32-3.58) and with relative interest (66%-72%), and this increase came in light of agreement and rapprochement. It improved the awareness of Al-Qadisiyah University employees regarding the dimension of suitability through products marketed for luxury brands.

And The credibility dimension according to the table outputs () obtained a high arithmetic mean (3.54) with a trend toward agreement and a standard deviation of (0.97), which means that the employees of Al-Qadisiyah University realize the importance of marketing companies using a promotional method that forces me to interact with them. This received relative attention (72%), which is good, because which increases the interest of the employees of Al-Qadisiyah University towards the commitment of marketing companies. High credibility in the applications and programs used by it. The sample's answers also showed interest in paragraphs (cr1-cr4(This dimension has an arithmetic mean that ranges between (3.49-3.58) and with relative interest (70%-72%), and this increase came in light of agreement and rapprochement. It improved the awareness of Al-Qadisiyah University employees regarding the dimension of credibility through marketed products and interaction with them.

The value dimension according to the table output () obtained a high arithmetic mean (3.48) with a trend towards agreement and a standard deviation of (0.55), which means that the employees of Al-Qadisiyah University are aware of the importance of the type of marketing content that affects their decisions in the purchasing process. This received a good relative interest (71%), which increased the interest of the employees of Al-Qadisiyah University towards the use of trademarks. Luxury because of its positive connotations compared to other products. The sample's answers also showed interest in the items (va4-va1) of this dimension, with an arithmetic mean that ranged between (3.40-3.54) and with relative interest (68%-71%), and this increase came in light of Agreement and convergence improved the perception of Al-Qadisiyah University employees regarding the value dimension through luxury brands reflecting personal identity when purchased.

According to the results of the table (), the dimension of gravity obtained a high arithmetic mean (3.52) with a trend towards agreement and a standard deviation of (0.81), which means that the employees of Al-Qadisiyah University realize the importance of users of luxury brands being very attractive, and this received relative attention (72%) good, which increases the interest of Al-Qadisiyah University employees towards the use of luxury brands because it meets

All the requirements they need. The sample's answers also showed the presence of interest towards the paragraphs (gr4-gr1) of this dimension, with an arithmetic mean ranging between (342-3.62) and with relative interest (68%-71%), and this increase came in light of the agreement and convergence that improved the employees' perception Al-Qadisiyah University towards the value dimension through techniques used by marketing companies.

Table (4) Display the results of the content marketing variable

ranking Importance	Importance Relativity	deviation Standard	level the answer	direction the answer	the middle Arithmetic	Paragraph	
3	70%	1.15	high	I agree	3.50	I'm motivated by the emergence of marketing content for brands Luxury in participating and interacting with him greatly.	**su1**
4	66%	1.27	Moderate	neutral	3.32	T Provide promotional activities for luxury brands, on Marketing content with all information about Its products.	**su2**
1	72%	1.09	high	I agree	3.58	pain the marketing content of luxury brands offers everything that is new About the nature of the technology used in it.	**su3**
2	70%	1.06	high	I agree	3.50	Products marketed by luxury brands are compatible with nature My uses.	**su4**
70%	Relative importance		3.48	Arithmetic mean		**Suitability Dimension Rate**	
			0.80	standard deviation			
4	70%	1.21	high	I agree	3.49	I feel credible when I use luxury brands.	**cr1**
3	70%	1.20	high	I agree	3.50	Marketing companies enjoy credibility in their advertisements Which motivates me to buy it.	**cr2**
1	72%	1.05	high	I agree	3.58	T Marketing companies will use a promotional method that forces me to Interact with her.	**cr3**
2	71%	1.11	high	I agree	3.57	T Marketing companies are committed to high credibility in applications And the programs used by it	**cr4**
71%	Relative importance		3.54	Arithmetic mean		**Credibility dimension rating**	
			0.97	standard deviation			
4	68%	1.13	Moderate	neutral	3.40	a Marketing content for luxury brands expresses my personality In use.	**va1**
2	70%	1.16	high	I agree	3.50	The use of luxury brands has positive comparative connotations With other products.	**va2**
3	69%	1.16	high	I agree	3.47	Luxury brands reflect my personal identity Purchased.	**va3**
1	71%	1.12	high	I agree	3.54	The type of marketing content influences my decisions in the process the purchase.	**va4**
70%	Relative importance		3.48	Arithmetic mean		**Value dimension modifier**	
			0.55	standard deviation			
1	72%	1.18	high	I agree	3.62	I find luxury brand users very attractive.	**gr1**
2	72%	1.15	high	I agree	3.58	I think using luxury labels meets all my requirements Which I needed.	**gr2**
4	68%	1.15	high	I agree	3.42	The techniques used by marketing companies are distinctive and unique.	**gr3**

3	69%	1.22	high	I agree	3.47	Marketing contentLuxury brands are easy to understand, as well About being complete and comprehensive.	**gr4**
70%	Relative importance		3.52	Arithmetic mean		**Gravity dimension rate**	
			0.81	standard deviation			
70%	Relative importance		3.50	Arithmetic mean		**Content marketing variable rate**	
			0.73	standard deviation			

Source Prepared by the researcher based on the program (SPSS.V.29)

We note from the table (4) The arithmetic mean of this variable is equal to (3.50) with a standard deviation estimated at (0.73), as this confirms that employees at Al-Qadisiyah University interact with content marketing elements positively, and this is because the answers fall within the high category of the questionnaire correction scale (Likert scale). The table also shows that the credibility dimension comes first in terms of importance. Relativity, with an arithmetic mean of (3.54) and a standard deviation of (0.97) according to the answers of the study sample, is the most influential as it is one of the elements that the customer focuses on and differentiates between the marketing content, followed by the attractiveness dimension with an arithmetic mean estimated at (3.52) and a standard deviation of (0.81), then the dimension of attractiveness. The value has an arithmetic mean (3.48) and a standard deviation (0.55), and then the fit has a mean (3.48) and a standard deviation (0.80).

2- The dependent variable is customer response

The dependent variable measured customer response through two dimensions: (word spoken, intention to convert) for a number of employees at Al-Qadisiyah University. This variable was measured by (7) Paragraphs, and the descriptive statistical analysis of the dimensions of the customer's response was as follows:

The dependent variable showed the customer's response according to the table output ( ) with a high arithmetic mean (3.52) with a trend toward agreement and a standard deviation of (0.72), which means that employees at Al-Qadisiyah University realize the importance of providing companies with marketing capabilities to follow market changes and take appropriate measures to deal with all changes that occur in the market. This has received relative attention worth (70%). .

This variable was measured through the spoken word dimension, as it had the highest arithmetic mean (3.53) towards the agreement, with a standard deviation of (0.77), which means that employees at Al-Qadisiyah University realize the importance of the ability to use the spoken word in conveying the company's image to family and friends to buy the advertised products as a result of my positive experience with them, and with relative interest (71%).

The dimension of intention to convert ranked second with an arithmetic mean trending toward agreement of (3.51) with a standard deviation of (0.75), which means that employees at Al-Qadisiyah University realize the importance of encouraging Luxury brands by marketing companies that suit their needs, and this has received relative attention (70%) is good, and this dimension was supported by the first paragraph as it obtained the highest arithmetic mean (3.58) and standard deviation (1.05), which increases the interest of employees at Al-Qadisiyah University towards continuing to deal permanently with luxury brands, as the sample answers showed. There is interest in the paragraphs (ci1-ci4) of this dimension, with a mean that ranges between (3.58-3.40) and with relative interest (68%-72%). This increase, in light of the agreement and rapprochement, has improved the perception of employees at Al-Qadisiyah University regarding the dimension of intention to convert.

Table (5) Display the results of the customer response variable

ranking Importance	Importance Relativity	deviation Standard	level the answer	direction the answer	the middle Arithmetic	Paragraph	
1	72%	1.09	high	I agree	3.59	I usually speak positively about signs Luxury with my friends and colleagues at the university	**sw1**
2	70%	1.06	high	I agree	3.50	I encourage others to buy luxury brands.	**sw2**
3	70%	1.21	high	I agree	3.49	I recommend my family and friends to buy	**sw3**

						Products Not advertised as a result of my experience Positivity with her.	
71%	Relative importance		3.53	Arithmetic mean		**Spoken word dimension rate**	
			0.77	standard deviation			
1	72%	1.05	high	I agree	3.58	I will continue to deal with you permanently Tags Luxury.	**ci1**
2	71%	1.11	high	I agree	3.57	Marketed products would be my first choice in the purchase .	**ci2**
4	68%	1.13	Moderate	neutral	3.40	I am very satisfied with my experience dealing with Marketing companies.	**ci3**
3	70%	1.16	high	I agree	3.50	Luxury brands marketed by companies It suits my needs.	**ci4**
70%	Relative importance		3.51	Arithmetic mean		**Dimension rate of intention to switch**	
			0.75	standard deviation			
70%	Relative importance		3.52	Arithmetic mean		**Variable rate of customer response**	
			0.72	standard deviation			

Source Prepared by the researcher based on the program (SPSS.V.29)

The customer response variable achieved an arithmetic mean (3.52) with a standard deviation of (0.72), which indicates the deviation of the values from their arithmetic mean, while the relative importance of the variable itself was (70%), which indicates that customer response is one of the foundations or dimensions of building competitive advantages, which leads to achieving a cost structure. Less or providing differentiated products with specifications and high quality. The table also shows that the dimension of the spoken word comes first in terms of relative importance, with an arithmetic average of (3.53), according to the answers of the study sample, followed by the dimension of intention to convert, with an arithmetic average estimated at (3.51).

Fifth: Testing hypotheses

1-Correlation hypothesis the first president

This hypothesis states (there is a statistically significant correlation between content marketing and customer response)

Show the results of the table ()There is a statistically significant correlation between content marketing and customer response, its strength (0.951), which is a moderate direct relationship. The results also showed that there is a correlation between content marketing and customer response dimensions, ranging between (0.295-0.572), which means that Al-Qadisiyah University employees are aware of the importance of the relationship between content marketing and customer response. Several sub-hypotheses branch out from this hypothesis, which are: -

The first sub-hypothesis

The meaning of this hypothesis is (there is a statistically significant correlation between suitability and customer response according to its dimensions)

The results of the table () indicate that there is a statistically significant correlation between suitability and customer response with its strength dimensions (0.847), which is a moderate positive relationship. The results also showed that there was a correlation between suitability and the customer response dimensions, ranging between (0.835-0.770), which means that Al-Qadisiyah University employees are aware of the importance of the relationship between suitability and customer response.

The second sub-hypothesis
The meaning of this hypothesis is (there is a statistically significant correlation between credibility and customer response according to its dimensions)
The results of the table () indicate that there is a statistically significant correlation between credibility and customer response with its strength dimensions (0.912), which is a moderate positive relationship. The results also showed that there is a correlation between credibility and the customer response dimensions, ranging between (0.856-0.873), which means that Al-Qadisiyah University employees are aware of the importance of the relationship between credibility and customer response.

The third sub-hypothesis
The meaning of this hypothesis (there is a statistically significant correlation between value and customer response according to its dimensions)
The results of the table () indicate that there is a statistically significant correlation between value and customer response with its strength dimensions (0.879) which is a moderate positive relationship. The results also showed that there is a correlation between value and the customer response dimensions, ranging between (0.780-0.887), which means that Al-Qadisiyah University employees are aware of the importance of the relationship between value and customer response.

The fourth sub-hypothesis
The meaning of this hypothesis (there is a statistically significant correlation between attractiveness and customer response in its dimensions)
The results of the table (6) indicate that there is a statistically significant correlation between attractiveness and customer response in its strength dimensions (0.836), which is a moderate, direct relationship. The results also showed a correlation between attractiveness and the customer response dimensions, ranging between (0.769-0.816), which means that Al-Qadisiyah University employees are aware of the importance of the relationship between attractiveness and customer response. Based on what was presented, the first and second hypotheses can be accepted, which state (there is a statistically significant correlation between content marketing and customer response).

Table (6) Correlation matrix between content marketing and customer response

Content marketing	gravity	the value	Credibility	Suitability	Variables
.886	.769	.780	.856	.835	**Spoken word**
.916	.816	.887	.873	.770	**Intention to convert**
.951	.836	.879	.912	.847	**Customer response**
**. Correlation is significant at the 0.01 level (2-tailed).				**Sig.=0.000**	
*. Correlation is significant at the 0.05 level (2-tailed).				**n=289**	

2- Testing the impact hypothesis
This hypothesis states (there is a statistically significant influence relationship between content marketing and customer response)
Figure () shows the structural structure of the impact of content marketing on customer response, as shown in the results of Table (35) The more the employees at Al-Qadisiyah University realize the importance of content marketing in their operations, the more this leads to improving the customer response to the employees concerned. In addition, increasing interest in content marketing by one standard weight leads to improving the customer response by (0.934) and with a standard error of (0.018). What does it mean to be aware of employees in a mosque? H Al-Qadisiyah emphasized the importance of having a significant impact of content marketing on customer response.

Table (7) Outputs of the impact of content marketing on customer response

probability (P)	R2	The ratio Critical	The error Standard	Estimates Standardization	Downhill path		
0.001	0.903	51.889	0.018	0.934	Response the customer	<---	marketing Content

Several sub-hypotheses branch out from this hypothesis, the results of which are summarized in table (35) It is as follows:-

The first sub-hypothesis:
The meaning of this hypothesis is (there is a statistically significant influence relationship between the suitability dimension and the customer's response to its dimensions)
The suitability dimension contributed to improving customer response by (0.212), with a standard error of (0.026), which means that when customers find that the products or services provided fully match their needs and expectations, they are more likely to have positive interactions such as repeat purchases, satisfaction, and loyalty.

The second sub-hypothesis:
The meaning of this hypothesis is (there is a statistically significant influence relationship between the credibility dimension and the customer's response to its dimensions)
The credibility dimension resulted in an improvement in customer response by (0.420), with a standard error of (0.028), which means that when customers feel that the company is honest and reliable in its dealings and commitments, they are more likely to have positive interaction and response, as they feel confident and comfortable in dealing with the company.

The third sub-hypothesis:
The meaning of this hypothesis is (there is a statistically significant influence relationship between the value dimension and the customer's response to its dimensions)
The value dimension contributed to improving customer response by (0.261), with a standard error of (0.030), which means that when customers feel that they are getting excellent value and high benefits from products or services, they are more likely to have positive interactions such as repeat purchases, satisfaction and loyalty.

The fourth sub-hypothesis:
The meaning of this hypothesis is (there is a statistically significant influence relationship between the attractiveness dimension and the customer's response to its dimensions)
There is no effect of the attractiveness dimension on customer response, which means that employees find it difficult to find an interesting attraction, because if they find the products or services attractive and interesting, they are more susceptible to positive interaction and response, as they feel attracted and enjoy interacting with the organization.

Table (8) Outputs of the impact of content marketing dimensions on customer response according to their dimensions

probability (P)	R2	The ratio Critical	The error Standard	Estimates Standardization	Downhill path		
0.001		8.154	0.026	0.212	Customer response	<---	Suitability
0.001	0.922	15,000	0.028	0.420		<---	Credibility
0.001		8.700	0.030	0.261		<---	the value
0.114		1.586	0.029	0.046		<---	gravity

Based on what was presented, the fourth main hypothesis can be accepted, which states (there is a statistically significant influence relationship between content marketing and customer response).

Conclusions and recommendations

Conclusions: -

1- The study found that content marketing can have a positive impact on customer response When attractive and valuable content is presented to potential customers, it can increase their interest and interaction with brands.at Luxury.

2- Content marketing can contribute to enhancing positive feelings for customers by providing useful and enjoyable content. It can use interesting narrative content or videos to create a positive experience that enhances the Response the customer.

3- Content marketing can contribute to building a positive image for luxury brands among university employees/study sample When content is well targeted and designed to meet the needs of the target audience, it can enhance loyalty and trust in Luxury labels.

4- It pointed out Results to those Individuals The respondents confirmed the availability of Dimensions Content marketing in products that T Presented by the Organizations As well as its ability to provide all customer response requirements.

5- It pointed out Correlation results to Compatibility between the study variables, whenever possible Organizations By providing content marketing elements at a high level the higher the level of customer response.

6- The regression results revealed that the suitability of the marketing content published by the organization, its attractiveness and credibility, and its display of functional, emotional, and symbolic values that stimulate the customer and meet his needs and desires. This will contribute to achieving safety and reassurance for the customer and responding to his needs and desires in a timely manner. This will contribute to increasing the customer's confidence in the brand (iPhone & Samsung). The products you provide and the marketing content you broadcast can lead to achieving loyalty to the organization.

Recommendations:-

1- Must Organizations Continue to provide appropriate content with high value to the customer, as well as updating the content of the marketing content to keep pace with developments in the digital environment.

2- The Organizations Enhance the promotional activities of luxury brands by improving content marketing strategies. This requires providing comprehensive and attractive information about the products, in order to effectively attract and retain the interest of potential customers.

3- The visibility of luxury brand marketing content must be increased and enhanced in order to stimulate greater participation and interaction with customers. This can be achieved by increasing the visibility of luxury brand marketing content by publishing it on appropriate social media platforms. Share exciting and diverse content that attracts interest and interaction from potential customers.

4- should Organizations Take advantage of the power of social media in content marketing? Valuable content can be published via platforms such as Facebook, Twitter, Instagram, and YouTube. Content must be optimized to reach the target audience and encourage participation and interaction.

5- for Organizations to measure content performance and analyse data related to interaction and engagement, Analytics tools be used to evaluate the effectiveness of content and identify patterns and trends in audience response. This data will help improve marketing strategies and improve the impact of content.

6- I must Organizations Identify the target audience for the content and determine their needs and interests. This can be achieved by conducting research and surveys of customers and the local community and using previous data on customer behavior and their preferences.

7- It can Organizations Collaborating with customers and the local community in producing content, And Customers can be encouraged to participate in creating content, such as writing articles or producing videos, and the expertise and knowledge of the local community can be used to provide valuable content that meets their needs.

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