

# Content Marketing and its Role in Enhancing Customer Satisfaction

## An Exploratory Study for the Opinions of a Workers Sample in Carrefour Duhok

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**Abstract:** The researchers worked in their research to embed a set of steps, the first was about the concept of content marketing and its importance, then determining the dimensions of content marketing, by reviewing the opinions of writers and researchers regarding the details referred to above, and the researchers presented in the second step their procedural concept of content marketing as the voice used by organizations to communicate with customers via the Internet, as it deals with search engines, and attracts users to search for information and solutions that the organization markets, The third step was about identifying the concept of customer satisfaction by reviewing a number of concepts for a group of writers and researchers, as well as the importance of customer satisfaction, which is the state of human feeling when he gets a reward for sacrificing money and work.

The fourth step was the reality of the role that content marketing can play in enhancing customer satisfaction, and the researchers chose Carrefour Mall for this target as a community for their research, and they collected the necessary data for a sample of workers in this community consisted by (45) respondents, through a special questionnaire prepared for the targets of this research, and the fifth one was the statistical treatment of these data within the framework of a set of data and suitable statistical tests that obtained in the light of the questionnaire, The researchers found a positive and moral relationship between the two variables, by which the researchers gave a number of proposals, the most important was the workers in the organization should be more responsive to the needs of customers, regardless of the degree of their busyness

**Keywords:** Content Marketing, Customer Satisfaction, Carrefour, Iraq.

## Introduction

Introduction: constant changes in the organizations, especially economic and technological, enforce the organizations to adopt of the concept of marketing in modern ways, which is linked to the need for deep understanding of content marketing and the customer, content marketing is the voice that organizations use to communicate with customers via the Internet, as it deals with search engines, and attracts users to search for information and solutions that the organization markets, it is a technique for creating, publishing and distributing suitable and valuable content to attract site users and get their participation, Making a content for an organization on social media is a widespread social phenomenon that allows multi-directional communication with its target customers and gain their satisfaction, and through what has been offered, content marketing is one of the methods used by the organization to bring customers and achieve satisfaction with the products it serves, so customer satisfaction is one of the important topics that organizations focus on at the present time, gaining customer satisfaction is one of the most important targets of marketers due to what stability provides to the organization's revenues, and this satisfaction prevents the customer buy from competitors' products despite the efforts of competitors marketing, especially in sectors where competitors provide similar products and services at a high level, and the customer is the main engine of the organization, it always seeks not only his satisfaction but also his loyalty, because understanding and satisfying his need increases the organization's ability to reach the best level of growth. Through this research, we seek to know the effect of content marketing on customer satisfaction, In light of the above, the body of the research consisted of five basic sections, the first one dealt with the research methodology, and the second section was about a theoretical framework, while the third section was about a theoretical framework as well, the fourth section dealt with the field aspect, and the fifth one dealt with conclusions and recommendations.

## Section one: Research Methodology

### First: Research Problem:

This research talked about how customer satisfaction can be enhanced through the use of content marketing, and given the increasing importance of content marketing as an important factor in enhancing customer satisfaction and a basic indicator of the performance of organizations, so the

researchers aimed through the exploratory study they carried out on the employees of Carrefour Duhok in Mosul from (1/6/2022) to (10/10/2022) to determine how the studied organization adopts these two dimensions, Based on the above, the following questions can be asked to express the content of the research problem:

1- How the employees of the studied organization are aware of the concept of content marketing and customer satisfaction?

2-Is there a significant correlation relationship between content marketing and customer satisfaction?

3- Is there a significant effect of content marketing and customer satisfaction?

4-Does the importance of the research dimensions vary according to the answers of the respondents?

### **Second: The importance of research:**

The importance of research can be determined according to the academic and field level and as follows:

1- Academic importance: The academic importance of research is clear through the scientific enrichment that it might provide by marking the concept of content marketing and its variables and on what it is according to the opinions of a group of researchers, as well as determining the concept of customer satisfaction.

2-The field importance of this research is in providing the scientific basis on which the studied organization can be based by linking the two dimensions of the research, the first is related to content marketing and the second is customer satisfaction.

### **Third: Research Objectives:**

1-The research seeks to develop a modest cornerstone in a vital topic of great importance in the field of marketing management, which is content marketing.

2- Identify how the customers of the studied organization are aware of the concept of content marketing, as well as its role in enhancing customer satisfaction with the studied organization.

3- Recognize the reality of content marketing and actual customer satisfaction in the studied organization.

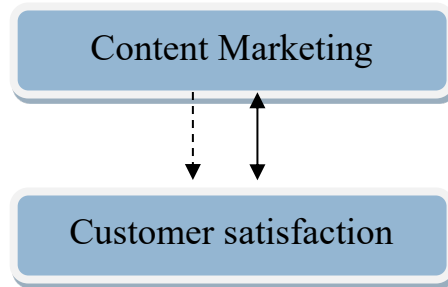
4-Identify the correlation relationship between content marketing and customer satisfaction.

5-Recognize the effect of content marketing in enhancing customer satisfaction for the studied organization.

### **Fourth: Research outline:**

187	<p>ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 6 Issue: 10 in Oct-2023 <a href="https://www.globalresearchnetwork.us/index.php/AJEBM">https://www.globalresearchnetwork.us/index.php/AJEBM</a></p>
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The research requires the design of a scenario, Figure (1) that embodies the logical relationships between the two dimensions of the research, and this outline was put within two dimensions, as the content marketing dimension is considered an explaining dimension that affects enhancing customer satisfaction as a responsive dimension assuming a one-way effect.



**Research outline figure (1)**

Source: Prepared by researchers

### **Fifth: Research Hypotheses**

The research proceeds from the following main hypotheses:

- 1- There is a statistically significant correlation relationship between content marketing and customer satisfaction.
- 2- There is a statistically significant impact relationship between content marketing and customer satisfaction.

### **Sixth: Data Collection Methods**

Both researchers obtained the required data to cover the theoretical side of the research on many Arab references, especially scientific references from books, journals, studies and university theses, while the researchers used the questionnaire form in the field side as a primary source for data collection, and took into account in designing the questionnaire to be consistent with the reality of the studied organization, as the researchers designed a questionnaire form distributed to the workers of the studied organization, and this form included two types of information, the first was for general and definitional information of the respondents, and included (gender, age, educational achievement, and working work), and the second part focused on the measures of content marketing and customer satisfaction, and (28 indicators were identified to measure the two dimensions of the research.

### **Seventh: Methods of Statistical Analysis**

A set of statistical methods were used to achieve the objectives of the current research and test its hypotheses, and the statistical software (SPSS) was used in the analysis, and these statistical methods, (frequencies, percentages, arithmetical average, and standard deviations) were used as means for describing research variables and explaining a discussion of the results, as well as the simple

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correlation coefficient was used to find the relationship between the two dimensions of the research and the simple regression coefficient to clarify the impact of the first dimension on the second one.

#### **Eighth: Description of the research community and the respondents:**

1- Description of the research community: The researchers tried to deal with the subject of content marketing and its role in enhancing customer satisfaction in accordance with the rapid environmental developments in the areas of changing customer and community requests, and therefore Carrefour Duhok for shopping was chosen and through the use of a random sample method on the employees of the studied organization.

2- Description of the respondents: The research was applied to a random sample of (50) workers, whose forms were retrieved, and (45) forms were restored, and are (90%) of the total number of the chosen sample.

#### **Second Theme: Content Marketing**

##### **First: The concept of content marketing**

Another form of marketing has emerged aiming at establishing friendlier relationships with potential users called content marketing, which goes beyond marketing explicit and direct public methods, posting an image on social media called content marketing, as well as videos, info graphics, and even articles published on virtual world platforms (Abdelaal, 2023, 36). Content marketing has been part of the digital marketing strategy of world companies in the online framework for many years. As a result, (18, Jeo pulzzi 2012) founded a world education and training organization with a website called the Content Marketing Institute (CMI) and proposed a new concept of content marketing as: "a marketing technique for creating and distributing relevant and valuable content, to attract, engage and retain a clearly defined targeted people, driving the customer to take profitable actions." Thus, content marketing that is delivered in a short time, is the process of creating valuable content dedicated to an interactive, engaged, and targeted people, so content marketing focuses on providing value to the consumer while also introducing relationship marketing concepts to attract and retain customers (Abdulkarim, 2021, 14). Content marketing is the voice that organizations use to communicate with customers via the Internet, as it deals with search engines, attracting users to search for information and even solutions that the organization is marketing. It is a technique for creating, publishing and distributing appropriate and valuable content to attract site users and get their participation, content is the dialogue between the brand and existing customers, and the content may be (designs, graphics, images or written text) Some studies have found that 80% of the customer's purchasing decisions begin and are affected by content via the Internet, and some other studies indicate that 45% of world retail companies have a team specialized in building, developing and marketing content to improve the image of the organization, introducing its services, enhancing purchasing decisions for potential customers and increase sales, as the increase in sales by content is a key indicator for more than 54% of organizations, according to a recent study issued by the Institute of Content Marketing. Content marketing is not only a process of providing customers with information about services and their prices, but it is a strategy aimed at creating a specific product image for the customer (Abdelaal, 2021, 36).

There is no globally common definition of content marketing, but according to the Content Marketing Institute, the following definition is "the creation and distribution of consumer-relevant content, valuable to attract, acquire and engage the targeted people and identified in a precise and clear manner, with the aim of increasing profitable actions for customers." Sam Decker, the executive director of Mass Relevance Company, defined content marketing as "the process of creating or organizing content through direct profit, whether it is advertising, educational, entertainment, etc. Publish this content on communication channels with customers to get their attention, focusing on the topic and solution, and bring them closer to learn more about the product provider" (Nassour et al, 2021, 132). Others defined it as "creating relevant, compelling, valuable and entertaining content to retain customers and attract new customers to build a strong brand, where a specialized team creates, inputs and publishes content. It started from composing content by content professionals, then to translating content into various languages to coordinate with organizational units to collect and refine their contribution to the content, carrying out all works of developing the content and then converting and e-coordinating content, to introduce it into the content management systems and then publish it on the various publishing and distribution channels.

Making a content for an organization on social media is a widespread social phenomenon that allows multi-directional communication with its targeted customer, using new techniques and technological programs, which have been popular with Internet users, driving organizations to create content that displays their products to communicate directly and continuously with their customers 24 hours. They are interactive platforms for exchanging and participating in making, publishing and modifying content provided by social media users (Mohammed, 2018, 75).

## **Second: The importance of content marketing**

However, content marketing is just a way to differentiate a brand from competitors, it has become an important strategy for all marketers. It allows brands to communicate with their current and potential customers to gain their trust and provide them with useful information continuously and enjoyably in all forms of content, and the importance of content marketing as agreed upon by (Mohammed, 2018, 75) (Bakheet, 2019, 17) (Abdul Karim, 2020, 18) (Nassour and others, 2021, 134):

- 1- Creating brand awareness by using high-quality content, having more customers at a lower cost, answering customer questions, improving the mental image of the organization and its products, and increasing its sales.
- 2- It contributes linking the targeted customer to the organization and its site by providing renewed and diverse content, as well as increasing the number of visitors of the organization's site and raising the level of their loyalty to the organization, it also attracts and retail targeted customers with content capable of changing their purchasing behavior, in addition to raising the classification of the organization's site in search engine results.
- 3- Content marketing is known by low costs, because choosing a type of content marketing that is less expensive (blogging, for example) and the organization focuses on it to save a lot of marketing expenses.

4- It helps to educate others by spreading knowledge, information and values widely among the public.

5- It helps to differentiate the brand from competitors, in the crowded digital market it is necessary to differentiate the organization's small project itself from competitors, and here is the importance of content marketing, as content marketing is an effective way for small organizations to distinguish themselves from others and show what makes their organizations distinctive.

6- It helps in having new customers by making attractive content, as the cost of content marketing is approximately 62% lower than traditional marketing methods, and it generates about three times the number of expected consumers than traditional marketing, according to the demand measure, content marketing is a necessary strategy to increase the capabilities of small organizations.

7- It helps to develop the mental image of the organization and its products, generating customer confidence of the product and creating a positive attitude towards the organization's products, which ends with the purchase decision.

### Third: Elements of Content Marketing

There is a large set of key elements that are seen to have a significant and effective effect in measuring content marketing, and these elements are: (Abdelaal,2021, 32)

**1-Relevance:** Content relevance means the usefulness of the information provided to the customer to ensure brand management in a virtual world, where there is a constant need to provide the customer with appropriate information on an ongoing basis to keep continuous communication between the organization and the customer, Proceeding from this, the content must be useful, simplified , convincing and relevant to the targeted market, where the content rich in suitable and useful information is an opportunity to convince customers and share the content, It also guides existing and potential customers to new organization products and activities (Bakheet, 2019, 15). The researchers also agreed on a set of questions that can be used to evaluate the relevance of the content are: (Abdulkarim, 2020, 25).

- Who is the specific people and character that each part of the content is targeting?
- What are the problems faced by the targeted customer that the content can present to him?
- Can the customer get the information elsewhere?

**2-Reliability** It is one of the elements of content quality and what is meant by reliability is that the information provided to the customer is correct, reliable ,answering all his questions, and providing content that convinces consumers of its reliability is one of the most difficulties facing organizations, so organizations must evaluate data operation procedures periodically, and the reliability of content is an important moral factor in determining the value of communications between the organization and the customer because it affects the customer's attitudes and interests, which enhances his confidence of the brand and having better interacting with it (Bakheet, 2019, 15). The failure or lack of ability of marketing specialists to ensure the reliability of information also makes the content useless, and companies must carefully evaluate the data and process it continuously and using appropriate

techniques in order to ensure reliability, as the reliability of the content is linked to an infinite number of questions aimed at, for example, to evaluate consumers' perceptions of a shoe store, as the product designs a wide range of questions or problems that the consumer is supposed to look for convincing answers to, then they are compared with the questions that the consumer has already searched for convincing answers to when he saw the product, in other words the supposed questions or problems are compared with the actual questions or problems of the consumer. (Abdulkarim,2020, 27). The following elements were used to measure reliability as one of the elements of content marketing: (Mohammed, 2020, 77)

- Content information is correct, reliable and sufficient
- Content reliability is the value of communication between the organization and the customer.
- Reality of content enhances customer confidence.
- Content reliability affects customer attitudes.
- The reliability of the content helps to have better interacting with the organization's products.

### 3- Value

Value is defined as "the set of benefits created by the information provided by a product or brand."

Studies confirm that for the customer is not only need direct benefits of the product, but also it is necessary to search for new methods that help create new value (benefit) for the customer, the value of the content must reflect the desires and interests of the customer, which are constantly changing, so the content must be useful and the targeted customer can easily interact with it and use a variety of content such as social media posts, blogs, etc. to convert potential customers into real buyers, The value provided by the content should resonate with the targeted people across every piece of marketing content. Having done so in an effective manner, the brand often reach high interest among the targeted customers (Abdul Karim, 2020, 28) as the value of the content is closely related to both **the functional and the emotional value**, as **the functional value** comes from the functions of the product and how it achieves the intended goals if used, As for **the emotional value**, it is the feelings that the customer feels when using the product provided by the organization, and this value provided to the customer comes from the feeling that the customer generates when using this product, and perhaps one of the most important findings of previous studies regarding the value of content as an integral component of content marketing is what was found by a study (Lee et al., 2013), which was carried out on 800 of the organizations' sites on Facebook by analyzing the content of 100,000 advertising messages to find out the effect of content marketing through social networking sites (Facebook) on the participation and interaction of the customer on the site, and the study found that the value of the content has an effect on the customer's interaction with the advertising message, information-rich and useful content such as prices, product availability and characteristics leads to increased participation rates, as well as information-rich and useful content represents an opportunity to convince customers and share content. A study of (Beets and Sangster, 45,2018) also found that the value, quality, and consistency of content

are the most successful factors for content marketing and have a significant effect on the needs and desires of the targeted people. A study of (Pazeraite & Repovien, 2016: 104) is consistent with the results of the previous study, showing an effect between the value of content , the interest and interaction of customer with the organization's website (Abdelaal, 2021, 39). The following valuable elements were also used as one of the content marketing elements:

- Functional value of content.
- The emotional value of the content.
- The value of the content reflects the desires and interests of future existing customers.

#### 4-Attractiveness

Attractiveness is the basis of consumer interaction, as it requires customers to visit the website of interactive applications such as websites on the Internet, and marketers can attract customers through advertisements on sites, advertising windows or related links, and some companies may resort to using methods of attraction through the organization's association with a group of charities or loyalty programs for customers or the production of eco-friendly products, Engaging content focuses on distinguishing the brand from competitors by making the organization attractive to potential consumers (Abdulkarim, 2020, 30). As attractive content takes 10 seconds to attract the attention of the customer, so the organization must be distinguished from others to remain competitive, and it must plan a mental image that focuses on subtle differences from its competitors in order to be distinguished from others. Creative, innovative and unique content sets the organization apart from its competitors in the Internet market. The attractiveness of the content means that it is influential, unique and high-quality to reach the targeted customer, as the attractiveness of the content is achieved through a detailed analysis of customers, creativity and innovation (Abdelaal, 2021, 40). The following elements were used to measure attractiveness as one of the elements of content marketing,: (Mohammed,2018, 78)

- Unique and high-quality content.
- Creativity and innovation in content.
- Impactful and exclusive content.
- Content that focuses on subtle differences from competitors.

#### 5-Emotions

The content must include elements of entertainment , leisure and emotion, as the passionate nature of the content, whether positive or negative, will lead to more loyalty to the advertised brand and to a better purchase intention than neutral content, and positive entertainment content has a strong viral impact than negative content, as the promotion content is positive when it provides the customer with information and entertainment. Providing games and prizes on social media can achieve high engagement and is a successful way to attract and retain customers, in addition, funny messages are useful in capturing customers' attention (Bakheet, 2019, 16). Emotion is related to the feelings that the customer feels towards the products offered by the organization, and the methods and means that the

193	<p>ISSN 2576-5973 (online), Published by "Global Research Network LLC" under Volume: 6 Issue: 10 in Oct-2023 <a href="https://www.globalresearchnetwork.us/index.php/AJEBM">https://www.globalresearchnetwork.us/index.php/AJEBM</a></p>
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organization relies on through which it can reach customers and capture their satisfaction, by providing content that includes exciting, entertaining and enjoyable stories, in addition to that this content is full of surprises and excitement (Abdelaal, 2021, 39). The following elements were used to measure emotion as one of the elements of content marketing: (Mohammed, 2018, 78)

- Content is marketed as an passionate space created by the customer.
- The customer feelings towards the content.
- Telling exciting, entertaining and fun stories.
- Content full of surprises and effects.

### Third Section: Customer Satisfaction

#### First: The concept of customer satisfaction

Nowadays customer is highly knowledgeable and able to evaluate competitors' offerings and form preconceived expectations of what goods and services could be. Also, the compatibility of offers from companies with customer expectations greatly affects customer satisfaction, and the likelihood of repeating the purchase process for him and his friends and acquaintances. The concept of customer satisfaction is difficult, complex, and important because it represents the purpose of companies (directly or indirectly) through their dealings with customers (Al-Mustafa, 2013, 308). The customer is also the main engine of the organization, it always seeks to satisfy him and get his loyalty, because understanding and meeting his needs increases the organization's ability to reach the best level of growth, , organizations that have the ability to satisfy their customers are able to maintain their market share and expand, grow and increase profits in the future. (Khathir, Mariami, 2017, 33) Here are some definitions of customer satisfaction, defined by B.dubois and Ph.kotier as "the feeling of the customer resulting from a comparison of the characteristics of the product with expectations" and defined by Hunt customer satisfaction" is an assessment that proves that the experience was at least perceived as it was supposed to be and also defined as "it is the customer's perception of the level of meeting of his demands" and defined **International Organization for Standardization** Customer satisfaction "is a view on the degree of satisfaction of desires in relation to the expectations of the various goods and services acquired" (Islam, Mohammed, 2015, 36). As customer satisfaction is one of the priorities that the organization attaches special importance, in order to find ways to meet the needs and desires of customers based on the fact that the customer spends from his income and consumes to a greater degree if he is satisfied with the product and leads customer satisfaction to positive results that are a motive for returning to buy again, as **Zeithmal and Bitner** defined satisfaction as the consumer's reaction and evaluation that follows the process of purchasing the goods, This evaluation is what arises and drives the intention of the consumer to return again to buy the goods and benefit in the future" and **customer satisfaction** is also defined as "the state of human feeling when he gets a reward for sacrificing money and effort, and therefore the consumer will compare the value of the product with the price and effort he made to obtain it, and to be satisfied it is enough to be equal or the value of the product is greater

than the cost of obtaining it" (Omar, Al-Ghasawneh, 2019, 204). Through these previous definitions, it can be said that there are three levels of satisfaction or the lack of satisfaction: (Abu Musa, 2000, 61)

- Performance below expectations: the customer is not satisfied with the offered product.
- Performance equals expectations: the customer will be satisfied with the offered product.
- Performance is greater than expectations: the customer will be very satisfied and happy with the offered product.

It should be noted that the expected level of performance is affected by the nature of the product itself, promotional elements, customer recipes, previous experience, price and characteristics. These results act as inputs to satisfaction or the lack of satisfaction. It can be said that satisfaction is due to the condition of the customer during and after the purchase of the product and the way in which he is rewarded.

## Second: The importance of customer satisfaction

On the subject, Kotler emphasizes that an organization that wants to succeed in today's competitive markets must make the customer the core its operations revolve and move away from the sales concept and focus on the modern marketing concept that begins and ends with the needs and desires of the customer and how to satisfy them. Customer satisfaction is of great importance in the policy of any organization and is one of the most effective criteria for judging its performance, especially when the organization is towards quality (Khathir, Mariami, 2017, 33). ). Studies have also shown that customer satisfaction positively affects the successes of for-profit and non-profit organizations; so a number of large and giant organizations pay special attention to customer satisfaction, and many giant companies (such as Cisco) place a special priority on customer satisfaction as their primary policy (Al-Muhaidib, 2017, 13). The importance of customer satisfaction as agreed upon by (Boubacar, 2013, 12) (Abufaza, 2015, 22) (Islam, Muhammad, 2015, 36) (Muslim, Sahib, 2017, 13) (Brahimi and Mardawi, 2020, 408) is as follows:

- 1- If the customer is satisfied with the performance of the organization, he will talk to others, which attract new customers.
- 2- If the customer is satisfied with the provided product by the organization, quickly he will come back to the organization.
- 3- The customer's satisfaction with the offered product by the organization will reduce customers heading to competing organizations.
- 4- Organizations that care about customer satisfaction will have the ability to protect themselves from competitors.
- 5- Customer satisfaction is a tool for the performance of the customer's expectations, so adequate satisfaction leads to the great loyalty that the customer shows towards the organization.

6- Customer satisfaction represents feedback to the organization regarding the offered product, which leads the organization to develop its products and provided services to the consumer. An organization that seeks to measure customer satisfaction is able to determine its market share.

7- It helps to diagnose the reasons for not achieving the objectives of the organization, and to know if the targeted group has benefited from the provided products or not.

8- Customer satisfaction helps the organization, its products and supervisors to expand the scope of activities and offered products by the organization to other communities.

### **Third: Measuring customer satisfaction**

The customer is the real capital of the organization so it receives great attention, so that organizations seek to know the factors on his behavior and attitudes to be able to satisfy and fulfill his desires, but the judgment on customer satisfaction remains just an assumption as the organization did not measure it and know its true percentage to find and modify the shortcomings and enhance the points that he is satisfied with to be able to maintain its customers and thus obtain their loyalty, which is the lofty goal of the organization (Mohammadatni, 2018, 36). It should be noted that the concept of customer satisfaction is not fixed, but variable, and is greatly and very quickly affected by many internal and external variables, so the customer's fluctuation from the state of satisfaction to the state of dissatisfaction with the service provided to him is a matter that is frequently received. Therefore, organizations must develop a system to measure and monitor it accurately and continuously, and customer satisfaction is linked to loyalty and profitability flowing to the organization for a long time (Musallam and Sahib, 2017, 13). The methods of measuring customer satisfaction are represented by two types of measurements.

#### **First: Accurate (indirect) measurements**

The exact measurements are numerous, including those agreed upon by (Brahimi and Mardaoui, 2020, 408) (Boubacar, 2013, 12).

- Market share:** It is the measurement of market share relatively easy, there are those who measure it by determining the number of customers, but the success of this case is in the short term. The measurement of market share is related to the amount of work done with its customers, and its diversification for each customer, as this amount can be reduced in the event that the customer feels dissatisfied, and may also rise in the case where he is satisfied with what the organization offers him, and therefore the market share can be measured through the number of customers, the turnover, whether total or for each customer and the quantity of purchases.

- Customer retention rates:** It can be measured by the growth rates of the amount of activity performed by existing customers, as well as evidence that the organization has kept permanent relationships with them.

- **Attracting new customers:** In order to grow the activity, the organization strives its best to expand the base of customers and reflects the total number of completed business.

•**Profitability:** The high satisfaction rate and market share are only means of profit growth, so organizations should not only measure the amount of work they accomplish with their customers, but are interested in the profitability of these activities, and profitability can be calculated by measuring the net profit resulting from each customer or kind of customers

•**The number of products consumed by the customer:** If the customer is satisfied with what the organization offers, he acquires more than one product.

• **The evolution of the number of customers:** The evolution of the number of customers can be considered a tool to express their satisfaction, if the number of customers of the organization is increasing, it means that the products meet or exceed the expectations of customers, which results in a sense of satisfaction, this feeling positively affects the number of customers, especially prospective customers, through the good image that conveys about the organization and its products, meaning that this image will allow to capture new customers in addition to retaining existing customers.

### Third: Approximate (direct) measurements

Accurate measurements do not reflect the fact that the customer feels satisfied or unhappy because they do not take into account his expectations and are carried out away from customers, while approximate measurements depend on the customer's impressions, by listening to them (Brahimi, Mardawi, 2020, 409). The approximate measurements as agreed upon by (Boubacar, 2013, 14) (Abu Fazaa, 2015, 22) (Muslim, Sahib, 2017, 13).

•**Customer complaints:** It is the special answer to the lack of satisfaction expressed by dissatisfaction with the performance of the service or commodity, includes two aspects: **The formal aspect**, is the possibility of comparing the levels of dissatisfaction with the increasing number of complaints, or focusing on a particular product or service is evidence of the low level of perceived quality. **The analytical aspect** expresses the problem faced by the organization through the dissatisfied customer, so the organization analyzes and studies his complaints and corrects them.

• **The lost customers:** Some organizations make contact with customers who have stopped buying or have switched to other organizations to know the causes that prompted them to do so, for example, when IBM company loses a customer, it does everything possible to find out the causes, because interviewing is not important in the matter, but rather to follow up the rate of customer loss, which can clearly indicate the organization's failure to satisfy its customers.

•**Mystery customer:** The mystery customer or the so-called mystery marketing, when the organization's appointment of individuals who act as customers to carry out operations from the organization concerned in order to report to management on the strengths and weaknesses that can be observed while receiving the product or service, as well as in order to follow up the ways in which the staff behaves with customers.

• **Customer satisfaction:** Organizations are looking for measures that help them know and measure customer satisfaction by conducting periodic surveys from time to time via the Internet,

questionnaire or phone calls with customers to ask about the state of satisfaction or questionnaire about the features of the organization and the decision of purchase intent.

#### Fourth section: The Scientific Aspect

##### First: Description and diagnosis of both dimensions of research and the relationships between them

This section deals with a description of both dimensions of research, represented by content marketing as an independent dimension and customer satisfaction as an accredited dimension, and to achieve this, the results of the statistical program SPSS have been relied upon.

#### Results of descriptive statistical analysis of research variables

##### •Content Marketing

Table (2) presents the frequency distributions, percentages, arithmetic means and standard deviations of the content marketing dimension through the responses of the studied individuals. It is clear from the ratios fixed in Table (2) for the analysis of factors (X1-X16), which measures the content marketing variable, that the average of ( 55.26%) of the answers was with a degree of (strongly agree, agree) and on the other hand, the other answers were with a degree of (disagree, and strongly disagree) with a rate of (6.66)% while the neutral answers were (38.05%) and these answers are supported by the value of the arithmetic mean, which amounted to (3.525) and the standard deviation and its value (0.702). There are many indicators that contributed to enhancing and enriching this variable, the first is that the marketing content of the mall affects the choices of customers, which is represented by (X2) and by agreement (75.6%) and these answers are supported by the arithmetic mean (3.777).

Table (2)

Frequency distributions, percentages, arithmetic means, and deviations of the content marketing variable

variabl es	Strong ly disagr ee		Disagree		Neutral		Agree		Strongly agree		Arithme tic mean	Standard deviation
	D	%	D	%	D	%	D	%	D	%		
X1	-	-	-	-	1 6	35.6	2 9	64.4	-	-	3.644	0.484
X2	-	-	2	4.4	9	20	3 1	68.9	3	6.7	3.777	0.635
X3	-	-	3	6.7	2 0	44.4	2 1	46.7	1	2.2	3.444	0.659
X4	-	-	3	6.7	1 6	35.6	2 1	46.7	5	11.1	3.622	0.777

X5	-	-	3	6.7	1 7	37.8	2 5	55.6	-	-	3.488	0.626
X6	1	2. 2	2	4.4	2 1	46.7	2 0	44.4	1	2.2	3.400	0.719
X7	-	-	-	-	1 7	37.8	2 6	57.8	2	4.4	3.666	0.564
X8	-	-	3	6.7	1 4	31.1	2 7	60	1	2.2	3.577	0.656
X9	1	2. 2	2	4.4	2 1	46.7	1 7	37.8	4	8.9	3.466	0.814
X10	2	4. 4	3	6.7	2 0	44.4	1 8	40	2	4.4	3.333	0.852
X11	1	2. 2	4	8.9	1 3	28.9	2 6	57.8	1	2.2	3.488	0.786
X12	-	-	4	8.9	1 5	33.3	2 4	53.3	2	4.4	3.533	0.726
X13	-	-	3	6.7	1 4	31.1	2 5	55.6	3	6.7	3.622	0.716
X14	-	-	5	11.1	2 2	48.9	1 4	31.1	4	8.9	3.377	0.805
X15	-	-	3	6.7	1 9	42.2	2 0	44.4	3	6.7	3.511	0.726
X16	-	-	3	6.7	2 0	44.4	2 0	44.4	2	4.4	3.466	0.694
<b>General average</b>	0.68		5.98		38.05		50.55		4.71		3.525	0.702

#### •Customer satisfaction

It is clear from the ratios of Table (3) for the analysis of factors (Y1-Y12), which measures the customer satisfaction variable, that the average of (53.68%) of the answers were with a degree (strongly agree, agree) and on the other hand, the other answers were with a degree (disagree, and do not strongly agree) at a rate of ( 7.4 ) % The neutral answers were (38.89%) These answers are supported by the value of the arithmetic mean, which amounted to (3.525) and the standard deviation and its value (0.751), and there are many indicators that contributed to strengthening and enriching this variable, the first of which is the ability to change the manner or style of presentation Products in proportion to the needs and tendencies of each customer, represented by (Y1) and agreement (62.2%) and supported by this answer arithmetic mean (3.688).

**Table (3)**

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**Frequency distributions, percentages, arithmetic means, and standard deviations for customer satisfaction**

variables	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Arithmetic mean	Standard deviation
	D	%	D	%	D	%	D	%	D	%		
X24	-	-	1	2.2	16	35.6	24	53.3	4	8.9	3.688	0.668
X25	-	-	3	6.7	17	37.8	22	48.9	3	6.7	3.555	0.724
X26	-	-	1	2.2	19	42.2	19	42.2	6	13.3	3.666	0.738
X27	-	-	5	11.1	17	37.8	19	42.2	4	8.9	3.488	0.815
X28	1	2.2	2	4.4	23	51.1	14	31.1	5	11.1	3.444	0.84
X29	-	-	4	8.9	17	37.8	23	51.1	1	2.2	3.466	0.694
X30	2	4.4	4	8.9	18	40	20	44.4	1	2.2	3.311	0.848
X31	-	-	3	6.7	19	42.2	21	46.7	2	4.4	3.488	0.694
X32	-	-	5	11.1	15	33.3	23	51.1	2	4.4	3.488	0.757
X33	-	-	4	8.9	17	37.8	20	44.4	4	8.9	3.533	0.786
X34	-	-	1	2.2	17	37.8	24	53.3	3	6.7	3.644	0.645
X35	1	2.2	3	6.7	15	33.3	23	51.1	3	6.7	3.533	0.814
<b>General average</b>	0.73		6.66		38.89		46.65		7.03		3.525	0.751

**Second: Testing research hypotheses**

This section includes testing the research hypotheses contained in the study chart, namely:

**The first hypothesis: There is a significant correlation between content marketing and customer satisfaction**

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This hypothesis provides that "there is a statistically significant correlation relationship between content marketing and customer satisfaction, as Table (4) indicates that there is a significant correlation between the independent dimension (content marketing) and the approved dimension (customer satisfaction), as the value of the correlation coefficient reached (0.459) at a significant level (0.05) and this means that the more the companies surveyed use content marketing in the completion of their work, the more they can satisfy their customers, and on this basis, the first hypothesis is accepted, which provides" The existence of a statistically significant correlation between content marketing and customer satisfaction."

**Table 4**

**Correlations between content marketing and customer satisfaction**

Independent Content Marketing	Customer Satisfaction
	dependent
	0.459

Source: Prepared by researchers based on the results of the SPSS program

**The second hypothesis: Analyze the relationship between the effect of content marketing on customer satisfaction**

From the data of Table (5), it is clear as follows:

There is a positive influence relationship between content marketing and customer satisfaction, and this effect supports the calculated value of (F) of (7.479), which is greater than its tabular value of (3.282) and at the level of significance (0.05), and the coefficient of determination R<sup>2</sup> is (0.245) and this means that the independent variable (content marketing) explains (25) of the changes in the dependent variable (customer satisfaction) and that (75) of the changes are due to random variables that cannot be controlled, and this is supported by the value of the regression coefficient ( $\beta$ ) of ( 0.200), which means that a change of (1) from the independent variable will lead to a change of (0.245) in the dependent variable, and based on the foregoing, the second hypothesis is accepted, which states "the existence of the relationship of the impact of content marketing in increasing customer satisfaction."

**Table 5**

**The relative importance of the effect of content marketing on customer satisfaction**

<div>Dependent</div> <div>Independent</div>	Customer Satisfaction				R <sup>2</sup>
	β	β1	F		
	0.200	0.548	Calculated	Tabular	

<b>Content Marketing</b>			<b>7.479</b>	<b>3.282</b>	<b>0.245</b>
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N=25

Source: Prepared by researchers based on the results of the SPSS program

## **Section Five: Conclusions and Recommendations**

### **First: Conclusions**

1- It was found through the diagnosis and the results of research that the content marketing variable needs to be enhanced aspects of the need for having more simple and convincing content .

2- Through the results of the description show that the studied organization the workers inside the mall to meet the needs of customers, regardless of their busyness.

3- Based on the results of correlation and effect, it was found that there is a significant correlation between content marketing and customer satisfaction.

### **Second: Recommendations**

1- The organization should promote the variable of content marketing, especially with regard to promoting aspects of the need for the provided content to be more simple and convincing.

2- The staff of the organization should be more responsive to the needs of customers, no matter how busy they are.

3- The content should provide accurate information about the products that are credible and attractive that the customer is looking for, while emphasizing the importance of the element of reliability in the content in the sense that the content should be the same of the provided products by the organization on the ground.

4-Despite the positive results in the current research, we recommend increasing interest in content marketing as it is one of the key elements on which today's organizations rely to stay in the market significantly.

5- Organizations should investigate the dimensions of content marketing when formulating their goals and advertising messages, in order to create a positive image in the minds of the customer.

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