Digital Content Creation and its Impact on Customer Immersion an Exploratory Study of the Opinions of a Sample of Private University Students in Babylon Governorate

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Abstract: The main goal of the current study is to measure the role of digital content creation represented by (topic, compatibility of writing methods and customizing them for the Internet, content compatibility with search engines, content design, and presentation method) in customer immersion represented by (interest, comprehension, enthusiasm, identity, and interaction).) among a sample of private university students in Babylon Governorate, as the study sample consisted of (393) male and female students. Accordingly, the problem of the study was formulated in terms of the relationship between the variables included in the study, as a result of which the objectives of the study were determined, which were represented in the hypothetical plan, and the formulation of it was crystallized. The special hypotheses that were measured in the statistical package for modeling structural equations using the least squares method (SPSS.V.26) & (AMOS.V.26). To analyze what was provided by the study administration, a set of statistical methods were used, namely exploratory and confirmatory factor analysis, and the Cronbach coefficient. Alpha, the coefficient of determination (R2), the normal distribution of the data, and the descriptive statistics represented by the arithmetic mean, standard deviation, and correlation coefficient. The results of the study showed that there is a clear and important awareness of the relationship between digital content creation and customer immersion, through descriptive analysis of the variables of the study, as well as the presence of A positive, statistically significant correlation and influence between digital content creation and customer immersion, as well as the effect of applying the components of digital content creation (subject matter, compatibility of writing methods and customizing them for the Internet, content compatibility with search engines, content design and presentation method) in enhancing customer immersion in a significant way. Direct and indirect, in a way that ensures a high level of competitiveness, enhances sustainable institutional performance, and raises the efficiency and productive effectiveness of the educational service, and thus achieves greater attraction for customers to purchase university scientific services.

Keywords: digital content creation, customer immersion, private universities in Babylon Governorate.

Introduction

Customer immersion represents a state of customer interaction with a particular product, a particular organization, and/or a particular publication via social media. This state began to appear and emerge after the emergence and spread of social media, and immersion takes the form of additional time, additional mental energy, or Additional physical energy, and thus the customer began spending more time following social media sites, and expanding mental and physical energy whether thinking about them or taking a behavioral stance towards them. The immersed customer is demonstrated in social media. He is the person who follows the pages and sites that arouse his admiration, reads the followers' comments, and interacts with them. He feels happy for every positive comment gets excited about it, and gets angry when reading every negative comment and tries to respond to it out of defense. About that brand, and therefore he advocates and endorses it, and the customer's immersion may not stop to this point. Rather, that customer may work on his own to create special pages that are proud of that brand and try to gather people who like it.

On the other hand, social networking platforms have contributed to communication, transferring relationships, and exchanging knowledge through the content they provide, as well as the ease of use by users. YouTube, which counts 2.29 billion users, is a video platform that allows the creation of public and specialized channels for creating content in multiple fields by people using the simplest means available and presenting it. to the public with attractive and innovative templates. As for Facebook, which is considered the most widely used social media tool because it has 2.85 billion daily active users, it owns the means of communication, as it enables its users to create real or borrowed accounts or open specialized or general pages and groups that present different and diverse topics, materials, and content in all areas. areas of life, while Instagram includes more than 1.38 billion monthly users and more than 500 million people, it is one of the social media platforms that is concerned with editing and uploading photos and video clips through what is published through the user's account on this platform. It also allows those photos and video clips to be easily shared via Other social media platforms such as Facebook and Twitter -

The digital content industry has begun to take a serious and new turn in the world due to the new technological developments that have begun to surround and surround it until it almost dominates it. The digital content industry has become one of the most popular topics of research and conversation among people.

Therefore, you will find that digital content is included in all circles on the Internet, so it is distinguished by the fact that it gives added value to the audience. It is considered a message that you want to convey to the audience using one of the preferred and appropriate means to best express it using appropriate images or words.

Higher education is considered one of the most important service sectors and one of the most prominent manifestations of civilizational progress in society. The current research dealt with the private sector represented by several private colleges in the city of Babylon as a sample for the research. From here, the research problem was launched to answer the extent to which the researched colleges realize the importance of the research variables represented by (content creation). Digital and customer immersion), and is there a relationship and influence between these variables? Hence the importance of the research became clear in its intellectual, philosophical, and applied dimensions, as the research is a modest attempt to present and structure the accumulation of knowledge by clarifying the nature of the relationship between the variables investigated and choosing the higher education sector, which is one of the important and main sectors as it is considered a basic source of improvement and advancement of the process. Scientific and educational to provide the country with personnel capable of solving its various dilemmas. The research aimed to present the most important intellectual and philosophical

contents of dialectic and consensus in the viewpoints of researchers and thinkers regarding the research variables. It also aimed to analyze the relationship between the research variables in a descriptive analysis based on the literature through previous intellectual efforts and analysis. The practical impact of content creation Digital is an independent variable, and customer immersion is a dependent variable in the research community, which is represented by private colleges, and deepening understanding of these topics in higher education, especially in private colleges, to come up with a scientific idea that brings together the most dimensions and concepts of research variables, which most researchers agreed upon and transferred to the Iraqi environment to identify them and invest them before. Specialists in this field, and to achieve these goals, several private colleges, which are distinguished by being among the first colleges in private education in the city of Babylon, were chosen to be the research community. As for the sample, it relied on employees in the colleges investigated, and the researcher used the questionnaire, which is a tool for collecting Information based on research and studies related to the current research topic, in addition to relying on (SPSS) and (AMOS) programs for statistical analysis appropriate to the nature of the research.

1. The study methodology

1.1 The problem and questions of the study

Private education in Iraq is facing increasing challenges in terms of the expansion of competition between private universities and colleges among themselves, and between them and government universities after the implementation of the parallel education system, in addition to the entry of foreign universities into Iraq, as well as the desire of many Iraqi students to complete their studies in universities and colleges outside Iraq. This makes it imperative for universities and private colleges in Iraq to use contemporary methods to compete to respond effectively to these challenges.

One of the things that can be pointed out as a fundamental weakness in private education is the general impression that exists within society towards this sector. Therefore, success in drawing a positive mental image that rises to the existing image of public and foreign universities is a motive that contributes to bringing about radical change, and this requires adopting an approach that contributes to achieving... that.

Social media networks have become active sites for content makers who use them to promote and present their various activities, ideas, and content, which may be messages or consumer products directed at marketing and convincing the public. Content creation no longer remains exclusive to men, but women have also become remarkably competitive with him and have succeeded in this field through social media channels. YouTube, Instagram, and pages. They may share the details of their daily lives and the experiences they went through in the way they find appropriate through many methods, such as recorded videos, live broadcasts, or the diary feature that remains for 24 hours on the site, as each one seeks to communicate them to others for several purposes, including marketing some products or Providing advice through videos, achieving goals they aspire to, or breaking boredom and escaping reality.

The digital content industry is one of the most influential industries because of its positive effects on the students and trainees who benefit from the learning experience. To build effective digital educational content, we must adhere to some important and necessary basics that affect our field. Therefore, some necessary basics must be taken into account to Create influential educational content that has added value to the audience.

After observing, monitoring, and tracking the behavior of a group of private universities and colleges in the media, including social media, we concluded that some universities and colleges use digital content creation to promote the educational service they provide, namely the University of Hilla College, the

National University, the University of the Future, the Islamic University, Babylon Branch, and Imam College. Al-Kadhim A. for Islamic Sciences, Babylon University Departments), and thus the researcher was able to summarize the research problem with the following points:

1. The universities and private colleges investigated do not have a conceptual framework for creating digital content, as it was noted that they have an incomplete understanding of what that image is, and they do not have a scientific measure to know the degree of strength of that image in the minds of their students.

2. The universities and private colleges studied do not have a conceptual framework for customer immersion, as their lack of knowledge about it was noted. They also do not have a scientific measure to know the level of immersion of their students towards the educational service provided to them or their institution and/or the digital content on their sites via social media.

3. The investigated private universities and colleges do not know the following:

   ➢ The extent to which digital content creation affects customer immersion.

1.2 The importance of research

The importance of the research depends on the reasons for delving into the research topic, as well as the benefit achieved from the research results. Accordingly, we can divide the importance of the research into several sections:

A. Section One: Scientific Importance

1. The topic of digital content creation occupies great importance in business organizations that seek to survive, grow, and expand, and therefore this image can be invested to achieve the organization's goals or work to facilitate their achievement. Therefore, you will find that digital content enters all circles on the Internet, so it is distinguished by its added value to the audience. It is considered a message that you want to convey to the audience using one of the preferred and appropriate means to best express it using appropriate images or words.

2. The issue of customer immersion has become of great importance after the spread of social media, and therefore reaching a group of immersed customers is tantamount to building a crowd of supporters for the organization, promoters of its products, and defenders of its reputation, and thus this may be considered a great gain that business organizations are trying to achieve.

B. Section Two: Practical importance

1. Developing the experience of the researched universities and private colleges in the digital content industry that competitors deal with, and thus providing information that can be built upon in developing a marketing strategy.

2. Directing the attention of the investigated universities and private colleges to the importance of digital content creation and its implications for gaining and retaining customers, and thus employing this image to enhance the marketing effort.

3. Drawing the attention of the universities and private colleges under study to a case of customer interaction with the organization, which is the customer's immersion, its impact on the reputation of that institution, and the contribution to promoting its educational service.

1.3 Research objectives

In light of the research problem that has been diagnosed, the research objectives can be determined by the following points:

1. Increasing the awareness of the researched universities and private colleges about the concept of digital content creation, and trying to give a comprehensive clarification of what that image is, as well as providing a scientific measure that enables those universities and private colleges to know the degree of strength of that image in the minds of their students, and all of that by providing a conceptual framework for digital content creation.

2. Study the degree of strength of the digital content industry possessed by the researched universities and private colleges in the minds of their students, and identify the order of the dimensions of the digital content industry in terms of the degree of its strength.

3. Increasing the understanding of the studied universities and private colleges with the concept of customer immersion, as well as providing a scientific measure of the level of immersion of their students towards The educational service provided to them, their organization, and/or their brand, all by providing a conceptual framework of customer immersion.

4. Reaching the level of customer immersion towards the educational service, institution, and/or brand belonging to the universities and private colleges under investigation to research it and identify the order of the dimensions of customer immersion in terms of their degree of strength.

5. Answering ambiguous matters regarding the universities and private colleges investigated, in the language of numbers, about the correlation and influence of the research variables.

1.4 Study model

After presenting the problem, importance, and objectives of the study, the next step is to formulate the study hypotheses, which requires building a hypothetical scheme for the study that expresses the nature and type of the relationship between the variables. Building the hypothetical scheme for the study requires presenting a group of previous cognitive efforts, and thus the result of a group of previous cognitive efforts represented by In the study (Hashem & Al-Rifai, 2011), as a starting point for the current study, the study model can be designed with an independent variable reality (digital content creation), which is represented by four dimensions (topic, compatibility of writing methods and their customization for the Internet, content compatibility with search engines, content design and method). Offer), which in turn was adopted as a scale (Youssef et al., 2019: pp. 94-96), while the dependent variable was represented by (customer immersion) with three dimensions represented (interest, comprehension, enthusiasm, identity, and interaction),
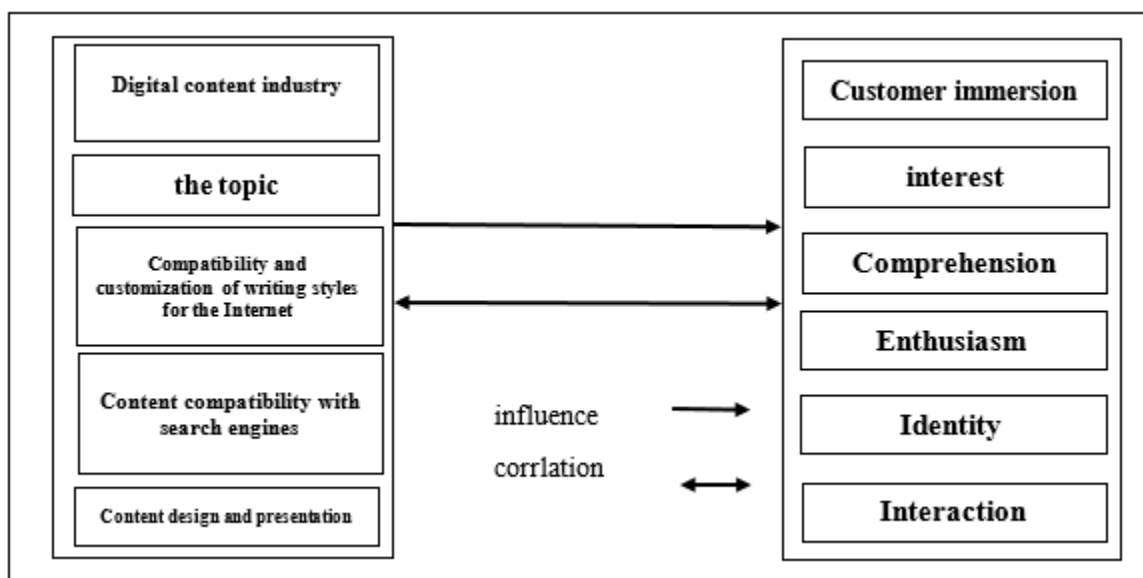

Figure (1) Hypothetical diagram of the study

1.5 Study hypotheses

To complete the research requirements and to answer the questions, three groups of hypotheses were developed:

A. Main hypothesis: There is a direct, statistically positive effect of the digital content industry on customer immersion in its dimensions.

The following sub-hypotheses emerge from it:

➢ The first main hypothesis: There is a direct, statistically positive effect of the topic on the customer's immersion in its dimensions.

➢ The second main hypothesis: There is a direct, statistically positive effect of compatibility of writing styles and their customization for the Internet on customer immersion.

➢ The third main hypothesis: There is a direct, statistically positive effect of content compatibility with search engines on customer immersion in its dimensions.

➢ The fourth main hypothesis: There is a direct positive effect of content design and presentation method on the customer's immersion in its dimensions.

1.6 Limitations of the study

The field of application of the study is as follows:

➢ **Spatial boundaries:** represented by the private universities in Babylon Governorate, which are (University of Hilla College, Private University, Future University, Islamic University of Babylon Branch, Imam al-Kadhim College of Islamic Sciences, University of Babylon Departments)

➢ **Human limits:** employees of the surveyed universities mentioned above.

➢ **Time limits:** represented by the period associated with the beginning of research on the study problem, collecting information and sources about its variables, and designing and distributing the questionnaire tool. This period extended from January 19, 2022, until January 8, 2024.

1.7 population, study sample, and response rate

The private universities in Babylon Governorate were chosen as a group for the current study. The sample represented students from the private universities in Babylon Governorate under study, where the number of individual students reached (25,000) male and female students, according to statistics taken from the records of the directors of registration and student affairs in the universities mentioned above, to Determining the appropriate sample size, the following equation was used, mentioned by (Steven K. Thompson, 2012:59) to determine the sample size:

$$n = \frac{N \times p(1-p)}{\left[\left[N-1 \times \left(d^2 \div z^2\right)\right] + p(1-p)\right]}$$

N= Community size

z= The standard score corresponding to the significance level is 0.95 and equals 1.96

d=   The error rate is 0.05

p=   The ratio of availability of the property and neutrality equals 0.50

Based on this, it appeared that the optimal sample size was (378) students, so (430) questionnaires were distributed to a random sample, and after (416) questionnaires were retrieved, it was found that the number of questionnaires suitable for statistical analysis reached (393) questionnaires suitable for statistical analysis, which is the largest. The required number, as the researcher wanted the sample to best represent the population.

2. Theoretical framework for the research

2.1. The concept of digital content

With the increasing number of users of information and communications technology and the expansion of communications and communications networks, the growth of the digital content industry has accelerated and has become the focus of attention of a large number of countries around the world in addition to the interest of scientific and international organizations. This industry includes many fields such as (interactive and digital television applications, content development, and online interactive games). Online, online publishing and distribution of digital content, experiential digital media, online education content developers, 3G content development and publishing for mobile devices, content creation and processing software, learning, rights, content management, and other software applications relevant to the digital creative industry). When talking about digital content, includes combining content with technology. The rapid development of digital technologies and the digitization of content creation has provided the opportunity for many professionals, whether working alone or in collaboration with others, to create influential content after this industry was limited to large creative industries (Kumar et al., 2018:201).

Digital content refers to any electronic data and information in digital form that can be retrieved and read through computer screens or smart devices and has also attracted the attention of publishers who are making efforts to provide digital materials everywhere that can be used without restrictions of time and place. Moreover, publishers also have the opportunity to access Universal and easily publish digital content. Recently, the increasing demand for digital content has generated more revenue for digital content publishers. The availability of sophisticated and efficient hardware and software platforms has greatly contributed to the creation of digital content such as e-books, e-journal articles, e-dictionaries, images, and videos. (Hidayat et al., 2020:2).

Digital content is also defined as the process of converting media and culture into electronic data structures and vice versa. It exists in two interconnected fields, one cultural and the other technical. It is called the cultural layer and the computer layer. In the cultural layer, content is organized in a way that humans interpret. In the computer field, content is organized into data structures that are interpreted. Using computer language, such as binary code, and combining the two fields leads to the formation of a new field and it becomes widespread. The digital content industry is the process of providing content that has various goals and creates more opportunities for marketing the brand or for the individual to market himself or for learning and many other goals. This content proceeds according to a system of classifications. This makes each part of it its distinct type so that the content is created in a way that leads to the goal of the content being conveyed to a higher level for the audience (Oti, 2018:30).

2.2 Dimensions of digital content industry

There are four dimensions and standards specific to the digital content industry, which include: "the subject standard, the standard for compatibility of writing methods and their customization for the

Internet, the standard for content compatibility with search engines, and the standard for content design and presentation," which are as follows (Youssef et al., 2019: p. 94). -96):

2.2.1 Subject standard: This means that Internet content is compatible with the principles of general writing in terms of:

1. Originality: The content must be original and not repeated, and care must be taken to avoid copying and pasting from other sources without referring to them.

2. Documentation: This is done by verifying the accuracy of the information provided in the content and indicating its sources if relying on it.

3. Spelling and grammatical accuracy: By ensuring that there are no spelling or grammatical errors in the content, so as not to affect the credibility of the content and its ability to communicate effectively.

4. Objectivity: The issue is dealt with objectively without bias or promoting personal opinions or special interests.

5. Clarity of the target audience: The audience of the content must be known and spoken to in a language and style that it understands and responds to.

6. Comprehensiveness: The topic must be talked about comprehensively and comprehensively, covering all the different aspects of it.

7. Modernity: By ensuring that we provide modern and renewed content regularly to remain relevant to the current times.

8. Intellectual rights: Intellectual property rights must be respected and ensured that they are not violated in the content provided.

2.2.2 The standard for compatibility of writing methods and their allocation to the Internet:

It aims to enhance the readability and accessibility of content. This standard includes the following elements:

➤ Inverted pyramid theory: in which the most important information is presented in the first part of the content.

➤ Dividing the article into paragraphs: The content should be divided into small, easy-to-read paragraphs.

➤ Article length: This is done by determining the length of the content appropriately and appropriately to the content presented.

➤ Title: The title must be clear and reflect the content of the article.

➤ Multifaceted content: including images, graphics, videos, and other visual and audio means to make the content more attractive and interactive.

2-2-3- Content compatibility standard with search engines:

It is a very important standard in the digital content industry, as it affects the ability of content to appear in search engine results. This standard includes many important elements that affect the classification of content by search engines, including:

➤ Headings: which are supposed to be clear and well-defined, and contain keywords related to the content.

➤ URL: The URL must be clear and accurately describe the content of the page.

➤ Keywords: must be used

Keywords are placed correctly in the body of the content and must be relevant to the page content.

➤ Meta tags: By using tags correctly to describe the page content and attract visitors.

➤ Subject headings: This is done by organizing the content well using subject headings (H1, H2, H3), and ensuring that they explain the content correctly.

➤ Internal links: This is done by creating internal links between the pages of the site to facilitate navigation and increase the time spent on the site.

➤ External links: External links must be used with caution, and ensure that they direct to credible sites.

➤ Content body: The content body must be of high quality, contain correct and useful information for the visitor, and be compatible with keywords, titles, and meta tags.

2.2.4 Standard for content design and presentation:

The standard for content design and presentation includes various aspects that affect the user's experience and ability to interact with digital content, and include, for example:

➤ User experience: The design must be easy to use and smooth transition between pages, and the requirements of the target audience and the cultural and social factors that affect the user experience must be considered.

➤ Colors: Through the necessity of choosing appropriate and attractive colors for users, which are compatible with the type of content presented, attention must also be paid to providing a good contrast between the background and the text to facilitate reading.

➤ Fonts: You must choose fonts that are easy to read and attractive to users, and that are compatible with the type of content presented. You should also avoid using fonts that are difficult to read or cause fatigue quickly.

2.3 The concept of customer immersion

The researchers' effort and interest focused on defining the concept of customer immersion as a strategic necessity through which marketers seek to increase sales growth, achieve a competitive advantage, increase profitability, and the market share of the organization's products. They worked to increase customer interaction because it leads to enhanced satisfaction and loyalty, which in turn leads to customer immersion. With the brand and the organization, through which customers contribute to the innovation and development of new products. (Hollebeek et al.,2019:1)

Interest in the concept of immersion has emerged and been addressed in many scientific fields, such as community studies and organizational psychology. This concept has emerged as one of the major concerns in the field of marketing, as it indicates that customer immersion is achieved as a result of emotional and utilitarian motivational motives.

Diem Khacm et al., 2021:2).

In the year 2005, the term customer immersion was used in marketing literature, after which its use has increased significantly since that time until now. What has helped to increase the focus on it is the development of communications and Internet technologies that have invaded all aspects of the lives of organizations and individuals alike.

(Brodie et al., 2011:2).

The word immersion is defined as the state of being completely absorbed in something (Oxford Dictionary).

Sociologists have addressed the term immersion as a form of connection - spatial and temporal - in an entity characterized by active and deep participation in the present moment, or as a feeling of complete absorption and surrender in the practice of an activity to the point of forgetting oneself and one's surroundings.

Blumenthal & Jensen (2019:159).

Customer immersion is expressed as a state of mind that affects the individual's behavior in different contexts. It has been researched and studied by a group of different sciences (psychology, human resources) as it expresses a form of the interactive relationship between two basic issues (goal and subject).

2.4 Dimensions of customer engagement

The dimensional model is as shown in the following :

1. Attention: Attracting the customer's attention is considered an important dimension of the customer's immersion, along with the individual's mental perceptions and attention, through which we can work to transform customers from ordinary customers into immersed customers. This is reflected in considering immersion as a psychological state resulting from directing attention towards specific incentives when we Block out sensory information and unintended stimuli in the environment surrounding the individual (Bracken et al., 2014:3), this prevents (external shifting of attention) away from the intended event or activity, as the degree to which the client's attention is focused determines his or her level of immersion. (Agrawal et al., 2020:3,4)

2. Absorption: Absorption refers to a psychological state of the customer that is higher than mere attention, as it is a high level of focus and absorption by the individual in a brand. (Rather & Sharma,2017:4) (Dwivedi,2015:101)

3. Enthusiasm: Enthusiasm represents a high and strong level of fanaticism, emotion, and interest on the part of a customer in a brand, with a strong focus on participating in its activities. It is the degree of excitement and interest on the part of a customer toward a brand. (Harrigan et al., 2017:599) Enthusiasm is the level of excitement and focused interest by the customer in participating in the organization's offers or interacting with service providers. The positive excitement is directed toward later immersion in the company's offers or products. (Rather & Sharma, 2017:4).

4. Identity: Defining a concept of the customer's identity provides marketers with a deeper understanding of managing customer relationships. This understanding is based on (social identity theory), which considers that individuals transcend their identities to form a social identity. This theory explains and interprets the customer's behavioral intention and explains the reason behind Their ability and desire to associate with companies and expand this connection to include various types of relationships between the customer and the brand. The customer's identity includes the basis for a construct that is specific to suiting the identity and matching it with the individual (Ashraf et al., 2017:3). Identity is formed through the customer's classification of himself and others in Different social groups, and thus he has formed his social identity that goes beyond his identity. Customer identity (supported by social identity theory and self-categorization theory) is when an individual sees himself as intertwined with and conforming to the characteristics of the group. (Rather et al.,2019:199)

5. Interaction: Interaction is the exchange of ideas, opinions, and feelings about a common topic with others. (Kuvykaitė & Tarutė, 2015: 655), the world of marketing has witnessed a major transformation in terms of the disappearance of the traditional boundaries between the customer and the suppliers, and it has become an increasingly interconnected market. The role of the customer today is no longer limited

only to a passive end user, but rather he has begun to contribute proactively through his interactions with the company or Brand or stakeholders in shaping the company's offerings and activities and in creating value (Hollebeek et al., 2018:330).

3. Practical framework

3.1 The apparent validity of an instrument:

It is also called the reliability of the arbitrators. To identify the apparent validity and suitability of the measurement tool and measure its suitability to the required variables, the researcher presented a tool. To study in its initial form several specialized arbitrators, including professors in the field of specialization and workers in Iraqi universities, as shown in Appendix (1), to ensure the apparent validity of the tool, and the extent of clarity of each statement in terms of the content of the wording and correction, and the statements that should be corrected, in light of the opinions expressed. The arbitrators: The researcher made the amendments that were agreed upon by (81%) of the arbitrators, and the scale was formulated in its final form.

3.2 Questionnaire stability or scale stability tests:

Reliability refers to ensuring that the answer is the same if the tool is repeatedly applied to the same sample at a different time. It means the breadth of the study scale and the stability of the results. The value of the reliability of the scale ranges between zero and the correct one, and the closer the value of the reliability coefficient is to the correct one, the higher the stability. The reliability coefficient using (Cro-Nebach's alpha), which studies indicate is acceptable for values greater than 70% to be accepted statistically in administrative and behavioral research (Nunnally & Bernstein, 1994). After conducting the application of the test, it became clear that all axes gave acceptable results individually and together. As shown in the table below.

Table (1) Reliability and validity coefficient

the scale	Value (Crone Alpha)
the topic	91.90%
Compatibility and customization of writing styles for the Internet	88.60%
Content compatibility with search engines	82.90%
Content design and presentation	89.90%
Digital content industry	88.33%
Interest	%95.40
Comprehension	%94.30
Enthusiasm	%96.70
Identity	%92.10
Interaction	%87.70
Customer immersion	%93.24

Source: Prepared by the researcher based on the outputs of the SPSS program.28

It is clear from the table above that the values of the Cro-Nbach alpha coefficient ranged from (78.9% - 96.70%), and this indicates that the answer will be the same if the tool is repeatedly applied to the same sample at a different time for the variables and dimensions of the research.

3.3 Third describes and diagnoses the study's metrics and analyzes its results

3.3.1 Summary of the digital content industry variable

It is noted from the following table that the digital content creation variable had a maximum general arithmetic mean of (3.97), a standard deviation of (0.748), and a general coefficient of variation of

(18.9%), which shows the interest of the researched universities amounting to (79.3%) in digital content creation, to indicate The best dimension was represented in the design of the content and the way it was presented, with a coefficient of variation of (18.39%), high arithmetic mean trending towards agreement of (3.87), and a standard deviation of (0.713), which means that private universities in Babylon Governorate appropriately use keywords in their publications on social media. Social, and this generated a relative interest of (77.5%). This variable was measured through four dimensions whose arithmetic mean ranged between (3.87-4.06) and at a high level and with relative agreement ranging between (77.5%-81.1%). The results showed a fluctuating coefficient of variation ranging from (18.39%-20.1%).

Table (2): Statistical description of the digital content industry variable

The dimension	Mean	Answer direction	Answer Level	S.D	Relative importance %	Availability level	C.V%
the topic	3.92	I agree	High	0.789	78.5%	Good	20.1%
Compatibility and customization of writing styles for the Internet	4.06	I agree	High	0.751	81.1%	Good	18.5%
Content compatibility with search engines	4.01	I agree	High	0.740	80.3%	Good	18.4%
Content design and presentation	3.87	I agree	High	0.713	77.5%	Good	18.39%
Total digital content industry variable							
	3.97	I agree	High	0.748	79.3%	Good	18.9%

Source: Prepared by the researcher based on the outputs of the program (spss.v.28)

3.3.2 Summary of the customer immersion variable

It is noted from the following table that the customer immersion variable obtained an arithmetic mean of (3.71), with a standard deviation of (0.8708), and an overall coefficient of variation (25.1%), which shows the interest of the researched universities amounting to (74.2%) in the customer immersion variable, indicating that the best dimension The dimension of interest was represented by a coefficient of variation of (21.4%), high arithmetic mean trending towards agreement of (3.65), and a standard deviation of (0.779), which means that students of private universities in Babylon Governorate spend a lot of time thinking about the content of their university's social media, and this It generated a relative interest of (72.9%). This variable was measured through five dimensions whose arithmetic mean ranged between (3.57-4.04) and at a high level and with relative agreement ranging from (71.5%-80.9%). The results also showed a fluctuating coefficient of variation ranging from (21.4). %-25.1%).

Table (3): Statistical description of the customer immersion variable

Paragraph	Mean	Answer direction	Answer Level	S.D	Relative importance %	Availability level	C.V%
Interest	3.65	I agree	High	0.779	72.9%	Good	21.4%
Comprehension	3.71	I agree	High	0.852	74.3%	Good	22.9%
Enthusiasm	4.04	I agree	High	0.945	80.9%	Good	23.4%
Identity	3.58	I agree	High	0.881	71.6%	Good	24.6%
Interaction	3.57	I agree	High	0.897	71.5%	Good	25.1%
Total customer immersion variable							
	3.71	I agree	High	0.870	74.2%	Good	25.1%

Source: Prepared by the researcher based on the outputs of the program (spss.v.28)

3.4 Impact hypotheses

T - The sixth main hypothesis (H1): The fourth main hypothesis states: (There is a statistically significant effect of the digital content industry on customer immersion).

To test this hypothesis, a structural model was built that explains the nature and type of relationship between digital content creation and customer immersion. The figure below adopts an explanation of the structural structure of the direct impact of digital content creation on customer immersion. The table below indicates that the more private universities in Babylon Governorate are interested in creating... Digital content improves customer immersion. In other words, increasing digital content creation by one unit leads to an improvement of one standard weight (0.841), a critical value (7.432), and a standard error (0.054), which means that interest in digital content creation in universities increases. The research study leads to an increase in customer immersion through the use of publications on social media of the researched universities that contain internal and external hyperlinks that include efficiency in the text, as well as the use of publications on social media with appropriate titles.
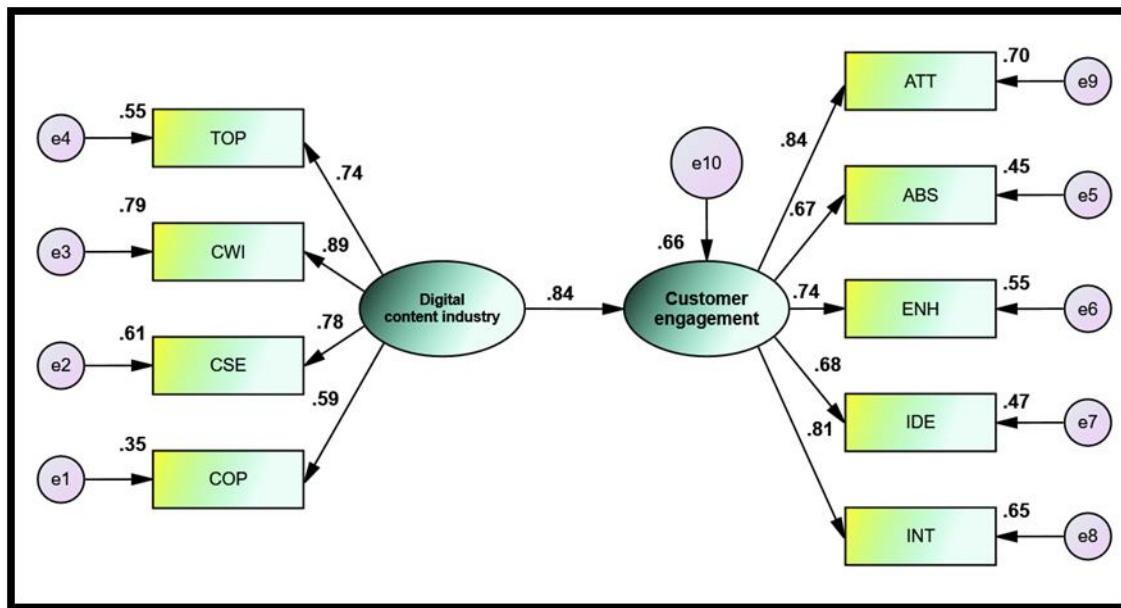

Figure (2): The structural model for creating digital content in customer immersion

Source: Prepared by the researcher based on the outputs of (AMOS.V.25)

The results of Table () indicate that digital content creation contributes to explaining an amount of (0.659) of the variance occurring in customer immersion, while the remaining value is due to factors not included in the study.

Table (4): Final results of the direct effect between digital content creation and customer immersion

path			Standard estimate	S.E	C.R	R2	Sig.
Digital content industry	<---	Customer immersion	0.841	0.054	7.432	0.659	0.000

Source: Prepared by the researcher based on the outputs of the statistical package (AMOS.V.25).

The following sub-hypotheses emerge from the main hypothesis:

1. The first sub-hypothesis: The first sub-hypothesis states: (There is a statistically significant effect of the topic on customer immersion in its dimensions (interest, comprehension, enthusiasm, identity, interaction).

The table below shows that the more private universities in Babylon Governorate pay attention to the topic, the better the customer's immersion. In other words, increasing the topic by one unit leads to an improvement of one standard weight of (0.791), a critical value of (3.008), and a standard error of (0.111), which This means that the increased interest of private universities in Babylon Governorate in the subject leads to an increase in customer immersion through the use of comprehensive publications by the researched universities on the subject, in addition to containing scientific documentation.

2. The second sub-hypothesis: The second sub-hypothesis states: (There is a statistically significant effect of compatibility of writing styles and their customization of the Internet on customer immersion in its dimensions (interest, comprehension, enthusiasm, identity, interaction).

The table below indicates that there is a significant effect of the compatibility of writing styles and their customization of the Internet on customer immersion in its dimensions (interest, comprehension, enthusiasm, identity, interaction).

That is, the more private universities in Babylon Governorate pay attention to the compatibility of writing styles and their customization for the Internet, the better the customer's immersion. In other words, increasing the compatibility of writing styles and their customization for the Internet by one unit leads to an improvement of one standard weight of (0.818), a critical value (9.543), and a standard error. (0.098), which means that the increased interest of private universities in Babil Governorate in the compatibility of writing methods and their allocation to the Internet leads to an increase in customer immersion through the researched universities' use of different methods to convey ideas (texts, films, images) for their publications.

3. The third sub-hypothesis: The third sub-hypothesis states: (There is a statistically significant effect of content compatibility with search engines on customer immersion in its dimensions (interest, comprehension, enthusiasm, identity, interaction).

The table below indicates that there is a significant effect of content compatibility with search engines on customer immersion in its dimensions (interest, comprehension, enthusiasm, identity, and interaction).

That is, the more the private universities in Babylon Governorate pay attention to the compatibility of the content with search engines, the greater the customer's immersion. In other words, increasing the compatibility of the content with the users' search engines by one unit leads to an improvement of one standard weight of (0.788) a critical value of (6.541), and an error. Standard (0.073), which means that the increased interest of private universities in Babil Governorate in the compatibility of content with users' search engines leads to an increase in customer immersion through the researched universities' use of keywords in an appropriate manner in their posts on social media.

4. The fourth sub-hypothesis: The fourth sub-hypothesis states: (There is a statistically significant effect of content design and presentation method on customer immersion in its dimensions (interest, comprehension, enthusiasm, identity, interaction).

It is noted from the table below that the more private universities in Babylon Governorate pay attention to designing the content and method of presentation, the better the customer's immersion. In other

words, increasing the design of the content and method of presentation by one unit leads to an improvement amounting to one standard weight of (0.767).

with a critical value (10.201) and a standard error (0.143), which means that increased interest in designing the content and method of presentation in the researched universities leads to an increase in customer immersion through the design of the researched universities' websites through social media that allows for easy browsing.
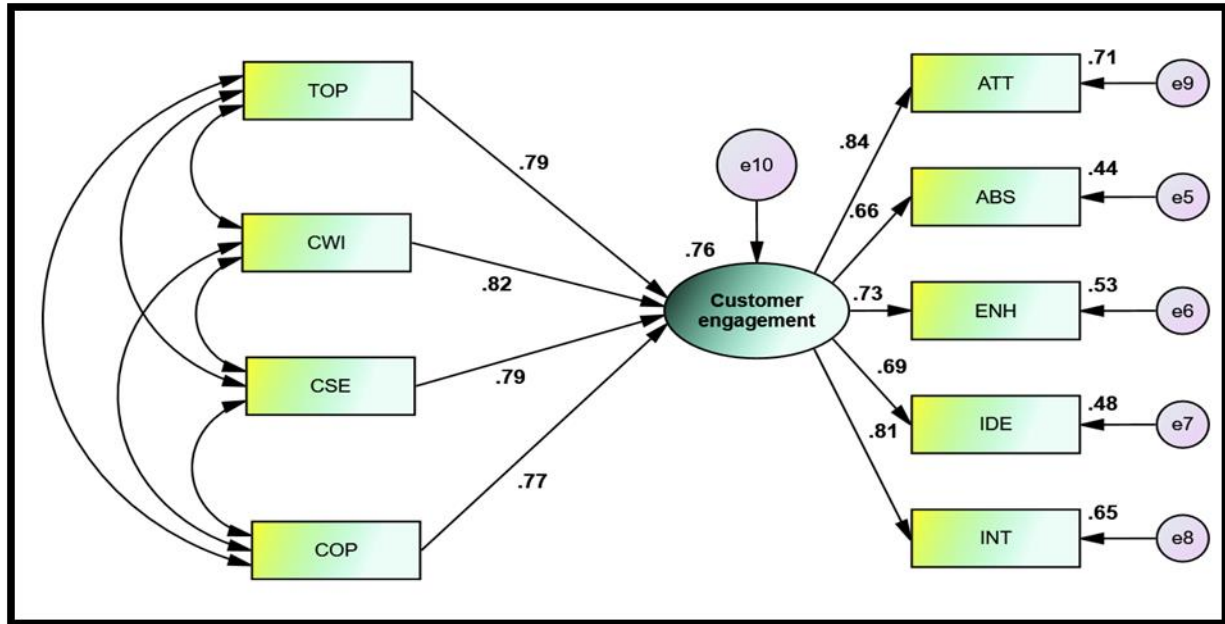

Figure (3): Structural model: Dimensions of digital content creation in customer immersion with its dimensions (interest, comprehension, enthusiasm, identity, interaction)

Source: Prepared by the researcher based on the outputs of (AMOS.V.25)

As you review the results of the table below, the dimensions of digital content creation contribute to explaining an amount of (0.763) of the variance occurring in customer immersion, while the remaining value is due to factors not included in the study.

Table (5) Final results of the direct effect between the dimensions of digital content creation on customer immersion with its dimensions (interest, comprehension, enthusiasm, identity, interaction)

Path			Standard estimate	S.E	C.R	R2	Sig.
the topic	<---	Customer immersion	0.791	0.111	3.008		0.000
Compatibility and customization of writing styles for the Internet	<---	Customer immersion	0.818	0.098	9.543	0.763	0.000
Content compatibility with search engines	<---	Customer immersion	0.788	0.073	6.541		0.000
Content design and presentation	<---	Customer immersion	0.767	0.143	10.201		0.000

Source: Prepared by the researcher based on the outputs of the statistical package (AMOS.V.25).

4. Conclusions

Introduction:

In this paragraph, several conclusions reached by the researcher will be mentioned through the practical framework of the study in light of the results reached through the analysis of data and information according to the statistical methods used. These conclusions can be summarized in the following points:

First: Conclusions related to the theoretical framework:

In this section, the most important conclusions that were extrapolated from the theoretical side will be presented, which are as follows:

1. The development of Internet technologies has contributed to the spread of digital content production in various forms and for multiple purposes. With the spread of open sources that it provides, the concept of shared use of user-generated content, and the possibility of sharing the production of others, it has become an important and rich source for a large amount of diverse digital information and news, as content is produced in various forms. (E-books, electronic journals, databases, CDs, DVDs, electronic conferences, electronic maps, electronic images, photographs, electronic manuscripts, electronic magazines, electronic newspapers, websites, news groups, subject portals, questions, and answers).

2. Digital content has become an important part of modern life and includes everything from multimedia entertainment to educational resources. However, the sheer volume of digital content available can pose a challenge to users who are trying to navigate and interact with it effectively, especially through social media, e-commerce applications, e-government, and entertainment applications. Those in charge of institutions, companies, organizations, as well as individuals, have intensified the dissemination of information about their activities and events on the Internet. Methods of generating, collecting, storing, and publishing digital content have evolved significantly until artificial intelligence techniques and algorithms have entered the field of creating and managing digital content and filtering content according to the user's preferences based on his behaviors during browsing operations.

3. The concept of customer immersion represents a state of high-level interaction between the organization and the customer, in which the customer reaches a state of loyalty, advocacy, and support for the product and/or the brand and/or the organization. It goes beyond the stage of satisfaction, commitment, and loyalty. Accordingly, customer immersion makes the customer make optional efforts. It takes the form of additional time, mental energy, or physical energy invested in defending a product, brand, and/or organization.

4. The concept of customer immersion developed as a result of the shift in marketing management from focusing on products to focusing on customers. The more general nature and basic characteristics of immersion as a concept were reflected in other disciplines in marketing management, and the same basic characteristics were taken into account when defining immersion by marketing specialists. Marketing scholars have emphasized that customer involvement is a behavior

5. Customer immersion is characterized by loyalty, advocacy, and support. Therefore, the customer becomes a marketing tool through which the product, brand, and/or organization can be promoted. Therefore, it can be said that customer immersion will be one of the marketing techniques through social media sites in the future, if proven. Subsequent studies have confirmed this. But at the same time, the immersed customer is a tool for the public's aversion to the product, brand, and/or organization. Exaggeration in loyalty, advocacy, and support for something will result in a state of boredom and ennui that creates an adverse reaction from others. Some people hate exaggeration in anything and take the same attitudes that may be negative towards it, up to and including confronting that product, brand and/or organization.

Second: Conclusions regarding the practical framework:

A. Conclusions at the general level of the sample's responses to the three study variables.

1. There is good interest and guidance regarding digital content creation in its dimensions (topic, compatibility of writing methods and their allocation to the Internet, content compatibility with search engines, content design and presentation method) in the universities studied, as the total average of the sample's answers was highly consistent, and this explains the university administration's The research subject adopted the digital content industry to achieve distinguished services, satisfy existing customers, and gain new customers in light of the high competition between other universities.

2. Good attention and care by the administration of private universities in Babylon Governorate to achieve customer immersion (interest, comprehension, enthusiasm, identity, interaction), as most of the answers of the study sample were in agreement, and this gives a clear indication that the administration of the universities investigated is striving to obtain Achieving customer satisfaction in general and students in particular within its activities and events.

B. Conclusions related to the impact between digital content creation and customer immersion.

1. It is clear through statistical analysis that there is a positive and significant effect between the topic. Creating publications that suit the user audience, whether they are students or employees, contributes to enhancing customer immersion in the universities studied.

2. The compatibility of writing styles and their allocation to the Internet in the universities studied has a positive and moral impact in enhancing customer immersion through the creation of publications suitable for Internet readers in general and students in particular.

3. Content compatibility with search engines affects customer immersion through the researched universities placing keywords in an appropriate manner in their posts on social media.

4. The design of the content and method of presentation in the researched universities has a positive impact in enhancing customer immersion through the design of their websites through social media that allows for easy browsing.

5. Recommendations

Introduction

After reaching a set of conclusions, recommendations related to the variables of the study will be made

1. The researched universities should design the content on their social networking site, Yanas b to its users and be highly interesting to users to increase their well-being and thus increase their immersion.

2. The universities under study should pay attention to providing concise and clear data that users are interested in on their social networking site, and should avoid jargon, vulgarity, and verbosity in the content of their publications to increase the immersion of their users.

3. The researched universities must periodically and continuously monitor the oral and written conversations of current and potential student users on social media sites and benefit from them to enhance their university services and address some of the causes and deviations to enhance their satisfaction.

4. The researched universities must update the content on their social networking site periodically and continuously.

5. Recommending the researched universities to update the information that was shared on their social networking site periodically and continuously in order to keep pace with the developments occurring in them and in a way that avoids boredom for their users and informs them of everything new and modern regarding its services and activities.

6. Recommending the researched universities to review and revise their publications by specialists in the field of language for spelling and grammatical errors.

7. Ensure that the universities under investigation ensure that their posts on social media are objective and up-to-date.

8. The investigated universities are keen to use different methods to convey ideas (texts, films, images) for their publications.

9. It is necessary for the administration of the researched universities to focus on marketing strategies through social media by paying attention to creating digital content and collecting the necessary information about the desires and needs of customers and benefiting from them in studying the different customer patterns that the researched universities deal with and transforming customer requirements into actual services.

10. The researched universities paid attention to the compatibility of the colors used with the nature of the content and their objectives through social media, as well as the use of appropriate fonts in terms of size and color.

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