

Research Article

The Impact of Content Marketing and Brand Experience in Achieving Customer Response: An Exploratory Study of the Opinions of a Sample of Customers of the Southern Cement Company - Ordinary Portland Cement Product

Ahmed Kadem Abed AL Aboudy^{1*}, Kareem Hassan Mjali², Ali Thamer Abdul Ameer³

¹ Business Administration Department, College of Administration and Economics, Universitas Al-Qadisiyah, Iraq;

e-mail: ahmed.abed@qu.edu.iq

² Al-Qadisiyah Education Directorate, Iraq.

e-mail: kalhjamy377@gmail.com

³ College of Administration and Economics, Universitas Al-Qadisiyah, Iraq.

e-mail: aliadlee3@gmail.com

* Corresponding Author: Ahmed Kadem Abed AL Aboudy

Abstract: This research explores the combined effects of content marketing and brand experience on customer response, a relationship that has not been extensively studied in previous research. The study highlights the significance of customer service as a key determinant of business success, emphasizing that when customers feel valued and receive prompt responses from a company, their satisfaction, loyalty, and willingness to engage with the brand increase. The research was conducted on a sample of customers from the General Company for Southern Cement, specifically the Kufa Cement Factory. The study focused on Ordinary Portland Cement and sulfate-resistant cement. A total of 85 questionnaire forms were distributed, with 80 valid responses collected for statistical analysis. The findings indicate that both content marketing and brand experience play a crucial role in enhancing customer communication and service quality. Effective content marketing strategies contribute to better training for customer support teams, ensuring a more responsive and engaging interaction with customers. Furthermore, improving communication channels and response speed positively impacts customer satisfaction. By adopting content marketing strategies and leveraging brand experience, businesses can enhance customer engagement, strengthen relationships, and ultimately achieve their organizational goals. The research recommends integrating content marketing into business operations to build long-term customer relationships and improve brand reputation. Additionally, companies should establish a dedicated internal department for marketing, ensuring that content marketing efforts are credible, relevant, and engaging. By creating meaningful and interactive content, businesses can attract and retain customers, fostering brand loyalty and trust over time.

Keywords: Brand Experience, Content marketing, Customer Response.

1. Introduction

In today's fast-paced and competitive business environment, content marketing has become an essential tool for enhancing the overall customer experience. Businesses use content marketing to create and distribute valuable, relevant, and consistent content that helps attract, engage, and retain customers. By doing so, companies can establish trust, build long-term relationships, and position themselves as industry leaders. As customer expectations continue to evolve, organizations must adopt innovative strategies to maintain customer interest and foster brand loyalty. This shift has made content marketing an integral part of modern business operations, influencing customer perceptions and engagement with brands.

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In Iraq, many companies struggle with a lack of awareness and adoption of relationship marketing practices, which significantly impacts their ability to build and maintain customer loyalty. The process of securing long-term customers has become increasingly complex due to shifting market demands, intense competition, and evolving consumer preferences. Many businesses fail to recognize that beyond offering quality products or services, developing strong customer relationships is crucial for sustaining growth and ensuring repeat business. Consequently, companies must embrace customer-centric strategies, such as content marketing, to better engage with their target audience and enhance the overall customer experience.

Brand experience plays a pivotal role in shaping customer perceptions and influencing purchasing decisions. It encompasses all interactions a customer has with a brand, from initial awareness to post-purchase engagement. A positive brand experience fosters trust, strengthens emotional connections, and encourages customer loyalty. In contrast, a weak or inconsistent brand experience can lead to customer dissatisfaction and reduced brand advocacy. Therefore, businesses must prioritize creating meaningful and memorable experiences to differentiate themselves from competitors and build lasting customer relationships.

Customer response is another critical factor in determining business success. The way a company interacts with its customers—whether through digital channels, customer service, or marketing efforts—significantly impacts customer satisfaction and retention. Rapid and effective responses to customer inquiries, feedback, and concerns demonstrate attentiveness and commitment to customer needs. By integrating content marketing with brand experience, businesses can streamline communication, enhance response times, and foster a sense of trust and reliability among their customers.

Given the importance of content marketing, brand experience, and customer response, this research aims to explore their interconnected roles in improving customer engagement and loyalty. The study seeks to provide insights into how businesses can leverage content marketing strategies to enhance brand experience and customer response, ultimately leading to stronger customer relationships and improved business performance. By examining these factors, the research contributes to a deeper understanding of how companies, particularly those in Iraq, can navigate competitive markets and achieve long-term success through effective marketing and customer engagement practices.

Research Problem

The process of reaching a permanent customer has become a very difficult and complex process in an environment that describes intense competition and rapid change in the needs and desires of customers, so it has become necessary to innovate methods and methods more attentive and caring for customers, as the problem for companies operating in Iraq is the weakness of their awareness and adoption of the practice of relationship marketing and the role that plays in raising the level of customer loyalty. The research problem can be expressed through the following question: What is the impact of content marketing and brand experience of customers of the ordinary portland cement product produced by the Kufa Factory in achieving customer response?

Research Importance

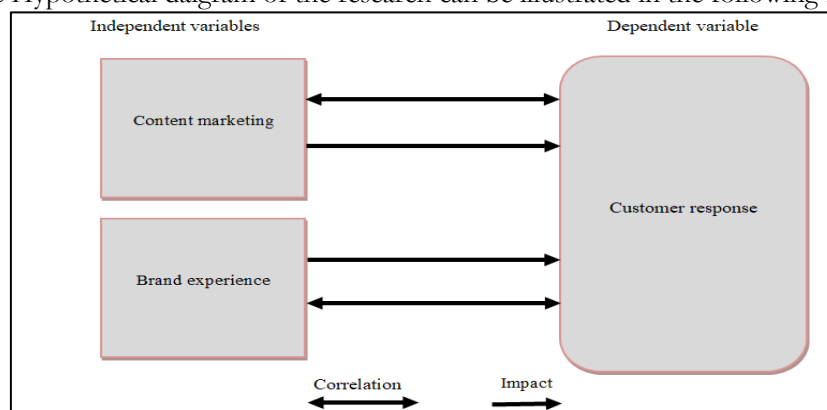
The significance of brand experience, customer response, and content marketing all contributed to the importance of research. Content marketing is a strategic approach that emphasizes producing and disseminating valuable, pertinent, and consistent content in order to draw in and hold on to a well-defined audience and encourage customers to take profitable actions. The totality of the consumer's interactions with the brand is the brand experience. It can be thought of as the consumer's overall perception of the brand. Therefore, by fostering an inspiring environment, offering helpful information, and attending to customer needs, brands can create a positive brand experience.

Research Objectives

The research aims to demonstrate the impact of content marketing and brand experience in achieving customer response, as customer service is one of the main factors for the success of any business. When customers feel cared for, cared for and responsive by the company, they are more satisfied, loyal and willing to come back and deal with it again, as brands can create a good brand experience that makes inspiring environments make customers feel part of the brand.

Hypothetical Daigram of the Research

The Hypothetical daigram of the research can be illustrated in the following figure:



Source: Prepared by the researcher

Figure 1. Hypothetical daigram

Research Hypothesis

The research is based on two basic hypotheses, which are as follows:

1. There is no statistically significant impact of content marketing on achieving customer response.
2. There is no statistically significant impact of the brand's experience on achieving customer response.

Research Population and Sample

The research population is represented by the customers of the General Company for Southern Cement, where the research was applied to a sample of customers of this company in the Kufa Cement Factory, and the focus was on the product (ordinary portland cement) cement resistant to sulfate salts, the selected sample was with a number (85) individuals, where (85) questionnaire form was distributed and (80) form was retrieved from it subject to statistical analysis.

Research Method

To achieve the objectives of the research, the deductive approach has been followed by relying on Arab and foreign books, periodicals, theses, university theses and the Internet, in addition to using the analytical method in the practical side of the research by relying on the questionnaire form and analyzing it using appropriate statistical tools.

2Theoretical Background

The Concept and Importance of Content Marketing

Content marketing is a form of marketing that focuses on creating, disseminating, and distributing content to the target audience online. Unlike other forms of online marketing, content marketing relies on anticipating and meeting existing customers' need for information. The idea of content marketing is that a brand must give something of value to get something valuable in return [1].

Content marketing is a strategic approach that focuses on creating and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience to drive customers to take profitable actions. It includes various components, such as blogs, videos, e-books, and infographics, each serving unique purposes within a broader digital strategy [2].

When organizations seek content marketing, the main focus should be on the needs and requirements of potential customers. Once a customer's need is identified, information can be displayed in a variety of different formats and formats, including news, video, eBooks, infographics, email bulletins, case studies, Q&A, articles, photos, and more [3].

The phrase content marketing was used as early as 1996, when John Opidal led a roundtable for journalists at the American Association of Newspaper Editors, and by 2014, Forbes magazine published five favorite ways for companies to use content marketing. By

2013, the use of cross-enterprise content marketing had risen from 60% a year or so ago to 93%, and content marketing is often used by companies to: [4].

1. Attract attention and acquire leads.
2. Expand its customer base.
3. Generate or increase online sales.
4. Increase brand awareness or credibility.
5. Engaging an electronic community of users.

When creating content, companies usually take three initial steps, the first is to identify the target audience and their needs, the second is to identify the types of content such as books, videos, contests, webinars, questions and answers, surveys, interviews, audio clips, articles, search engines, social media, etc., and the third is to create a content management system, and to start, the organization will need to create a content management system. Despite the difference in content management systems, most include functionality to help with content creation and publishing. and analytics to track the success of publications [5].

The benefits of content marketing are significant. It not only increases engagement by encouraging user interaction, but also improves brand loyalty as consistent content and values build trust with the audience. This trust translates into a loyal customer base over time. Content marketing also enhances SEO efforts in a way that helps achieve both the goals of the organization and the customer [6].

The Concept and Importance of the Brand Experience

The totality of a customer's interactions with a brand is known as the brand experience. It could be regarded as the general impression a brand leaves on the customer. Whether this impression is favorable or unfavorable, it's crucial to keep in mind that each person's brand experience is different, and when it comes to fostering a favorable brand experience [7].

Whether a brand experience is positive or negative depends on a variety of factors. These are a few of the most typical ones: [8].

1. Visual: How customers view a brand can be influenced by the general appearance, feel, and design of a branding website, social media accounts, and other marketing materials.
2. Voice: The tone of customer service, the music in commercials, and the brand's voice can all have an effect.
3. Digital: Factors may include the quality of customer service and the veracity of the information presented on the branding website.
4. Orally: Terms that are used in product descriptions and brand messaging.
5. Emotionally: How consumers feel about a brand after interacting with it via cordial emails and other correspondence.

There are many ways for brands to improve their brand experience. A few simple steps include starting with regularly updating the organization's website and social media profiles with new content and images. Then make sure your voice is authentic and resonates with your target audience. Next, make sure the company's customer service is helpful and responsive, and post accurate information on your website. Next, use amiable emails, responses, and smileys to foster a positive environment around the company's brand. Quick Phone Calls [9].

By fostering an inspiring environment, offering helpful information, and attending to customer needs, brands can create a positive brand experience. Customers are more likely to return and refer others to the brand in inspiring settings because they feel like they belong there. Giving consumers relevant information can aid in decision-making, and attending to their needs can guarantee that they are happy with the brand [10].

Both customers and businesses can benefit greatly from a positive brand experience. A positive brand experience makes customers happy and loyal, and companies can boost sales and their reputation by delivering a positive brand experience [11].

It can be difficult to create a positive brand experience, but the effort is worthwhile. Customers can feel more a part of the brand, and it can help businesses boost sales and image [12].

Customer Response

Customer service is one of the key issues for the achievement of any business. When customers feel cared for, cared for, and responsively by the company, they are more satisfied, loyal, and willing to come back and deal with it again, and a positive customer service experience can enhance the company's reputation and attract new customers [13].

A quick and effective response in customer service is one of the main factors that significantly affects customer satisfaction and overall experience. When customers receive a quick response to their queries, they feel cared for and respected in the company and a quick response helps resolve issues before they escalate and negatively impact the customer experience [14].

The importance of quick and effective response in customer service comes through building a relationship of trust, as a quick and effective response is an opportunity to build a relationship of trust with customers and show that the company may pay great attention to their problems and needs, and when they feel that their problems are dealt with effectively and quickly, customers become more loyal and willing to stay with the company in the long term, and a quick response in customer service improves the overall customer experience and increases their satisfaction, which ultimately leads to growth. Organizations must prioritize customer service and provide a quick and effective response to ensure customer satisfaction and loyalty are maintained [15].

Responding quickly and effectively to inquiries and complaints is one of the most important factors in improving the customer experience. Customers feel anxious and resentful when they have difficulty communicating with customer service or getting a quick answer to their queries. Thus, a quick response may improve the relationship among customers and the company and enhance their trust in its service. Here are some of the ways in which customer experience is affected: [16].

1. Customer satisfaction: When customers get a quick and helpful answer to their queries or complaints, they feel satisfied and satisfied.
2. Increase loyalty: When they feel that they are the subject of great attention and attention by customer service, customers become more likely to come back and deal with the company again.

There are many examples and studies that illustrate the impact of a quick and effective response on customer satisfaction. For example, a study of healthcare clients showed that quick and effective response to customer inquiries increases the level of satisfaction and loyalty to the medical facility, and in another example, an online customer service provider has implemented the principle of prompt response, where customer inquiries are answered within 60 seconds. Studies have shown that this rapid intervention led to a 90% increase in satisfaction. Improving customer retention, these examples clearly demonstrate the importance of quick and effective response in customer service and improving their experience. If you want to build strong relationships with your customers and achieve growth, a quick and effective response must be based on the organization's strategy [17].

The Relationship of Content Marketing and Brand Experience in Achieving Customer Response

Content marketing and brand experience are key factors for achieving a quick and effective response in customer service. These tools provide a variety of features that help improve customer experience and increase customer satisfaction through: [18].

1. Customer Relationship Management Systems: These systems help organize and track information related to customers and the history of interaction with them, facilitating the provision of a quick and customized response.
2. Smart Customer Contact Centers: These centers use advanced technology such as automatic call routing and instant chat systems to improve customer experience and provide a quick response.
3. Knowledge Management Systems: These tools provide comprehensive databases containing information about products and services, making it easier for support team members to quickly access the required information and provide customers with comprehensive answers.

There are several methods and tools that can be used to improve the speed of customer service response through content marketing and brand experience, which is the use of a customer relationship organization structure, and this tool allows the company to path and achieve all interactions with customers. A customer relationship management system can be used to assign, follow up and ensure responsiveness. As well as using live chat, live chat can be used to provide immediate answers to queries and complaints. You can contact members of the customer support team directly for direct assistance [19].

Content marketing and brand experience also helps in improving the communication process and training the customer support team by providing continuous training and

improving the communication process, can enhance the speed of response and improve the customer experience, and by implementing these strategies and using the above tools, companies can achieve a quick and effective response to customer service and improve their overall experience and thus help achieve goals [20].

Effective and quick response to customer requests and problems is critical in customer service. Customers expect quick feedback and instant solutions to their problems and needs. Here are some reasons why an effective customer response is essential in customer satisfaction [21].

3. The Applied Side of the Research

Research Population and Sample and Statistical Methods Used

The research population is represented by the customers of the General Company for Southern Cement, where the research was applied to a sample of customers of this company in the Kufa Cement Factory, and the focus was on the product (ordinary portland cement product) cement resistant to sulfate salts, the selected sample was with a number (85) individuals, where (85) questionnaire form was distributed and (80) form was retrieved from it subject to statistical analysis, The researcher created a questionnaire that aligns with the study's goals and hypotheses. The questions were written in such a way that the responses of the research sample could be translated into numerical values on a five-point Likert scale, and the researcher Using the Cronbach alpha correlation coefficient, as indicated in the following table, to assess the consistency and stability of the scale and the dependability of the data:

Table 1. Cronbach alpha coefficient of research variables

No.	Variables	Number of items	Cronbach Alpha Laboratories
1	Content Marketing	6	0.885
2	Brand Experience	6	0.880
3	Customer Response	6	0.878
	Average	6	0.881

Source: Prepared by the researcher.

As can be seen from the above table, the sample members' responses had a Cronbach alpha correlation coefficient of (0.881), which indicates that the research sample's responses are reliable.

The statistical program for the social sciences (SPSS-26) was also applied in order to test the research hypotheses and analyze the results, and the use of statistical methods such as the arithmetic mean attributed to the maximum value of the Likert scale, in addition to that, percentages and standard deviation were used, and the T test was used for one sample in order to test the research hypotheses through inference about the arithmetic mean and its statistical significance.

Analysis of The Demographic Characteristics of the Sample

The questionnaire form was distributed to the members of the research sample, represented by customers of the Southern General Company for Cement / Kufa Cement factory, where (85) forms were distributed, and (80) forms were retrieved, meaning that the percentage of forms recovered and subject to statistical analysis was (94.1%), and the demographic characteristics of the members of the research sample can be analyzed as follows:

Table 2. Analysis of the demographic characteristics of the research sample

Variable	Classification	Number	Percentage
age	less than 40 years old	12	15.00%
	from 41 50 years	35	43.75%
	more than 50 years	33	41.25%
	Total	80	100%
sex	Males	63	78.75%
	Females	17	21.25%

	Total	80	100%
customers type	Wholesalers	71	88.75%
	Retailers	9	11.25%
	Total	80	100%

Source: Prepared by the researcher.

It is noted through the above table, that (15.00%) of the sample members were less than 40 years old, and (43.75%) of them were aged from 41-50 years, either the rest of the sample members are more than 50 years old, and the percentage of males to the members of the research sample (78.75%) Either the percentage of females reached (21.25%), which means that females bear additional burdens, while the percentage of holders of a wholesalers from the members of the research sample reached (88.75%) and retailers (11.25%), which means They are type of customers to understand the subject and analyze its paragraphs, as well as their ability to understand the relationship between independent and dependent research variables and thus reach accurate and reliable results and thus help in generalizing the results reached to the population as a whole.

Descriptive Statistics of Research Variables:

The following table provides an illustration of the descriptive statistics of the content marketing variable with regard to the arithmetic mean, percentage, and standard deviation:

Table 3. Descriptive statistics for the content marketing variable

No.	Items	Arithmetic mean	Percentage	Standard deviation
1	Content marketing helps increase customers' adherence to the company's product	4.714	%94.28	1.674
2	Content marketing helps customers purchase the company's product	4.543	%90.86	1.343
3	Content marketing leads to the possibility of increasing customer adoption through electronic purchasing as a result of increased trust in the company	4.223	%84.46	1.212
4	Content marketing helps customers increase brand awareness and credibility of the company	3.616	%72.32	1.786
5	Content marketing seeks to attract customers' attention to the quality of the product and the quality of services provided compared to competitors	4.297	%85.94	1.112
6	Content marketing increases customer confidence and reassurance in the company's product and confirms that it is better than competitors' products	4.396	%87.92	1.545
	Overall average	4.298	%85.90	1.445

Source: Prepared by the researcher.

It is noted from the above table that the arithmetic mean of the total items of the content marketing variable was (4.298) with a percentage of (85.90%) and a standard deviation of (1.445).

The following table provides an illustration of the descriptive statistics of the mark experience variable with regard to the arithmetic mean, percentage, and standard deviation:

Table 4. Descriptive statistics for the brand experience variable

No.	Items	Arithmetic mean	Percentage	Standard deviation
1	The brand experience expresses the overall impression that a brand makes on the consumer	4.214	%84.28	1.332

2	Brand experience helps increase consumers' sense of satisfaction and loyalty to the organization	4.335	%86.70	1.144
3	Brand experience improves corporate image among customers	4.121	%82.42	1.564
4	The brand experience strives to make customers feel part of the brand	3.989	%79.78	1.013
5	Brand experience helps business growth and long-term success	4.896	%97.92	1.872
6	The brand's experience improves the relationship among customers and the organization and enhances their trust in its service	4.719	%94.38	1.635
	Overall average	4.379	%87.58	1.426

As can be seen from the above table, the arithmetic mean of all the items in the score experiment variable was 4.379, with a standard deviation of 1.426 and a percentage of 87.58% .

The following table provides an illustration of the descriptive statistics of the customer response variable, which is the dependent variable in the current study, with regard to the arithmetic mean, percentage, and standard deviation:

Table 5. Descriptive statistics for the customer response variable

No.	Items	Arithmetic mean	Percentage	Standard deviation
1	Responding quickly and effectively to customer inquiries increases the level of satisfaction and loyalty to the organization.	3.887	%90.88	1.891
2	A quick and effective response in customer service is one of the factors affecting customer satisfaction and overall experience	4.436	%85.12	1.536
3	The quick and effective response in service helps in building a relationship of trust with customers, which helps in winning new customers.	3.994	%79.02	1.778
4	Rapid customer service response improves overall customer experience and increases customer satisfaction	4.618	%84.26	1.219
5	Customer service is a top priority and works to provide a quick and effective response to ensure customer satisfaction and loyalty are maintained.	4.435	%82.04	1.332
6	Quick response may improve the relationship among customers and the company and enhance their confidence in its service.	4.787	%74.36	1.225
	Overall average	4.359	%82.61	1.496

Source: Prepared by the researcher.

The table above shows that the arithmetic mean of all the items in the customer response variable was 4.359, with a standard deviation of 1.496 and a percentage of 82.61%.

Test The Correlation of the Research Variables

The following table provides clarification on the value of the correlation coefficient (Pearson) between the research variables:

Table 6. The values of the correlation coefficient (Pearson)

Correlations				
		Content Marketing	brand Experience	Customer Response
Content Marketing	Pearson Correlation	1	.953*	.977*
	Sig. (2-tailed)		.000	.000
	n	80	80	80
brand Experience	Pearson Correlation	.953*	1	.921*
	Sig. (2-tailed)	.000		.000
	n	80	80	80
Customer Response	Pearson Correlation	.977*	.921*	1
	Sig. (2-tailed)	.000	.000	
	n	80	80	80
Correlation is significant at the 0.01 level (2-tailed))*				

Source: Prepared by the researcher.

The table above makes it evident that there is a strong direct correlation between the content marketing variable and the brand experience variable (0.953), as well as between the content marketing variable and the customer response variable (0.977). Additionally, there is a strong direct correlation between the brand experience variable and the customer response variable (0.921).

Testing The Effect Relationship of the Research Variables

The effect relationship among the research variables can be tested as shown in the following table:

Table 7. Testing the effect relationship of research variables

Independent variable	Model Summary		Analysis of Variance (ANOVA)			Coefficients Transactions		
	R	R ²	F	Sig.F	Dependent variable	β_i	T	Sig.T
Content Marketing	0.977	0.954	9.782	0.05	Customer Response	5.214	6.236	0.05
brand Experience	0.921	0.848	8.553	0.05		5.022	5.855	0.05

Source: Prepared by the researcher.

As can be seen from the above table, the correlation coefficient R between the customer response and content marketing variables has reached 0.977, indicating a direct correlation between the two variables. The coefficient of determination R² value of 0.954 explains 9.54% of the variation in customer response, while the value of F (9.782) at the 0.05 level confirms the sentiment of the decline, meaning that a 1% increase in content marketing will result in a 5.214 percent increase in customer response. Additionally, it is observed that the correlation coefficient R between the customer response variable and the mark experience variable has reached 0.921, indicating a direct correlation between the two variables, and the value of the coefficient of determination R² (0.848) and this explains the amount of (8.48%) of the variation in the customer's response, as the value of F (8.553) at the level of (0.05) and this confirms the sentiment of the decline, so the increase in the experience of the mark by (1%) will lead to enhancing the customer response by (5.022%).

The results of the correlation and impact relationships among the research variables can be clarified as follows:

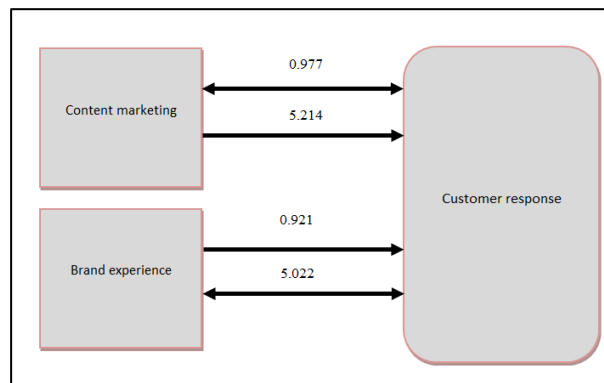


Figure 2. The results of the correlation and impact relationships

Conclusions and Recommendations

Conclusions

The research reached the following conclusions:

1. Content marketing is a strategic approach that focuses on creating and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience to drive customers to take profitable actions. It includes various components, such as blogs, videos, e-books, and infographics.
2. Brand knowledge is sum of all consumer connections with the brand. It can be considered the overall impression that a brand makes on the consumer. This impression can be positive or negative, but it's always important to remember that the brand experience is unique for each individual.
3. Content marketing and brand experience are key factors to achieve a quick and effective response in customer service. These tools provide a variety of features and features that help improve customer experience and increase customer satisfaction.
4. There was a strong direct correlation between the content marketing variable and the brand experience variable (0.953), as well as between the content marketing variable and the customer response variable (0.977). Additionally, there was a strong direct correlation between the brand experience variable and the customer response variable (0.921).
5. According to the value of F (9.782) at the level of (0.05), a 1% increase in content marketing will result in a 5.214 percent improvement in customer response, confirming the significance of the decline. The value of F (8.553) at the level of (0.05) indicates that a 1% increase in brand experience will result in a 5.022 percent increase in customer response, confirming the significance of the decline.

Recommendations

The research recommends the following:

1. Using content marketing to build long-term relationships with customers and improve brand reputation, and allocating an internal branch dedicated to the marketing department from which content marketing falls.
2. Relying on credibility and appropriateness as well as the entertaining nature of the contents to attract the interest of customers to involve him in the creation of meaningful marketing content.
3. Employing highly qualified workers in creating content and responding to customer inquiries, and the need to allocate the content editor at the level of marketing management in each organization and ensure that its objectives are achieved.
4. Iraqi institutions should work to build a brand and consolidate it in the mind of the consumer, by focusing on the dimensions that they see as a source of strength for them and see that they are able to build an appropriate strategy.
5. Organizations must investigate relevance, reliability, attractiveness, and emotion when maintaining the content of their advertising message that includes the dimensions of the brand, where they can build a strong image in the mind of the consumer.

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