

DIGITAL CONTENT MARKETING AND ITS IMPACT ON CUSTOMER EMPOWERMENT: AN ANALYTICAL STUDY IN ZAIN TELECOM- IRAQ

Baqer Khudair Al-Hadrawi, Al-Furat Al-Awsat Technical University
Ali Raheem Al-Zurfi, Iraqi Media Network
Ameer Rajeh Jawad, Al-Furat Al-Awsat Technical University

ABSTRACT

Digital content marketing targeted at consumer empowerment is increasing in an era of growing online customer and organizational connections. Despite researchers' and academics' great interest in it, its academic research is still late. Because of this, there was a huge information gap. An analysis of the available literature paints a picture of digital content marketing as the process of producing and spreading information designed to increase the agency of the target audience online. Accordingly, the purpose of this research is to demonstrate how digital content marketing has contributed to consumer agency at Zain Telecom: Iraq. The research method was descriptive, and it led to numerous key findings. To maximize the benefits of digital content marketing, businesses need to think about more than just the data they collect about the product or service they are promoting. The study also made several recommendations, most notably. Adopting technologies to support customer empowerment is necessary because empowerment and the consequent autonomy have particular importance for the customer in the decision-making process related to the product or service or the companies producing it.

Keywords: Digital Content Marketing, Customer Empowerment, Zain Communications Company, Iraq.

INTRODUCTION

Digital content marketing has become a leading marketing method in digital marketing communications. It uses customers' perspectives to build relationships with premium brands by creating engaging content and sharing it on social media that enhances their everyday lives. Unfortunately, most current research on social media communities has focused primarily on social media marketing and the perspectives of the virtual brand community. While the valuable role that digital content marketing plays in social media content communities has been largely ignored.

The importance of the current study is evident in the scarcity of studies that sought to identify and know the relationship between the study variables (digital content marketing and customer empowerment). The current study aims to show the importance of digital content marketing, which provides a clear distinction between social media content communities. It expands concepts around social media communities to include digital content communities. It also provided evidence that digital content marketing benefits organizations when it becomes a natural part of social media conversations. This is through ease of access that enables customers to promote their websites, products, or services through online social channels and benefit from a much larger community, which may not have been available through traditional channels, in addition to its attempt to address a societal problem that directly affects the telecommunications sector in Iraq. To solve this issue, the research proposes using

digital content marketing as an option for engaging with customers and establishing connections instead of merely reporting new items and discounts. Customer empowerment also arises through social networking sites due to their attachment to the customer's ability to control and control practices that expand the customer's freedom and increase his control over the choice and refine his experience and consumer experiences in addition to giving him the advantages of social interactions.

LITERATURE REVIEW

Digital Content Marketing

Today's customers are becoming more skeptical of advertising and other traditional marketing communications. To put it another way, the foundation of digital content marketing is an earnest intent to improve the customer's life through meaningful brand education. This aids in attracting and keeping customers (Georgiades et al., 2021), digital content marketing is designed to build relationships with potential customers, enhance trust and maintain them by serving them and winning their loyalty to the organization (Wang et al., 2017).

The focus of content marketers is still on expanding their consumer base. Budgets for content dissemination have gradually migrated from print publications like customer magazines to online sources like digital magazines, blogs, and social media (Gregoriades & Pampaka, 2020). The goal of digital content marketing is to develop and disseminate informative and engaging information to a targeted audience to build relationships with them, keep them as customers, and generate revenue (Al-Hadrawi & Jawad, 2022). There are four reasons why organizations use digital content marketing :(Increasing sales, saving costs, attracting better customers with greater loyalty, making a better profit), and content is the present and future of marketing (Danaher & Rossite, 2011).

Electronic newsletters and e-books are examples of digital content marketing that may be used to reach a wider audience and raise brand recognition. As well as social networking sites or blogs (Winter et al., 2021), digital content marketing is the art of communicating with current and potential customers, whether openly or directly, thus enhancing customer perceptions of the brand and sales (Nagy & Midha, 2014). Considering this, digital content marketing is founded on the social exchange theory that states a business will reap benefits in the form of continued loyalty from its present and prospective clientele if it consistently supplies them with information; they find useful (Jarvinen et al., 2016).

From another point of view, customers are also entitled to implement digital content marketing by providing user-generated content through electronic word of mouth related to the organization (Shastry, 2018). Customer-generated digital content, also known as CGC, is defined as media content that is created or produced by the public as opposed to paid professionals and distributed primarily over the Internet. CGC is distinguished from traditional forms of advertising by its greater interactivity and lower marketing cost (Baumol et al., 2016).

According to the principles of communication theory, for a message to be received and understood by its intended audience, the sending party must choose a medium that is chosen by the recipient. In addition to the actual use of media and adjusting channel options accordingly (Dwivedi et al., 2020). Some studies have shown that consumers tend to be quite conservative when it comes to their media choices, which may explain why traditional forms of media like print are still popular. Such is reliability, attractiveness, sociability, and

imposing good looks. While speed, convenience, and efficiency are more often associated with digital media (Kob, 2021).

The difference between digital content marketing and other informational waste you get from organizations trying to sell things to customers is sending them information (Al-Hadrawi et al., 2022). Most of the time, it is not very relevant or valuable. It is undesirable, which is what makes content marketing so interesting in today's environment of thousands of marketing messages to every customer every day (Aviera et al., 2021). and knows (Rose & Pulizzi, 2011) defined digital content marketing as: “a strategy that focuses on creating a valuable experience through the digital world,” as (Kilgour et al., 2015) defined it as: “the active role of customer participation in the space The media that becomes of interest to them”.(Wang et al., 2017) defined it as: “Creating, distributing and sharing relevant, compelling, and timely content to engage customers at the right point in their purchasing processes, encouraging them to turn into a business-building outcome. Has specified (Bu et al., 2021)” Digital content marketing has four dimensions Figure 1.

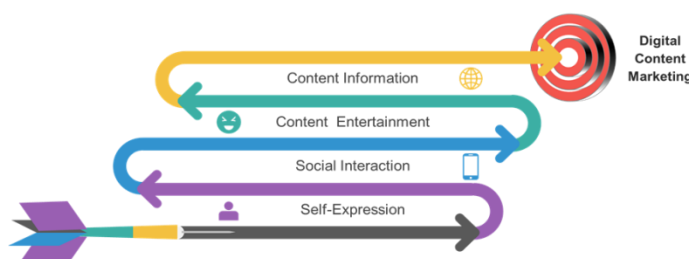


FIGURE 1
DIMENSIONS OF DIGITAL CONTENT MARKETING

Content Information

Digital content dissemination refers to contact information (words, pictures, and graphics). That tells the organization's story to attract or retain the attention of target customers (Holliman & Rowley, 2014). Therefore, digital content marketing reflects the organization's genuine attempt to improve the value perceived by customers, hence allowing for easier two-way connection with them through such social media and associated ones. Offering something of value because customers are looking for specific content makes them more engaged with the content and the organization itself (Singh & Sonnenburg., 2012).

Content Entertainment

Studies have proven that the idea of entertainment content is narrative persuasion for a long time and that storytelling is the key to content marketing (De Ridder, 2022). It is still effective in the era of mass media and self-media. It is a strategy to excite customers and can persuade them, change their attitudes or beliefs and influence their behaviour (Chen, 2022). Entertaining content gives customers a good sense of equality, develops their minds, and improves their willingness to perform to enhance positive influence and their ability to distinguish between right and wrong (Atkinson et al., 2021). The entertainment content industry plays an essential role in the daily consumption of customers in coexistence, and to create an economic environment, the entertainment content affects adolescent customers first

and foremost. It is used to relax to a certain extent and entertain their bodies and minds (Cheng et al., 2021).

Social Interaction

Technological advances in social media have made connecting and reaching customers easier (Madouuni, 2020). As well information, not only that, but communication technology led to an increase in social and widespread awareness among societies towards life interactions by increasing the availability of information and its rapid spread in record time and ease of access to it worldwide by watching publications and videos (digital content). These interactions occur actively in most areas of life as customers interact and express their interests, opinions, and perspectives through various media, which have formed social groups of different orientations, beliefs, and backgrounds. Moreover, social interaction is one of the other forms of expression and deals with the daily course of events and news. Social interaction is increasing scholarly interest in this phenomenon, and its impact is shown through virtual media channels (Radu, 2020).

Self-Expression

Building personal identity is the first nucleus of building society because the customer is the first building block for him. The self indicates that it is the product of social interactions (cooperative industry) between the performer and his customers. Its existence depends on the recognition it receives from customers (Davis, 2012). Human development theorists emphasize the social nature of identity while recognizing the essential roles that personal relationships, social organizations, and social media play in shaping identity (Elias & Lemish, 2009). When customers think about contexts, their direct experience goes beyond thinking about the roles they will play in the broader society. And that identity in the era of rapid technological progress and increasing globalization has helped form diverse and fluid identities. In many cases, the messages or content are made in a way only friends can understand (Davis, 2010).

Consumer Empowerment

Customer empowerment is defined as: *“the perceived benefit of an increase in the customer’s level of control that helps him freely choose what he wants, to do as he wants and, on his terms,”* (Acevedo & Stodolska, 2019). Empowering the customer with these expresses: *“A subjective state resulting from a sense of control and control, which is related to the customer’s own ability to make decisions”* (Cheah et al., 2020). Therefore, achieving customer empowerment requires the organizations’ interest in providing mechanisms that give him information as the main factor that Decisions are based on it (Lee et al., 2021) From this point of view (Wolf et al., 2015) customer empowerment is defined as *“giving the customer power and authority by providing him with more information or understanding.”*

Considering the contemporary trend toward customer satisfaction and considering his desires the primary guide for the organization's activities, the customer's empowerment has increased because of giving him the power by organizations to control and control decisions related to products and services (Cotten et al., 2022). Which made empowering the customer also associated with the mechanism of relinquishing or delegating authority, and the definition of (Labrecque et al., 2013) confirmed this, as he defined it as: *“The dynamic process of acquiring power and authority by working to change the status quo of power*

balances in an environment business". The literature also indicates that the customer acquires power and control, and then the degree of his empowerment increases automatically and gradually, and not as a deliberate delegation from the organizations (Gregoriades et al., 2021). The customer was empowered because of the widespread use of ICT technologies, which led to referring to customer empowerment as: "The permanent structural change" (Hossain et al., 2020).

The World Wide Web (Internet), as one of the applications of information and communication technology, is the basis on which the customer's empowerment is based due to the transformation of the scarcity of information into an "information democracy" (Al-Hadrawi & Jawad, 2022), which in turn led to a higher ability to Discovering and quickly accessing information that adds value to the customer, which meets his information needs with the least amount of time and effort (Liu et al., 2020). The customer's empowerment also arises through social networking sites due to its attachment to the customer's ability to control and control the practices that expand the freedom of the customer, increases his control over the choice, and refine his experience and consumer experiences in addition to giving him the advantages of social interactions (De Prins et al., 2020).

Social networking sites also include many other technologies that are designed to achieve customer empowerment by providing him with information and giving him control and control, the most important of which are: Personalization applications, which allow marketing via the Internet based on personalized products, transactions, and communications with customers according to their characteristics or distinctive accounts for them. (Zinkhan, 2003). And applications of receiving complaints from customers, providing them with performance information, and taking appropriate feedback (Cai & Chi, 2018). It also includes applications that provide customers with information on prices and nearby stores (Yuksel et al., 2016). The applications of customer management in relationships, an advanced form of traditional customer relationship management, whereby the customer is empowered by personalized interaction with customers according to each customer's instructions and develops relationships through interactive systems on the Internet (Khan et al., 2020).

These technologies are based on strengthening empowerment because empowerment and the consequent autonomy are of particular importance for the customer in the decision-making process related to the product or service and the organizations producing it (Hu et al., 2019). This is because the decision-making process is directly affected by both emotions and cognition (Hu & Anjala, 2019), so considering what he indicated (Li et al., 2017). It can be said that customer empowerment includes three dimensions (Pranić & Roehl, 2013) Figure 2.



FIGURE 2
DIMENSIONS OF CONSUMER EMPOWERMENT

Information

The Cultural Revolution in media practices that has come with the advent of the digital age has ushered in corresponding shifts in social, economic, and political institutions that must be considered while discussing the era (Loicq, 2014). Media practices have been

profoundly altered by the rise of smart technology and the popularity of online social media. This encompasses the increasingly expansive, interactive, and synchronous means through which people get information, entertainment, and communication (in space and time). The lives of consumers are largely influenced by the accuracy of the information available to them (Hu et al., 2019). The idea of educating people about the media and teaching them to evaluate the information they consume critically emerged to give the public more agency in the dissemination of news. The digital era has brought about a revolutionary shift in the way consumers receive and create communications (Li, 2015). There has been resurgence in the promotion of the development of technical competences, frequently by the media business, in response to problems with customers' capacity to display critical thinking, reflective distance, and inventiveness (Wilson, 2011).

Competence

The idea of digital competence was developed out of a fresh perspective and the need of classifying and consolidating the skills and abilities that consumers need to gain to go forward in their lives (Cervera et al., 2016). The ability to acquire, assess, save, generate, present, share, communicate, and engage in collaborative networks digitally is known as digital competence, and it is essential in today's information society for both job and play (Flores-Lueg & Roig-Vila, 2019). Competence is defined as: "the ability to mobilize those skills and abilities that allow research, critical selection, obtaining relevant information and processing it using information and communication technology to convert it into knowledge. The leveraging these tools to inform, learn, solve problems, and communicate in different interaction scenarios" (Loicq, 2014).

Control/Influence

With the rapid, dramatic environmental change and intense competition, organizations must adopt advanced marketing strategies and techniques (Gungor & Cadirci, 2022). Recently, digital content marketing has become one of the most prominent marketing tools that have significant benefits and effects in various fields on customer behaviour, which in turn affects their intentions and behaviour in purchasing or choosing a particular product or service (Mathew & Soliman, 2021). There is a strong correlation between the media and the normalization of economic, political, and social inequality. Because the mass media sector is essential to the creation of credible information, knowledge, ideology, and propaganda in societies, concentrating control over its flow allows the ruling class to set what is distributed via the media to replicate it, to their profit (Li et al., 2017). Furthermore, media owners are eager to declare the benefits of horizontal, vertical, national, and international emphasis and democracy in general due to the growing impact of media conglomerates on public opinion (Park et al., 2011).

Considering the theory of uses and gratification, empowerment has recently become one of the main motives for the customer's use of social networking sites, and this is consistent with what was indicated by (Tsai & Men, 2013). One of the reasons why the customer uses social media is to achieve empowerment to exercise influence and impose distinction. Where individual empowerment verifies the customer's information and choices, as well as the awareness of the possibilities of communicating with other customers in the virtual world via the Internet (Hu & Luo, 2020). As well as the collective power that can be used to influence organizations through the official pages on social networking sites (Li, 2015). And through its dynamic messaging capabilities and many interactive features (Saxton

& Waters, 2014) capable of forming social relationships of varying strength between users by exchanging information and social support between them (Pan et al., 2020). Finally, it is achieved by the collective empowerment that usually results from the existence of a shared identity among users with similar interests, needs, and desires (Lee & Chow, 2020). From the preceding, the following hypotheses were formulated:

- H₁:** *There is a significant positive Impact relationship between digital content marketing and information among Zain Communications Company employees.*
- H₂:** *There is a significant positive Impact relationship between digital content marketing and the efficiency of Zain Telecom employees.*
- H₃:** *There is a positive Impact relationship between digital content marketing and control/influence among Zain Telecom employees.*

Based on these assumptions, a study outline was formulated Figure 3.



FIGURE 3
STUDY OUTLINE
DATA AND METHOD

The primary tool used to collect data for the current study was the Questionnaire, which was based on a five-way Likert scale, which scales from strongly disagree to agree to determine respondents' answers strongly. Given the importance of the measurement tool in any study that takes the empirical approach, it's the way. But, of course, this requires a quality test to match it by using a set of methods (apparent validity, construction validity, and stability).

To ensure the credibility of the sample in its accurate and sufficient representation of the study population, the researchers directly distributed (54) questionnaires to a random sample of Zain Telecom employees in the governorates of Najaf and Babil. Using the Stratified Sampling method, for the period (from 6/7/2022 to 6/8/2022) and after (52) questionnaires were retrieved (Pires et al., 2006). With a response rate of 96%, a total of 52 usable questionnaires were collected for analysis (Sagkaya Gungor & Ozansoy Cadirci., 2022). It is a respectable number that holds up under scrutiny from the many statistical analyses provided by the software (SPSS.V.24). In the first section of the questionnaire, participants' identifying details were collected (human gender, age group, educational attainment, number of years of service). The second section focuses on quantifying the variable of interest in digital content marketing using a scale created by (Hollebeek & Macky, 2019). It consists of (12) paragraphs divided into four dimensions: Content Information (3 paragraphs), Content Entertainment (3 paragraphs), Social Interaction (3 paragraphs), and Self-Expression (3 paragraphs), and it was developed based on different environmental conditions. And work requirements. The third part was concerned with measuring the customer empowerment variable based on the scale developed by (Pranić & Roehl, 2013). It

consists of (24) paragraphs divided into three dimensions: Information (11 paragraphs), competence (6 paragraphs), and control/influence (7 paragraphs).

Stability of the study measuring instrument

Stability measures the consistency of the questionnaire items (the scale) and the strength of the results reached in different periods. Statistically in administrative and behavioural research (Nunnally & Bernstein, 1994), table (1) shows the variables investigated and their dimensions in a questionnaire as follows:

Dimensions	Paragraphs Numbers	(A) of Stability Coefficient
Content Information	3	0.768
Content Entertainment	3	0.738
Social Interaction	3	0.896
Self-expression	3	0.884
Digital Content Marketing	12	0.773
Information	11	0.769
Competence	6	0.898
Control/Influence	7	0.820
Consumer Empowerment	24	0.751

Test for the Normal Distribution of the Data

This topic presents a test of the normal distribution of the approved data to identify the type of test that fits that data, so to determine the normal distribution of the study data or not, the Skewness and Kurtosis coefficients will be relied on. The researcher (Kline, 2011) indicates that the Skewness coefficient shows "the extent of the symmetry of the data," as the symmetric data are typically distributed. In contrast, the Kurtosis coefficient is used to identify the measurement of the height of the top of the distribution, as the positive or negative Kurtosis values indicate the flatness of the distribution curve to the right or left. If the Skewness coefficient values are equal to (0), the data are entirely symmetrically distributed. If the importance of each of the Skewness or Kurtosis coefficients is close to (0), the data are typically distributed. (Wegner, 2013) states that there is no fixed rule to indicate the values of the Kurtosis or Skewness coefficients as a maximum or a minimum. Still, there is an approximate formula that can be adopted, which is that the values of both Kurtosis or Skewness between (1.96:-1.96) are the values that The normal distribution of the data was achieved, and based on that, the ideas of the researcher (Wegner) were relied on to verify the distribution of the data as follows.

Normal Distribution Test for Study Variables Items

Table (2) and table (3) show that the approved sample size is (52) and all values are valid for analysis as there is no missing value. All matters of Skewness and Kurtosis coefficients are close to zero, so all the study variables paragraphs (Digital Content Marketing-Independent Variable, Customer Empowerment-Dependent Variable) are normally distributed.

Table 2 RESULTS OF THE NORMAL DISTRIBUTION OF THE DIGITAL CONTENT MARKETING VARIABLE							
Pronounced like t	Codec	Valid	Missing	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
Content Information							
1	ci1	52	0	0.8	0.33	0.628	0.65
2	ci2	52	0	1.521	0.33	1.843	0.65
3	ci3	52	0	0.759	0.33	0.765	0.65
Content Entertainment							
1	ec1	52	0	-.042-	0.33	0.387	0.65
2	ec2	52	0	1.594	0.33	1.737	0.65
3	ec3	52	0	0.666	0.33	-1.620-	0.65
Social Interaction							
1	si1	52	0	0.83	0.33	0.719	0.65
2	si2	52	0	1.725	0.33	2.663	0.65
3	si3	52	0	0.759	0.33	0.765	0.65
Self-Expression							
1	se1	52	0	0.7	0.33	-.565-	0.65
2	se2	52	0	0.777	0.33	-.302-	0.65
3	se3	52	0	0.457	0.33	-.727-	0.65

Table 3 RESULTS OF NORMAL DISTRIBUTION EMPOWERING THE CUSTOMER							
Pronounced like t	Codec	Valid	Missing	Skewness	Std. Error Skewness	Kurtosis	Std. Error of Kurtosis
Items after Information							
1	in1	52	0	-.139-	0.33	-1.363-	0.65
2	in2	52	0	0.706	0.33	-633-	0.65
3	in3	52	0	0.383	0.33	-1.487-	0.65
4	in4	52	0	0.159	0.33	-1.055-	0.65
5	in5	52	0	-638-	0.33	-843-	0.65
6	in6	52	0	0.352	330	-.699-	0.65
7	in7	52	0	-.321-	0.33	-1.925-	0.65
8	in8	52	0	0.346	0.33	-.209-	0.65
9	in9	52	0	-.233-	0.33	-1.382-	0.65
10	in10	52	0	0.926	0.33	-.160-	0.65
11	in11	52	0	1.002	0.33	0.53	0.65
Items after competence							
1	ef1	52	0	0.123	0.33	-1.108-	0.65
2	ef2	52	0	0.967	0.33	-.017-	0.65
3	ef3	52	0	0	0.33	-1.082-	0.65
4	ef4	52	0	-.340-	0.33	-.041-	0.65
5	ef5	52	0	0.682	0.33	-.639-	0.65
6	ef6	52	0	0.208	0.33	-886-	0.65
Control/Influence							
1	if1	52	0	-.693-	0.33	-.096-	0.65
2	if2	52	0	0.104	0.33	-.486-	0.65
3	if3	52	0	0.895	0.33	0.137	0.65
4	if4	52	0	0.938	0.33	-.215-	0.65
5	if5	52	0	-.573-	0.33	0.001	0.65

6	if6	52	0	0.619	0.33	-.391-	0.65
7	if7	52	0	0.774	0.33	-.188-	0.65

Results and Discussion

In this section, the results of testing the hypotheses of the study will be discussed, which will be tested successively:

Hypothesis (H₁): *There is a significant positive Impact relationship between digital content marketing and information among Zain Communications Company employees.*

The following equation can express the significance of the relationship between the actual value of digital content marketing (X) and information (Y), and it is used to test the hypothesis that there is such a relationship among the employees of Zain Communications Company by using the simple regression shown in Table 4.

$$Y = a + \beta X \quad (1)$$

Where y=information; X=Digital Content Marketing; B=A change in the equation's slope (the amount of change in y due to a change of x units); a=A statistical constant.

This equation demonstrates how the knowledge of Zain Telecom's staff is proportional to the worth of digital content promotion. This equation's estimations and statistical indicators were computed using a sample size of fifty-two. We may express this correlation using a simple regression equation, which looked like this Figure 4.

The information of Zain Telecom employees= (1.694) + (0.193) Digital content marketing.

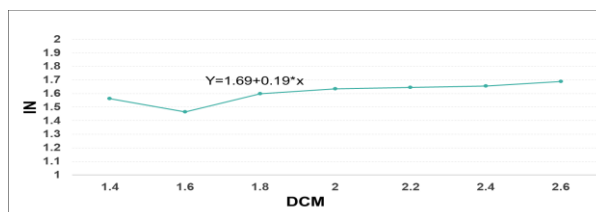


FIGURE 4
RESULTS OF THE IMPACT RELATIONSHIP TEST DIGITAL CONTENT MARKETING IN INFORMATION AMONG ZAIN TELECOMMUNICATIONS EMPLOYEES

The table below displays the results of an analysis of variance (ANOVA) performed on the two variables used in this study table 4.

Contrast source	The degree of freedom	Total squares	Average squares	R	Calculated F value	Level of morale
Regression	1	0.105	0.105	0.26	1.327	.0255b
Error	50	3.969	0.079			
Total	51	4.074				

The values represented by the following string in the transaction table 5.

Table 5					
DIGITAL CONTENT MARKETING AND INFORMATION IMPACT ON ZAIN EMPLOYEES					
Prototype	Non-standard transactions		Standard Transactions	T	Level of morale
	Beta coefficient	Standard error	Beta		
Hard	1.694	0.308	0.161	5.506	0
Digital Content Marketing	0.193	0.168		1.152	0.0255

It is abundantly clear from the table of analysis of variance and the table of transactions of the relationship between digital content marketing (X) and information among Zain Telecom employees and at the level of the study sample of (52) persons that the value of (t) is enormous when compared to its tabular value and a significant level (0.05), and this indicates that the regression curve is sufficient to describe the relationship between (X and Y) and with a confidence level (0.05).

According to the equation of regression, the constant (a=1.694) reflects the existence of knowledge in the Zain Telecom workforce when the level of digital content marketing is set to zero.

According to the marginal tilt value of (=0.193) and the accompanying (X), a shift of (1) in Zain Telecommunications' digital content marketing (X) would result in a shift of (0.193) in the company's workers' knowledge.

The value of the determination coefficient (R²) indicated a coefficient of (0.26), which indicates that digital content marketing explains its importance (0.26) of the information variance among Zain Telecom employees and that 0.74 (an indicator within confidence intervals) of the unexplained variance is due to variables that did not enter the regression model (0.05).

From what has been said above, it is apparent that Zain Telecommunication's workers benefit greatly from the promotion of digital content and data.

Theorem (H2): *There is a significant positive Impact relationship between digital content marketing and the efficiency of Zain Telecom employees.*

Based on the assumption that there is a significant relationship between the real value of digital content marketing (X) and the efficiency of Zain Telecom employees, the results of the test of the impact of digital content marketing on the productivity of Zain Telecom employees are shown in Table (6).

$$Y = a + \beta X \quad (2)$$

Where y=Efficiency of Zain Telecom employees; X=Digital Content Marketing; B=Meaning of the equation's slope (the amount of change in y due to a change of x unit); a=Constant.

The estimates of the equation and its statistical indicators were computed at the level of the study sample of (52) individuals, and the following equation of simple regression of the relationship shows that the productivity of Zain Telecom employees is a function of the true value of digital content marketing. Employee productivity at Zain Telecom=(1.886) + (0.082) Digital content promotion Figure 5.

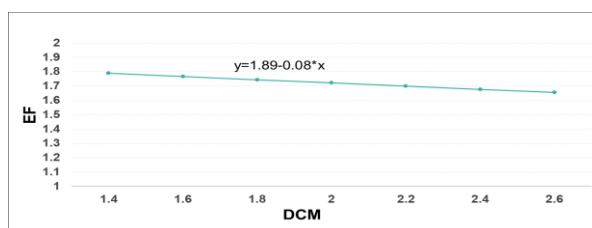


FIGURE 5
RESULTS OF THE EFFECTIVE RELATIONSHIP TEST FOR DIGITAL
CONTENT MARKETING IN THE EFFICIENCY OF ZAIN
TELECOMMUNICATIONS

Table 6 ANOVA OF ZAIN TELECOMMUNICATIONS WORKERS' DIGITAL CONTENT MARKETING AND EFFICIENCY						
Contrast source	The degree of freedom	Total squares	Average squares	R	Calculated F value	Level of morale
Regression	1	0.019	0.019	0.4	0.184	0.0369b
Error	50	5.111	0.102			
Total	51	5.13				

The table 7 of transactions indicated the values shown as follows:

Table 7 TESTS OF DIGITAL CONTENT MARKETING'S INFLUENCE ON ZAIN TELECOMMUNICATIONS WORKERS' PRODUCTIVITY					
Prototype	Non-standard transactions		Standard transaction	T	Level of morale
	Beta coefficient	Standard error	Beta		
Hard	1.886	0.349	0.061	5.401	0
Digital Content Marketing	0.082	0.19		0.429	0.0369

It is apparent from the table of analysis of variance and the table of transactions of the relationship between digital content marketing (X) and the efficiency of Zain Telecom employees, and at the level of the sample of the study of (52) persons, that the value of (t) is considerable when compared to its tabular value and a significant level (0.05), and this indicates that the regression curve is sufficient to describe the relationship between (X and Y), as well as a confidence level.

The constant value of 1.886, which can be derived from the regression equation, indicates that workers of Zain Telecom have an efficiency factor of 1.886 when digital content marketing is zero.

Based on the value of the limit tilt of (=0.082) and the accompanying (X), it can be deduced that a change of (1) in digital content marketing (X) would result in a change of (0.082) inefficiency on the part of Zain Telecom workers, which will equal to (0.82).

The value of the determination coefficient (R²) also indicated a coefficient of (0.40), which indicates that digital content marketing (X) explains its value (0.40) of the variation in the efficiency of Zain Telecom employees amounting and that (0.60) of the unexplained variance is due to variables that did not enter the regression model, which is an indicator that

is within confidence limits. Additionally, the value of the determination coefficient (R²) indicated a coefficient of (0.40), which indicates that the value of the coefficient (0.05).

The information shown above makes it abundantly evident that there is a considerable and favorable association between digital content marketing and the productivity of people working for Zain Telecom.

Hypothesis (H₃): There is a positive Impact relationship between digital content marketing and control/influence among Zain Telecom employees.

Assuming that there is a significant relationship between the real values of digital content marketing (X) control/influence (Y), the findings of the test of the relationship between digital content marketing and control/influence are presented in Table (8). These findings can be expressed in the following equation:

$$Y = a + \beta X \quad (3)$$

Where; y =control/influence; X=Digital Content Marketing; B=steepness of the equation's slope (the amount of change in y due to a change of x unit); a=constant.

The estimates of this equation and its statistical indicators were calculated at the level of the sample of the study (52 people), and the equation of simple regression of the relationship was as follows: the control/influence of Zain Telecom employees is a function of the real value of digital content marketing Figure 6. This equation demonstrates that the control/influence of Zain Telecom employees is a function of the real value of digital content marketing. Control/influence among Zain Telecom employees= (1.656) + (0.464) Digital Content Marketing Table 8.

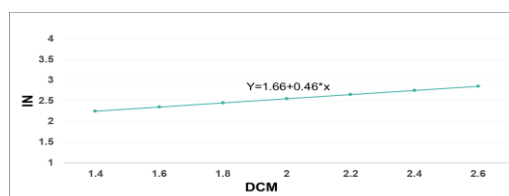


FIGURE 6
RESULTS OF THE EFFECTIVE RELATIONSHIP TEST FOR DIGITAL
CONTENT MARKETING IN THE EFFICIENCY OF ZAIN
TELECOMMUNICATIONS

Table 8						
ANOVA OF ZAIN TELECOM WORKERS' DIGITAL CONTENT MARKETING CONTROL/INFLUENCE						
Contrast source	The degree of freedom	Total squares	Average squares	R	Calculated F value	Level of morale
Regression	1	0.607	0.607	0.66	3.548	035b
Error	50	8.556	0.171			
Total	51	9.163				

Within the confines of this structure, an analysis of the variance (ANOVH) was performed on the two variables, and the findings are shown in Table 9.

Prototype	Non-standard transactions		Standard Transactions	T	Level of morale
	Beta coefficient	Standard error	Beta		
Hard	1.656	0.452	0.257	3.666	0.001
Digital Content Marketing	0.464	0.246		1.883	0.035

It is evident from the table of variance analysis and the table of transactions of the relationship between digital content marketing (X), control/influence among Zain Telecom employees, and at the level of the sample of the study of (52) persons that the value of (t) is enormous when compared to its tabular value and a significant level (0.05), and this indicates that the regression curve is sufficient to describe the relationship between (X and Y) and a confidence level. The table of variance analysis and the table of transactions of the relationship between

When digital content marketing is equal to zero, the constant provided by the regression equation is (a=1.656), which indicates that there is a control/influence presence of Zain Telecom personnel equal to 1.656 when the variable in question is zero. According to the value of the marginal tilt, which is equal to 0.464, and the accompanying variable, X, it can be deduced that a change of one in the digital content marketing variable would result in a change of 0.464 in control or influence.

The value of the determination coefficient (R²) also indicated a coefficient of (0.66), which indicates that digital content marketing (X) explains its value (0.66) of the control/influence variance of Zain Telecom employees, and that 0.34) of the unexplained variance is due to variables that did not enter the regression model, which is an indicator that there is confidence in the findings (0.05).

It is clear from the above that there is a significant and positive relationship between digital content marketing and control/influence among Zain Telecom employees.

CONCLUSION

The purpose of this research was to examine how digital content marketing has helped Zain Telecom, an Iraqi telecommunications company, empower its customers. According to the findings, there is a strong link between marketing digital content and included the client in the sample. Businesses who invest in consumer empowerment via content marketing get a return on their efforts. Since the Internet is continually evolving as a means of worldwide digital communication, every business wants to maximize its profits by taking full advantage of the resources it gives via the extraordinary possibilities of its content. The amount and distribution of published material, in addition to its quality, have a vital influence in the

expansion of its impact brought about by its wider publication. Companies that are successful at marketing digital content consider not just data obtained about a product or service, but also data collected about the consumers themselves and the numerous facets of their lives. Most consumers see not just textual information but also visual and auditory signals in the form of images, photos, and presentations with accompanying sound and video or graphic design expenses when considering content. With the help of the content marketing strategy, this notion may be effectively communicated in the online space. Therefore, whether just text, just a picture, just a video material, or all of these tools are combined, these messages may be instructive and rich in information and in the case of purchase choices may be helpful, frequently entertaining, and above all valuable. As a result of the content's promotion, the target audience is better able to make an informed decision about whether or not to buy the product, and the customer's loyalty and level of education increase to the point where he or she is willing to recommend the product to friends, family, and co-workers. Content is used to broaden the reach of conventional advertising campaigns and capitalize on the content strategy to replace conventional methods of marketing and advertising, so facilitating the development of permanent channels of communication and the growth of the clientele. Relationships, both new and old, and sales may benefit from the material. Creating material that is excellent, compelling, instructive, humorous, and useful is necessary but not sufficient. It is critical that the material be disseminated through all possible digital means. This necessitates a plan for information dissemination and distribution that facilitates consumer discovery. Since the Internet is one of the applications of information and communications technology and the basis on which the customer enables the customer, because of its associated data to the rare information into "information democracy." In turn, it has led to a high ability to discover and easily access information that adds value to the customer, thus meeting his information needs with the least time and effort. As a result of the fact that social networking sites include many other designed technologies, it is possible to enable the customer by providing it with information and giving him control and control. Among the most important of these applications: is the customization that allows online marketing based on allocating products, transactions, and communications with customers according to their characteristics or distinctive accounts. The applications receive customer complaints and provide performance information, paying attention to reactions. Customer management applications in relationships, a developed image of traditional customer relationships management, according to which the customer is enabled by adding a personal character to interact with customers as directed by each customer and develop relationships through interactive systems on the Internet. Therefore, these technologies must rely on strengthening empowerment, in the sense that empowerment and the consequent autonomous judgment are important to the customer in making decisions related to the product or service and the organizations producing them. This is because the decision-making process is directly affected by both emotions and awareness.

REFERENCES

- Acevedo, J.C., & Stodolska, M. (2019). Empowerment, resistance, and leisure among Latino student organizations. *Leisure Sciences*, 41(6), 460-476.
- Al-Hadrawi, B.K., & Jawad, A.R. (2022). Internet of things and workers engagement of asia cell telecommunications company: Iraq. *Journal of Management Information & Decision Sciences*, 25(6).
- Al-Hadrawi, B.K., & Jawad, A.R. (2022). The relationship between vitality and flourishing in the workplace in the Industry 4.0. *Journal of Contemporary Issues in Business and Government*, 28(3), 890-909.
- Al-Hadrawi, B.K., Al-Zurfi, A.R., & Hussein, H.G. (2022). Spiritual marketing and brand love: A study in noor al-kafeel corporation for animal and food products. 19(6).

- Atkinson, A.M., Sumnall, H., & Meadows, B. (2021). 'We're in this together': A content analysis of marketing by alcohol brands on Facebook and Instagram during the first UK Lockdown, 2020. *International Journal of Drug Policy*, 98, 103376.
- Baumol, U., Hollebeek, L., & Jung, R. (2016). Dynamics of customer interaction on social media platforms. *Electronic Markets*, 26, 199-202.
- Bu, Y., Parkinson, J., & Thaichon, P. (2021). Digital content marketing as a catalyst for e-WOM in food tourism. *Australasian Marketing Journal*, 29(2), 142-154.
- Cai, R., & Chi, C.G.Q. (2018). The impacts of complaint efforts on customer satisfaction and loyalty. *The Service Industries Journal*, 38(15-16), 1095-1115.
- Cervera, M.G., Martinez, J.G., & Mon, F.M.E. (2016). Competencia digital y competencia digital docente: una panorámica sobre el estado de la cuestión. *RIITE Revista Interuniversitaria de Investigación en Tecnología Educativa*.
- Cheah, J.H., Lim, X.J., Ting, H., Liu, Y., & Quach, S. (2022). Are privacy concerns still relevant? Revisiting consumer behaviour in omnichannel retailing. *Journal of Retailing and Consumer Services*, 65, 102242.
- Chen, Z. (2022). Research on the influence of chinese and american entertainment industries on teenagers. In 2022 *International Conference on Comprehensive Art and Cultural Communication (CACC 2022)*. 190-194.
- Cheng, M., Liu, J., Qi, J., & Wan, F. (2021). Differential effects of firm generated content on consumer digital engagement and firm performance: An outside-in perspective. *Industrial Marketing Management*, 98, 41-58.
- Cotten, S.R., Schuster, A.M., & Seifert, A. (2022). Social media use and well-being among older adults. *Current Opinion in Psychology*, 45, 101293.
- Danaher, P.J., & Rossiter, J.R. (2011). Comparing perceptions of marketing communication channels. *European Journal of Marketing*.
- Davis, K. (2010). Coming of age online: The developmental underpinnings of girls' blogs. *Journal of Adolescent Research*, 25(1), 145-171.
- Davis, K. (2012). Tensions of identity in a networked era: Young people's perspectives on the risks and rewards of online self-expression. *New Media & Society*, 14(4), 634-651.
- De Prins, P., Stuer, D., & Gielens, T. (2020). Revitalizing social dialogue in the workplace: The impact of a cooperative industrial relations climate and sustainable HR practices on reducing employee harm. *The International Journal of Human Resource Management*, 31(13), 1684-1704.
- De Ridder, A. (2022). A case study of humour interest: entertainment experiences of entertainment-education television programmes (Doctoral dissertation, University of Antwerp).
- Dwivedi, Y.K., Ismagilova, E., Hughes, D.L., Carlson, J., Filieri, R., Jacobson, J., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.
- Elias, N., & Lemish, D. (2009). Spinning the web of identity: the roles of the internet in the lives of immigrant adolescents. *New Media & Society*, 11(4), 533-551.
- Flores-Lueg, C., & Roig-Vila, R. (2019). Factores personales que inciden en la autovaloración de futuros maestros sobre la dimensión pedagógica del uso de TIC. *Revista iberoamericana de educación superior*, 10(27), 151-171.
- Gregoriades, A., & Pampaka, M. (2020). Electronic word of mouth analysis for new product positioning evaluation. *Electronic Commerce Research and Applications*, 42, 100986.
- Gregoriades, A., Pampaka, M., Herodotou, H., & Christodoulou, E. (2021). Supporting digital content marketing and messaging through topic modelling and decision trees. *Expert systems with applications*, 184, 115546.
- Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*, 8(4), 269-293.
- Hossain, M.A., Akter, S., & Yanamandram, V. (2020). Revisiting customer analytics capability for data-driven retailing. *Journal of Retailing and Consumer Services*, 56, 102187.
- Hu, H.F., & Krishen, A.S. (2019). When is enough, enough? Investigating product reviews and information overload from a consumer empowerment perspective. *Journal of Business Research*, 100, 27-37..
- Hu, W., & Luo, J. (2020). Leader humor and employee creativity: A model integrating pragmatic and affective roles. *Asian Business & Management*, 1-20.
- Jarvinen, J., & Taiminen, H. (2016). Harnessing marketing automation for B2B content marketing. *Industrial marketing management*, 54, 164-175.

- Khan, I., Hollebeek, L.D., Fatma, M., Islam, J.U., & Riivits-Arkonsuo, I. (2020). Customer experience and commitment in retailing: Does customer age matter? *Journal of Retailing and Consumer Services*, 57, 102219.
- Kilgour, M., Sasser, S.L., & Larke, R. (2015). The social media transformation process: curating content into strategy. *Corporate Communications: An International Journal*, 20, (3), 1-32.
- Kline, R.B. (2011). Convergence of structural equation modeling and multilevel modeling.
- Labrecque, L.L., Vor Dem Esche, J., Mathwick, C., Novak, T.P., & Hofacker, C.F. (2013). Consumer power: Evolution in the digital age. *Journal of Interactive Marketing*, 27(4), 257-269.
- Lee, S. H., & Chow, P. S. (2020). Investigating consumer attitudes and intentions toward online fashion renting retailing. *Journal of Retailing and Consumer Services*, 52, 101892.
- Lee, T., Liu, C.H.S., & Li, P.H. (2021). The influences of cooperative climate, competitive climate and customer empowerment on service creativity. *Journal of Retailing and Consumer Services*, 63, 102726.
- Li, M., Jiang, Z.J., Fan, Z., & Hou, J. (2017). Expert or peer? Understanding the implications of virtual advisor identity on emergency rescuer empowerment in mobile psychological self-help services. *Information & Management*, 54(7), 866-886.
- Li, Z. (2015). Does power make us mean? An investigation of empowerment and revenge behaviors in the cyberspace. University of Miami.
- Liu, J., Wang, Y., & Zhu, Y. (2020). Climate for innovation and employee creativity: An information processing perspective. *International Journal of Manpower*, 41 (4), 341–356.
- Loicq, M. (2014). Media and information literacy in the digital age. An example on exploring. 77-90.
- Madouni, A. (2020). The social interaction in virtual media. *Technium Soc Sci J*, 11, 417.
- Mathew, V., & Soliman, M. (2021). Does digital content marketing affect tourism consumer behavior? An extension of technology acceptance model. *Journal of Consumer Behaviour*, 20(1), 61-75.
- Nagy, J., & Midha, A. (2014). The value of earned audiences: How social interactions amplify TV impact: What programmers and advertisers can gain from earned social impressions. *Journal of Advertising Research*, 54(4), 448-453.
- Nunnally, J.C., & Bernstein, I.H. (1994). Construction of conventional tests. *Psychometric theory*, 293-323.
- Pan, W., Sun, L.Y., & Lam, L.W. (2020). Employee–organization exchange and employee creativity: A motivational perspective. *The International Journal of Human Resource Management*, 31(3), 385-407.
- Park, S., Zo, H., Ciganek, A.P., & Lim, G.G. (2011). Examining success factors in the adoption of digital object identifier systems. *Electronic Commerce Research and Applications*, 10(6), 626-636.
- Pires, G.D., Stanton, J., & Rita, P. (2006). The internet, consumer empowerment and marketing strategies. *European Journal of Marketing*, 40(9/10), 936-949.
- Pranić, L., & Roehl, W.S. (2013). Development and validation of the customer empowerment scale in hotel service recovery. *Current Issues in Tourism*, 16(4), 369-387.
- Radu, R. (2020). Fighting the 'infodemic': Legal responses to COVID-19 disinformation. *Social Media and Society*, 6 (3).
- Rose, R., & Pulizzi, J. (2011). Managing content marketing.
- Sagkaya Gungor, A., & Ozansoy Cadirci, T. (2022). Understanding digital consumer: A review, synthesis, and future research agenda. *International Journal of Consumer Studies*, 46(5), 1829-1858.
- Saxton, G.D., & Waters, R.D. (2014). What do stakeholders like on Facebook? Examining public reactions to nonprofit organizations' informational, promotional, and community-building messages. *Journal of Public Relations Research*, 26(3), 280-299.
- Shastri, K. (2018). Content vs. Traditional Marketing: What's the Difference?
- Singh, S., & Sonnenburg, S. (2012). Brand performances in social media. *Journal of Interactive Marketing*, 26(4), 189-197.
- Song, J., & Zinkhan, G. (2003). Designing successful web sites: some insights from IS and marketing theory. *Enhancing Knowledge Development in Marketing*, 14, 236-242.
- Speer, P.W. (2000). Intrapersonal and interactional empowerment: Implications for theory. *Journal of Community Psychology*, 28(1), 51-61.
- Tsai, W.H.S., & Men, L.R. (2013). Motivations and antecedents of consumer engagement with brand pages on social networking sites. *Journal of Interactive Advertising*, 13(2), 76-87.
- Wang, W.L., Malthouse, E.C., Calder, B., & Uzunoglu, E. (2019). B2B content marketing for professional services: In-person versus digital contacts. *Industrial Marketing Management*, 81, 160-168.
- Williams, D.J., Prior, E., & Wegner, J. (2013). Resolving social problems associated with sexuality: Can a “sex-positive” approach help? *Social work*, 58(3), 273-276.
- Wilson, C. (2011). Media and Information Literacy Curriculum for Teachers (Ed. Alton Grizzle and Carolyn Wilson) the United Nations Educational, Scientific and Cultural Organization. *Paris: France*.

- Winter, S., Maslowska, E., & Vos, A.L. (2021). The effects of trait-based personalization in social media advertising. *Computers in Human Behavior, 114*, 106525.
- Wolf, M., Albinsson, P.A., & Becker, C. (2015). Do-it-yourself projects as path toward female empowerment in a gendered market place. *Psychology & Marketing, 32*(2), 133-143.
- Yuksel, M., Milne, G.R., & Miller, E.G. (2016). Social media as complementary consumption: the relationship between consumer empowerment and social interactions in experiential and informative contexts. *Journal of Consumer Marketing, 33*(2), 111–123.

Received: 12-May-2023, Manuscript No. BSJ-23-13589; **Editor assigned:** 17-May-2023, Pre QC No. BSJ-23-13589(PQ); **Reviewed:** 23-May-2023, QC No. BSJ-23-13589; **Revised:** 07-Jun-2023, Manuscript No. BSJ-23-13589(R); **Published:** 12-Jun-2023