

Social Media Marketing Strategies and Their Impact on Digital Content Industry- 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 marketing strategies through social media represented by (entertainment, personalization, electronic word of mouth, and modernity) in the creation of digital content represented by (topic, compatibility of writing methods and customizing them for the Internet, content compatibility with search engines, and design. Content and method of presentation) among a sample of private university students in Babylon Governorate. 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, and as a result, the objectives of the study were determined, which were represented in the hypothetical plan. It crystallized the formulation of 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, represented by exploratory and confirmatory factor analysis. And the Cronbach alpha coefficient, the coefficient of determination (R²), the normal distribution of the data, and the descriptive statistics represented by the arithmetic mean, the standard deviation, and the correlation coefficient. The results of the study showed that there is a clear and important awareness regarding the relationship between marketing strategies through social media and Digital content industry through descriptive analysis. For the variables of the study, as well as the existence of a positive statistical correlation and influence between marketing strategies via social media and digital content creation, as well as the effect of applying the components of marketing strategies via social media (entertainment, customization, electronic word of mouth, modernity, and green transportation) in promoting Creating digital content (topic, compatibility of writing styles and customizing them for the Internet, compatibility of content with search engines, content design and presentation method) directly and indirectly, in a way that ensures a high level of competitiveness, enhances sustainable institutional performance, raises the efficiency and productive effectiveness of the educational service, and thus achieves greater attraction. For customers to purchase university scientific services.

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INTRODUCTION

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 templates. And innovative, as for Facebook, which is considered the most widely used means of social media because it has 2.85 billion active daily 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 of life. While Instagram has more than 1.38 billion monthly users and more than 500 million people, it is one of the social media platforms 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 across social media platforms. Others, 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 cultural progress in society. The current research dealt with the private sector, represented by a number of 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, which are (marketing strategies). Through social media, digital content creation, and customer immersion), and is there a connection and influence between these variables?

Hence, the current study came to shed light on the importance of marketing strategies through social media represented by (entertainment, personalization, electronic, and modern word of mouth) in the digital content industry represented by (subject matter, compatibility of writing methods and customizing them for the Internet, content compatibility with search engines, and design. Content and presentation).

In order to answer the questions of the current study and achieve its objectives, the researcher used the analytical method, as it is an auxiliary method characterized by logical extrapolation of information related to the variables of the study, which helps to identify problems and propose hypotheses related to them.

1. Theoretical framework

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. Which makes it imperative for universities and private colleges in Iraq to use contemporary methods to compete in order 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

In achieving this.

In today's world, which relies heavily on social media, which has become part of the environment with which you deal and interact, a large part of social media marketing strategies and customer immersion takes place within this environment.

After observing, observing, and tracking the behavior of a group of private universities and colleges in the media, including social media, we concluded that there are universities and colleges that use marketing strategies through social media to promote the educational service they provide, namely the University of Hilla College, the Private University, the University of the Future, and the Islamic University. Babylon Branch, Imam Al-Kadhim University College of Islamic Sciences, Babylon Departments), and thus the researcher was able to summarize the research problem with the following points:

1. The universities and private colleges surveyed do not have a conceptual framework for the method of marketing strategies via social media - despite their use of it - and they do not have knowledge of the strengths and weaknesses of this method, nor do they have sufficient clarity of the techniques that are used in marketing strategies via social media.
2. The universities and private colleges surveyed do not have knowledge of the extent of the impact of marketing strategies via social media on digital content creation.

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, the importance of the research can lie in the following:

1. The novelty of the topic of marketing strategies via social media, and the potential effects that result from using this method in terms of the power of persuasion and speed of spread, and its ability to directly and indirectly influence consumers' purchasing decisions, and increase their desire to use the products offered in addition to being a better alternative. Among other promotional methods, which are characterized by their high cost and involve a large percentage of waste in marketing efforts.
2. The subject of Digital content industry occupies great importance in business organizations that seek to survive, grow and expand, and therefore this image can be invested in order 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 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.
3. Directing the interest of the researched universities and private colleges to the style of marketing strategies through social media and how its techniques work, thus making these institutions have a greater ability to use it in a way that serves their promotional work.
4. 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.
5. Directing the attention of the researched universities and private colleges to the importance of Digital content industry and its implications for gaining and retaining customers, and thus employing this image to enhance the marketing effort.

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. Introducing the researched universities and private colleges to the concept of marketing strategies via social media and what their strengths and weaknesses are, and clarifying the techniques used in this method, all by presenting a conceptual framework for marketing strategies via social media.
2. Diagnosing which social media marketing strategies are used most by the researched universities and private colleges.
3. 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.
4. 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.
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.
6. Building a linear regression model for Digital content industry and cross-media marketing strategies

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 (marketing strategy activities via social media) represented by (entertainment, customization, electronic word of mouth, and modernity), which in turn was adopted as a scale. This is based on the common use of research: (Kim & Ko, 2012: 1480), and the dependent variable (digital content creation), which is represented by four dimensions (topic, compatibility of writing methods and their allocation to the Internet, content compatibility with search engines, content design and presentation method), which In turn, a scale was adopted (Youssef et al., 2019: pp. 94-96), and Figure (1) shows the hypothetical outline of the study.

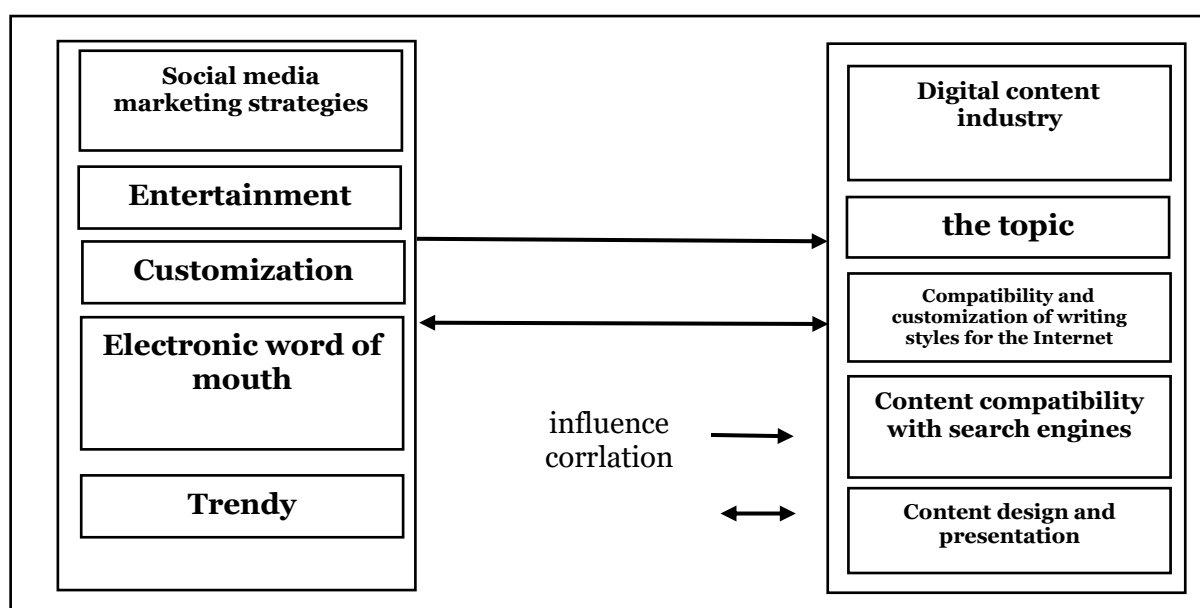


Figure (1) Hypothetical diagram of the study

1.5. Study hypotheses

To complete the research requirements and with the aim of answering the questions, three groups of hypotheses were developed:

A - Main hypothesis (1H): There is a direct, statistically positive effect of social media marketing strategies on the digital content industry in all its dimensions.

The following sub-hypotheses emerge from it:

- The first sub-hypothesis (H1-1): There is a direct, statistically positive effect of entertainment on the digital content industry in all its dimensions.
- The second sub-hypothesis (H1-2): There is a direct positive effect of customization in the digital content industry in all its dimensions.
- The third sub-hypothesis (H1-3): There is a direct, statistically positive effect of electronic word of mouth on Digital content industry in all its dimensions.
- The fourth sub-hypothesis (H1-4): There is a direct, statistically positive effect of modernity in the digital content industry in all its dimensions.

1.6. 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, in order 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 it, 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 and review of relevant literature

2.2. Marketing via social media

Marketing, whether traditional or modern, based on social media platforms and other technologies provided by technological developments, occupies an essential part of the concerns of organizations all over the world, and the focus and effort of researchers has been on developing an appropriate definition for it that clearly reflects its concept.

We find Kotler has defined it as a combination of science and art that creates, innovates, and discovers methods that enable customers' needs to be satisfied. Through it, one can identify customers' unsatisfied needs and then work to satisfy them, as well as identifying the characteristics of the

audience and its characteristics, and studying it sufficiently to enable it to be targeted correctly. (Marsasi .,2023: 196)

As for marketing through social media, it expresses the means that allow companies to communicate with consumers easily and quickly. From the point of view of companies, the mere participation of customers in their activities through social media will generate positive effects to the same extent as traditional means. (Seo & Park, 2018:38) What (Alalwan et al., 2017: 1179) defined as a dialogue that is often initiated by (consumers or the public) or (an activity, product, service) that is circulated between the aforementioned parties to begin the disclosure process About some promotional information through communications so that it allows learning from the experiences and uses of others, which benefits various parties (Alalwan et al., 2017: 1179). It is commercial marketing events or operations that use platforms in an attempt to positively influence the purchasing behavior of consumers (Chen & Lin, 2019:1). Marketing activities through social media are considered an effective tool in developing the relationship with customers, while others consider that participating with customers through social media is marketing through social media, which brings many benefits to companies and positive effects on customers' property rights, enhancing customer loyalty, and increasing purchase intention for its products and services (Choi et al., 2016:772).

Social media marketing is ongoing activities conducted through a third party, namely social media, that is used to market and promote a product or service. Through this medium, companies and individuals can set organized and appropriate promotional goals for their products and services. Or enhancing the brand by presenting it in a comprehensive, general way to the public (brand awareness), which will increase public confidence, which contributes to improving the company's position on search engines (Yuliant et al., 2023:402). Therefore, marketing procedures via social media include Before companies is extremely important for two reasons:

1. The influence of consumers on their products, their brand, and the impression they leave on other consumers. These platforms greatly influence trust and purchase intention by facilitating the dissemination of knowledge and experience.
2. Companies use it as a platform on which direct marketing actions are carried out. In this sense, social media has pushed the boundaries of time and space in the company's interactions with current and potential customers and enhanced the feeling of closeness. (Bilgin,2018:129)

According to the rule (1-9-90) for social media users, 90% of users view the published content, while 9% of them interact and add a comment or like. While only 1% of users intend to add new content. According to this, users are classified Social media into active viewers, users, and participants. (Seo & Park, 2018:37)

Social media has provided a marketing engagement zone involving users, organizations and brands in which news is generated, friendships and connections are made and followers are built. This new area is used to enhance organizations' performance, achieve business goals, and increase annual sales. It also provided the possibility of two-way communication between organizations and stakeholders. Through this new space the business is promoted, this new area helps the organization to develop the brand and give it the desired fame. It can make its promotion strategy more efficient and effective within this new environment. (Siddiqui & Singh 2016:72).

2.3. Dimensions of marketing via social media

In line with this spread of these dimensions, five dimensions will be adopted (entertainment, customization, interaction, electronic word of mouth, and modernity) to be measured in this study. Based on a study (Kim & Ko, 2012: 1480).

1. **Entertainment:** A form of entertainment and a means of attracting the attention of the audience or making them happy. In the new era of social media the term entertainment refers to the emerging industry of local online content producers working alongside local legacy media industries and

global media, including platforms, intermediaries and fan communities (Cunningham & Craig, 2019:2) Using social media, especially when using gaming technologies, provides users with a sense of fun and entertainment, which encourages them to come back and purchase. Consumer attitudes are positively influenced by entertainment, which leads to increased association between brands and consumers (Kim & Ko, 2012: 1481).

2. **Customization:** The level of customization describes the degree to which the service is customized to meet the individual's preferences. By personalizing their positioning, brands can personalize services and cater to the customer, building stronger brand affinity and loyalty. In the world of social media, personalization refers to the target audience for posted messages. There are two types of posts, depending on the level of message personalization: personalized message and broadcast. The personalized message targets a specific person or small audience (such as Facebook posts). The broadcast contains messages aimed at anyone interested (Such as Twitter tweets). (Godey et al., 2016:3)
3. **Electronic Word of Spoken (E-WoM):** Electronic Word of Spoken (WOM) refers to verbal exchanges between an actual or potential customer or between other individuals, such as a service or product provider, independent experts, family, and friends (Sosanuy et al., 2021 :3). These connections can be positive or negative (Bootsunran, et al, 2021:3)
4. **Trendiness:** Trendiness refers to the extent to which a brand communicates current, modern, and trendy information about its product. Trendy information includes updates related to the brand and new ideas about it (Ebrahimi et al 2022:5), which marketers and contributing consumers present to build awareness. among consumers and to enhance loyalty (Cheung et al 2021:4).

2.4. 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).

2.5. 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):

2.5.1. 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.

2.5.2. 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.

2.5.3. 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.

2.5.4. 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.

3. Practical framework

3.2. The first 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 on a number of 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.

3.3. Questionnaire stability or scale stability tests:

Reliability refers to ensuring that the answer is the same answer 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. Using the reliability coefficient using (Cro-Nebach's alpha), which studies indicate is acceptable for values greater than 70% in order to be accepted statistically in administrative and behavioral research (Nunnaly & 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)
Entertainment	%78.9
Customization	%82.6
Electronic word of mouth	%87.8
Trendy	%89.6
Social media marketing strategy	%84.73
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%

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% - 91.90%), and this indicates that the answer will be the same answer if the tool is repeatedly applied to the same sample at a different time for the variables and dimensions of the research.

3.4. describes and diagnoses the study's metrics and analyzes its results

3.4.1. Summary of the variable of social media marketing strategies

It is noted from the following table that the best dimension was represented by the personalization dimension, with a coefficient of variation of (18.7%), a high arithmetic mean, and a trend toward agreement of (3.91) and a standard deviation of (0.732), which means that private universities in Babylon Governorate are interested in improving their capabilities in personalization. Through the use of a website on social media, available at all times and places, this generated a relative interest of (78.2%). This variable was measured through four dimensions whose arithmetic mean ranged between (3.89-4.00) and at a high level with relative agreement ranging between (77.8%) -80.0%), and the results showed a fluctuating coefficient of variation ranging between (18.7%-21.6%).

Table (2): Statistical description of the social media marketing strategies variable

Paragraph	Mean	Answer direction	Answer level	S.D	Relative importance %	Availability level	C.V %
Entertainment	4.00	I agree	High	0.792	%80.0	Good	19.8%
Customization	3.91	I agree	High	0.732	%78.2	Good	18.7%
Electronic word of mouth	3.91	I agree	High	0.845	%78.3	Good	21.6%
Trendy	3.89	I agree	High	0.785	%77.8	Good	20.2%
Total social media marketing strategies variable							

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

3.4.2. Summary of the digital content industry variable

It is noted from the following table that the Digital content industry 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 (3): 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)

3.5. Impact hypotheses

A - The main hypothesis (H1): The fourth main hypothesis states: (There is a statistically significant effect of marketing strategies via social media in the digital content industry).

To test this hypothesis, a structural model was built that explains the nature and type of relationship between marketing strategies via social media and digital content creation. The figure below clarifies the structural structure of the direct impact of marketing strategies via social media on digital content creation. The table below indicates that the more attention Private universities in Babil Governorate use marketing strategies via social media as the digital content industry improves. In other words, increasing marketing strategies via social media by one unit leads to an improvement of one standard weight of (0.713), a critical value (8.098), and a standard error (0.119), which means that increased interest in marketing strategies via social media in the universities surveyed leads to an improvement in the creation of digital content through the use of social media, which easily saves time as well as providing services dedicated to the site, and using content on the private social media site, as well as It makes it easily accessible to users.

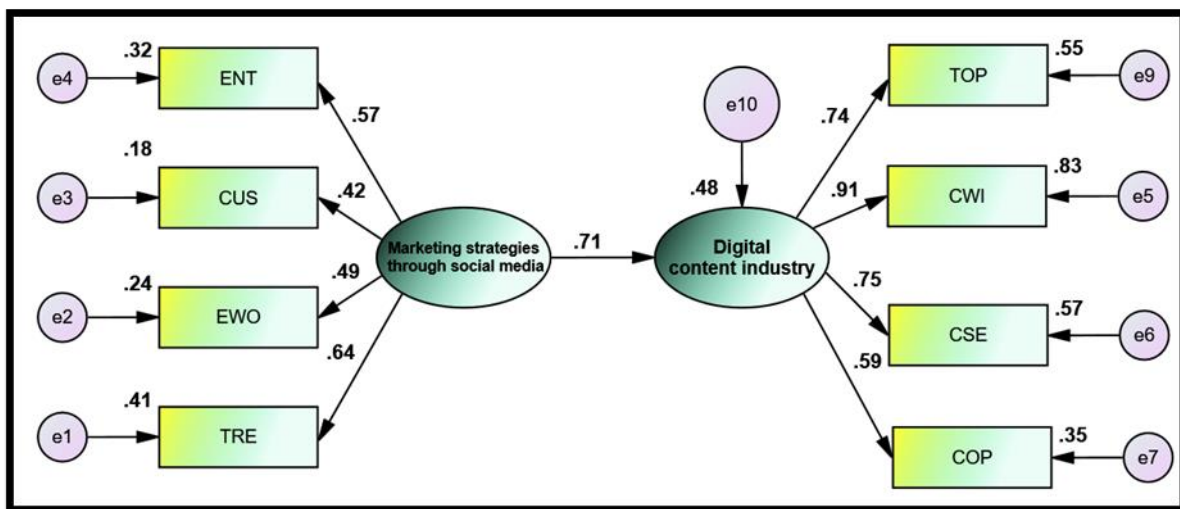


Figure (2) Structural model of social media marketing strategies in digital content creation

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

The results of the table below indicate that marketing strategies via social media contribute to explaining an amount of (0.438) of the variance occurring in the digital content industry, while the remaining value is due to factors not included in the study.

Table (4) Final results of the direct impact between social media marketing strategies and digital content creation

Path		Standard estimate	S.E	C.R	R2	Sig.	
Social media marketing strategies	<---	Digital content industry	0.713	0.119	8.098	0.438	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 (H1-1): The first sub-hypothesis states: (There is a statistically significant effect of entertainment on the creation of digital content in its dimensions (topic, compatibility of writing methods and their allocation to the Internet, content compatibility with search engines, content design and method of display)).**

The table below shows that the more private universities in Babylon Governorate pay attention to entertainment, the better the digital content industry will be. In other words, increasing entertainment by one unit leads to an improvement of one standard weight of (0.583), a critical value of (9.113), and a standard error of (0.117). Which means that the increased interest of private universities in Babylon Governorate in entertainment leads to an increase in the creation of digital content by making the use of the researched universities' website on social media enjoyable for students and users.

- 2. The second sub-hypothesis (H1-2): The second sub-hypothesis states: (There is a statistically significant effect of customization in the creation of digital content in its dimensions (topic, compatibility of writing methods and their customization for the Internet, content compatibility with search engines, content design and method of display)).**

The table below indicates that there is a significant effect of customization in the creation of digital content in its dimensions (topic, compatibility of writing styles and their customization for the Internet, content compatibility with search engines, content design and method of presentation).

That is, the more private universities in Babylon Governorate pay attention to customization, the better the creation of digital content. In other words, increasing customization by one unit leads to an improvement of one standard weight of (0.591), a critical value of (8.356), and a standard error of (0.068), which means that The increased interest of private universities in Babylon Governorate in personalization leads to an increase in digital content production by making it easy for users to use the researched universities' website on social media.

- 3. The third sub-hypothesis (H1-3): The third sub-hypothesis states: (There is a statistically significant effect of electronic word of mouth on the creation of digital content in its dimensions (topic, compatibility of writing methods and their allocation to the Internet, content compatibility with search engines, content design and method of presentation)).**

The table below indicates that there is a significant impact of electronic word of mouth on the creation of digital content in its dimensions (topic, compatibility of writing styles and their allocation to the Internet, content compatibility with search engines, content design and method of presentation).

That is, the more private universities in Babil Governorate pay attention to electronic word of mouth, the more digital content creation will increase. In other words, increasing users' electronic word of mouth by one unit leads to an improvement of one standard weight of (0.518), a critical value of

(14.987), and a standard error of (0.098).), which means that the increased interest of private universities in Babil Governorate in the electronic word of mouth of users leads to an increase in the digital content industry by enhancing the desire of users to share ideas about items or services that are obtained from the website of the researched universities on social media among themselves.

4. The fourth sub-hypothesis (H1-4): The fourth sub-hypothesis states: (There is a statistically significant effect of modernity in the creation of digital content in its dimensions (topic, compatibility of writing styles and their allocation to the Internet, content compatibility with search engines, content design and method of presentation).

It is noted from the table below that the more private universities in Babylon Governorate pay attention to modernity, the better digital content creation will be. In other words, increasing modernity by one unit leads to an improvement of one standard weight of (0.687), a critical value of (6.087), and a standard error of (6.087).), which means that the increased interest in modernity in the researched universities leads to an increase in the creation of digital content through the use of modern content on the social networking site of the researched universities.

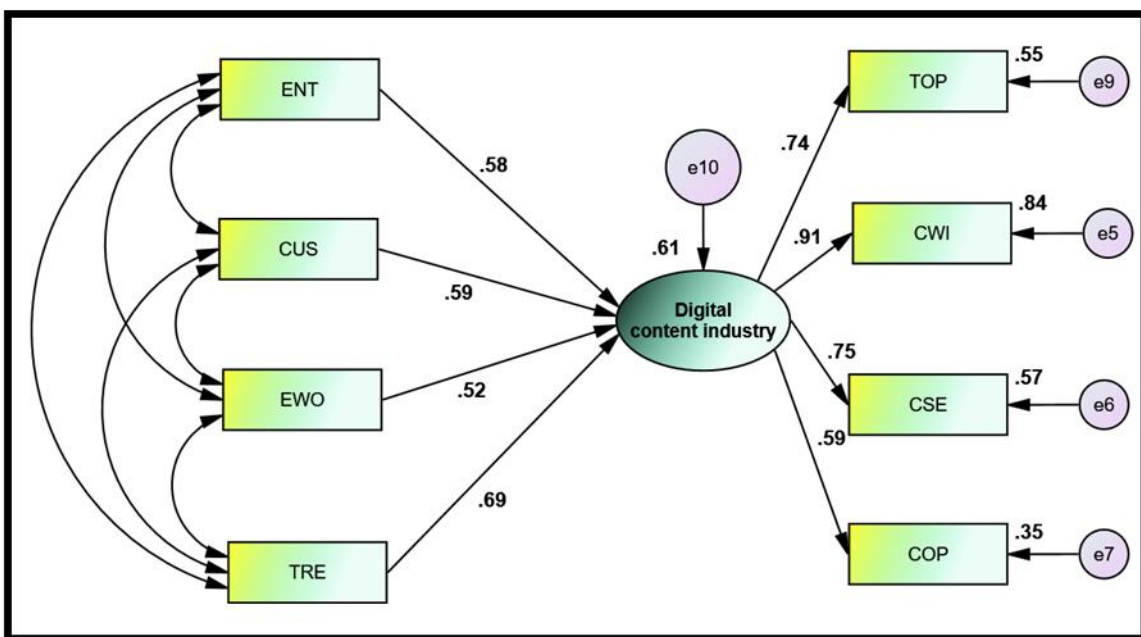


Figure (3): Structural model: Dimensions of marketing strategies via social media in the digital content industry with its dimensions (topic, compatibility of writing styles and their allocation to the Internet, compatibility of content with search engines, content design and method of presentation)

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

As shown in the results of the table below, the dimensions of marketing strategies via social media contribute to explaining an amount of (0.613) of the variance occurring in the digital content industry, while the remaining value is due to factors not included in the study.

Table (5) The final results of the direct effect between the dimensions of marketing strategies via social media in creating digital content in its dimensions (topic, compatibility of writing methods and their allocation to the Internet, content compatibility with search engines, content design and method of presentation)

Path			Standard estimate	S.E	C.R	R2	Sig.
Entertainment	--- <	Digital content industry	0.583	0.117	9.113	0.613	0.000
Customization	--- <	Digital content industry	0.591	0.068	8.356		0.000
Electronic word of mouth	--- <	Digital content industry	0.518	0.098	14.987		0.000
Trendy	--- <	Digital content industry	0.687	0.063	6.087		0.000

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

4.1. Conclusions

Introduction:

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

1. The interest in the components of marketing strategies via social media (entertainment, customization, electronic word of mouth, and modernity) was high, as most of the respondents' answers to most of the items were in agreement. This indicates that there is a high awareness by students of the components of marketing strategies via social media in The universities studied all express the availability of the impact of the components of marketing strategies through social media.
2. 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.
3. The results of the statistical analysis showed that there is a strong, significant, and high relationship between digital content creation and customer immersion, which is an indication that the administration of private universities in Babylon Governorate, if it wants to achieve customer immersion, must keep pace with new developments in the dimensions of digital content industry.
4. It is clear from the results of the statistical analysis that there is a positive and significant correlation between the components of marketing strategies via social media (entertainment, customization, electronic word of mouth, and modernity), and digital content creation in the universities studied. This indicates the language of harmony that expresses the aspiration to pay attention to the dimensions of the strategies. Marketing through social media leads to further consolidation of the digital content industry in the minds of current users and increases their satisfaction and immersion in the researched universities.

4.2. 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 that suits its users and is highly interesting to the 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 design their websites on social media to allow easy browsing and be available at any time.
4. 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.
5. The researched universities must update the content on their social networking sites periodically and continuously.
6. 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 therein and to avoid boredom for their users and to inform them of everything new and up-to-date regarding their services and activities.
7. Recommending the researched universities to review and revise their publications by specialists in the field of language for spelling and grammatical errors.
8. Ensure that the universities under study ensure that their posts on social media are objective and up-to-date.
9. The investigated universities are keen to use different methods to convey ideas (texts, films, images) for their publications.

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