

The effect of the implementation of content marketing strategy on consumer buying behavior

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ABSTRACT: *This study aimed to identify the effect of the implementation of a content marketing strategy on consumer buying behavior in retail companies in the Gaza Strip. The researcher used a descriptive and analytical approach based on the questionnaire as a tool for data collection. The sample of the study consisted of (260) individuals from the community of clients dealing with retail companies. The researcher used the (SPSS) program to analyze the data.*

The study found that there is a statistically significant effect of content marketing strategies on consumer buying behavior in retail companies in the Gaza Strip, The study found a statistically significant relationship between the application of content marketing strategies and the consumer buying behavior of retail companies in the Gaza Strip.

The study recommended that retail companies focus on social media in their activities by increasing the effectiveness of their content on those means. It also recommended the formation of working groups to follow up, develop and update the content of retail companies, with the need for flexibility in changing the content on social media, and following up on the responses of the site's users.

KEY WORD: *strategy, content marketing, content marketing strategy, consumer buying behavior*

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I. INTRODUCTION AND LITERATURE REVIEW

Marketing is a strategic task for companies to attract customers by offering the company's products or services competitively to attract the attention of the largest segment of the target, where companies promote through advertising, personal sales, public relations, advertising in various media and the Internet. In addition to the various means associated with stimulating sales.

But as the number of time customers spends connecting to devices and websites increases day by day, digital marketing is more important and influential than ever before, and the concept of digital marketing is very similar to the traditional marketing concept, as its goal is also The difference is that digital marketing is done online.

Retail companies are working today in a highly competitive environment, so they try to maintain their presence by building strong bridges with their target groups electronically and trying to attract them by providing all the requirements they desire through the latest technology, so they are moving to create a specialized department in the field of digital marketing, to build Long-term bridges with target groups and create a distinct mental image of products, thus increasing loyalty around these products in an attractive way.

The purpose of the campaign to strengthen the psychological association with the brand is to create awareness and positive links and services permanently, and this confirms the need to take care of the image of the organization and highlight the brand effectively, and requires attention to content strategies to reach high degrees of cultivation Routine affiliation of the image of this product, the most famous of these strategies, marketing blogging, marketing of video creation, in addition to advertising marketing through info graphic sought to promote the company's name locally, Arab and even internationally.

Given the importance of the content industry, especially as it is the main driver of digital marketing in companies in general and a meeting point for all other digital marketing hubs, and to establish a "distinctive brand" industry capable of drawing the attention of customers, the current study tries to highlight the effect of the implementation of content marketing strategy on consumer buying behavior Retail companies in the Gaza Strip as an application, so we can spread this situation to the corporate community in general locally and arabe.

The past years have seen a new trend for business organizations in social media marketing to advertise their products and services as new advertising tools that allow their users to interact, share information, and identify brands (Nwokah& Juliet, 2015), while at the same time Channels that promote content through text, images, audio and video (Johnston, 2017) have become linked to the organization's ability to build and disseminate its digital content to serve and support its operations, and to ensure this success by measuring the extent to which its digital content contributes to reaching its target customers (Schuinanii et., 2014).

Therefore, organizations have turned to use new tools to target their customers through social media sites by creating and posting content for them online that attracts the attention of users and encourages them to participate continuously throughout the day, and develop and interact with this content to attract more fans of this content, creating a virtual marketing campaign targeting the largest number of potential and existing customers, this is called content marketing.

Content marketing is the voice that the organization uses to communicate with its target customers on the Internet, addresses search engines, and attracts the use of information or even solutions marketed by the organization (Pazeraite & Repoviene, 2016). It is a technique for creating, publishing and distributing convenient and valuable content to attract and gain participation, the content is the dialogue between the brand and the current and potential customer, and maybe the content of written text, designs, graphics and images (Stearns & Rooney, 2013; Zembik, 2014).

Some studies have found that 80% of the customer's online purchasing decisions start and are influenced by content marketing institute, 2016, and other studies indicate that 45% of global retailers have a team dedicated to building, developing and marketing content to improve the mental image of the organization and definition. With its services, enhancing the purchasing decisions of potential customers and increasing sales, increasing sales by content is a key indicator for more than 54% of organizations, according to recent studies by the Institute for Content Marketing (Beets* Sangster, 2018).

Content marketing is not just providing the customer with information about services and their prices, it is a strategy aimed at creating a mental image while enriching it emotionally and emotionally, and the effectiveness of the content is focused on the extent to which it relies on memory based on discrimination rather than recall-based memory, which works to strengthen The consumer's mental image system thus enhances his purchasing behavior (Rosenthal & Brito, 2017).

Content marketing is one of the most important means of measuring marketing practices in different organizations, the study (Kee & Yazfard, 2015) found that there are six ways to market content to achieve the effectiveness of the marketing strategy, including reaching the target audience, personalization, passion, diversification, and trust, Ethics and honesty to raise brand awareness, a good environment motivates customers to buy goods and services, turn them into loyalty and spread content to others. The content of the e-mail is enriched. The Study (Pazeraite* Repoviene, 2016) suggests that the elements of content marketing that influence the attention of the customer are convenience, attractiveness, and intelligence, while content rich in useful information, value and credibility of the content, and containing elements of passion, entertainment and entertainment affect swell Customer interest.

Despite the tremendous growth of digital marketing in recent years and the expected growth in this area in the future. However, many Arab organizations do not have a clear plan to market the content, and more than 60% of marketing professionals do not have a clear picture of how to plan content (Mohammed, 2018), the content can be the difference between success and failure in social media (Stearns & Rooney, 2013).

1.2 Research Objectives

The objective of the research is to identify the effect of the implementation of a content marketing strategy on consumer buying behavior in retail companies in the Gaza Strip.

1.3 Hypotheses

Hypothesis 1. There is a relationship between blogging marketing and consumer purchasing behavior in retail companies in the Gaza Strip.

Hypothesis 2. There is a relationship between marketing creating videos and consumer purchasing behavior in retail companies in the Gaza Strip.

Hypothesis 3. here is a relationship between image marketing and consumer purchasing behavior in retail companies in the Gaza Strip.

Hypothesis 4. There is a relationship between voice marketing and consumer purchasing behavior in retail companies in the Gaza Strip.

Hypothesis 5. There is a statistically significant impact of content marketing strategy on consumer purchasing behavior in retail companies in the Gaza Strip.

1.3 Research Methodology and Data Analysis

1.3.1 Research design:

In order to achieve the objectives of the study, the researcher used the descriptive and analytical approach, and through the researcher, the researcher will describe the phenomenon in question (the effect of implementing the content marketing strategy on the consumer buying behavior) and analyze its data in order to show the relationship between its components, the opinions about it, the processes it contains and their effects, and the descriptive approach is Analytical is a form of organized scientific analysis and interpretation to

describe a specific phenomenon or problem and then measure it, through all the data on that phenomenon, and then classify and analyze it.

1.3.2 Population of the Study

The study community consists of audiences dealing with malls operating in Gaza governorate (Metro Mall - Mall Ker for - Andalusian Mall - Kabul Mall - Meat City).

1.3.3 Source of data

The researcher will rely on two basic types of data:

- a. Preliminary data: by researching the field side by distributing the resolution as a study tool, and then unloading and analyzing it using the Statistical Package for Social Science statistical program and using appropriate statistical tests to reach valuable indications and indicators supporting The subject of the study.
- b. Secondary data: by reviewing books, periodicals, and publications, special or related to the subject matter of the study.

1.3.4 Sampling and Sampling Techniques

The sample of the study included (270) of the public customers with malls (Mall Metro - Mall Ker for - Andalusian Mall - Mall Capital Mall - Meat City) from the study community, and due to the difficulty of confining the study community and reaching a specific number, the researcher identified the sample after consulting with The supervisor, who distributed the resolution fairly equally to all the malls, and after the distribution of the study sample, (262) questionnaires were recovered, and after examining the questionnaires were excluded, thus the number of questionnaires analyzed (260) questionnaires was met.

1.3.5 Validity Test

The validity of the questionnaire was confirmed by the test of the authenticity of internal consistency, which reflects the consistency of each of the resolution paragraphs with the area to which this paragraph belongs, and the researcher calculated the internal consistency of the questionnaire by calculating the correlation coefficients between each of the paragraphs of the questionnaire areas and the total grade of the same field.

Table's (1-2-3) below shows the correlation coefficient and p-value for each field items. As show in the table the p- Values are less than 0.05 or 0.01, so the correlation coefficients of this field are significant at $\alpha = 0.01$ or $\alpha = 0.05$, so it can be said that the paragraphs of this field are consistent and valid to be measure what it was set for.

Table (1): The correlation coefficient between each question in the field and the whole field (content marketing strategy)

	Question	Pearson coefficient	pvalue
The first axis: blogging marketing			
.1	The company publishes all its news on its networks.	0.582	*0.01
.2	The company uses various articles on product-related topics.	0.371	*0.005
.3	The company publishes blog posts that answer questions posed by the public.	0.351	*0.005
.4	The company takes into account the needs of the public with its blog.	0.474	*0.001
.5	The company delivers information to the public in a professional and continuous manner.	0.410	*0.005
.6	The company publishes good content about its products and services.	0.437	*0.005
.7	The company is constantly publishing its services and products.	0.617	*0.001
The second axis: marketing creating videos			
.1	Companies provide short videos of the company's products.	0.728	*0.001
.2	The company offers some special recipes through the videos that the company publishes on its websites.	0.648	*0.001
.3	The company chooses attractive and attractive titles for the videos you post.	0.812	*0.001
.4	Videos published by the company are of great value.	0.564	*0.001
.5	Videos published by the company highlight the product or service you are trying to promote.	0.563	*0.001
.6	Video thumbnails are selected that encourage people to watch the video ad.	0.624	*0.001
.7	The company uses the latest advertising methods when preparing its own videos.	0.831	*0.001
Axis Three: Image Marketing			
.1	The company publishes attractive images for its services and products.	0.817	*0.001
.2	Photos published by the company highlight the product or service you are trying to promote.	0.649	*0.001
.3	The company's brand appears in the ad images clearly.	0.768	*0.001
.4	The company is working on preparing images with excellent designs for its products.	0.450	*0.005

	Question	Pearson coefficient	pvalue
.5	The images shown by the company appear in its realistic form without cheating, beautifying, or deceiving.	0.577	*0.001
.6	The company uses 3D imaging technology in its advertising.	0.878	*0.001
Axis Four: Sound Marketing			
.1	The company uses voice marketing through its advertising platforms.	0.724	*0.001
.2	The company is keen to attract distinctive voices that attract the attention of the public.	0.777	*0.001
.3	The company integrates audio into the company's advertising videos.	0.850	*0.001
.4	The company publishes voice ads on an ongoing basis.	0.914	*0.001
.5	The company regularly publishes voice ads.	0.735	*0.001

Table (2): The correlation coefficient between each question in the field and the whole field (consumer buying behavior)

	Question	Pearson coefficient	pvalue
The first axis: blogging marketing			
.1	I convey my point of view on the products advertised to others to encourage them to buy.	0.437	*0.005
.2	Hearing other people's experiences helps me make a better assessment of the product and then make a purchase.	0.392	*0.005
.3	Content marketing helps me make the decision to buy.	0.394	*0.005
.4	Content marketing helps me to make my point of view on the product.	0.452	*0.005
.5	I find the content marketing strategy attractive and push me to make a purchase decision.	0.472	*0.001
.6	I find the marketing strategy in the content clear and accurate and prompt me to make the decision to buy.	0.443	*0.005
.7	Internet advertising raises the need for products I have never used before so I make purchases.	0.392	*0.005
.8	The content marketing strategy increases conviction and purchase.	0.407	*0.005
.9	Videos and photos help me make the decision to buy.	0.619	*0.001

1.3.6 Reliability Test

The reliability can be achieved by using Kronpakh Alpha coefficient through the SPSS software. This method is used to measure the reliability of the questionnaire between each field and the mean of the whole fields of the questionnaire. The normal range of Cronbach's coefficient alpha value between 0.0 and + 1.0, and the higher values reflects a higher degree of internal consistency. As shown in Table (3) the Cronbach's coefficient alpha was calculated. The general reliability for all items equal 0.911. This value is considered high; the result ensures the reliability of the questionnaire.

Table (3) the Cronbach's coefficient alpha

Field	no. of items	Cronbach's Alpha
blogging marketing	7	0.945
marketing creating videos	7	0.902
Image Marketing	6	0.925
Sound Marketing	5	0.832
All fields content marketing strategy	25	0.968
consumer buying behavior	9	0.941
All fields	34	0.911

1.3.7 Statistical Manipulation

To achieve the research goal, researcher used the statistical package for the Social Science (SPSS) for Manipulating and analyzing the data.

Statistical methods are as follows:

1. Frequencies and Percentile.
2. Alpha- Cronbach Test for measuring reliability of the items of the questionnaires.
3. Person correlation coefficients for measuring validity of the items of the questionnaires.
4. Spearman –Brown Coefficient.
5. One sample T test.
6. Independent samples T test.
7. One way ANOVA test for the difference between means three samples or more.

8. Multiple regression analysis.

1.4 Statistical description of the study sample according to personal data

1. Gender

Regarding the gender of the study participants, as shown in Table (4), the majority of the study participants (54.%) are female, while 54.4% of the study participants are male. This is because most of the purchases are women and are among the most frequent visitors to the mall.

Table (4): Gender

Gender	Frequency	Percentages
Male	118	45.4
Female	142	54.6
Total	260	100

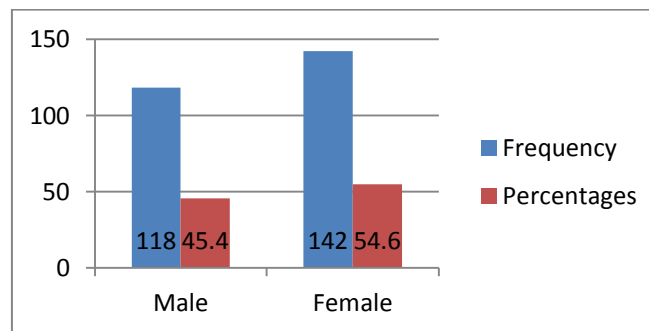


Figure 1: Gender

2. Age

Regarding the age of the study participants, as shown in Table (5), the majority of the study participants (46.9%) are 26-35 years old, 34.2% of the study participants are less than 25 years old, only 13.5% are 36 to less than 45 years old, While 5.4% are over 45 years of age.

This is due to the fact that young people are most interested in shopping and therefore the vast majority of the study sample are under 45 years of age, with approximately 95% of the sample study.

Table (5): Age

Age	Frequency	Percentages
25 less	89	34.2
26-35	122	46.9
36-45	35	13.5
4+6	14	5.4
Total	260	100

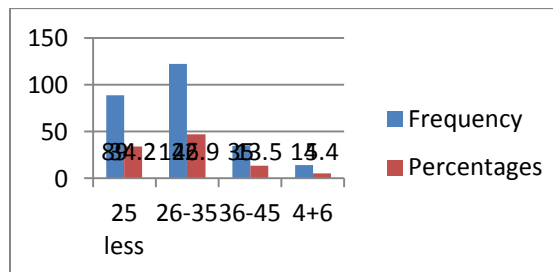


Figure 2: Age

3. Education level

Regarding the academic qualifications of the study participants, as shown in Table (6), the majority of the study participants (45.8%) have a bachelor degree, 5.4 % of the study participants have Less than secondary, 9.2 % of the study participants have a High School, 13.8 % of the study participants have a Diploma, only 25.8

% have completed postgraduate studies (MSC & PHD). This is due to the high percentage of educated people in Palestinian society, and may be due to the fact that the majority of mall goers are employees and therefore university graduates.

Table (6): Education level

Education level	Frequency	Percentages
Less than secondary	14	5.4
High School	24	9.2
Diploma	36	13.8
B.A.	119	45.8
Postgraduate	67	25.8
Total	260	100

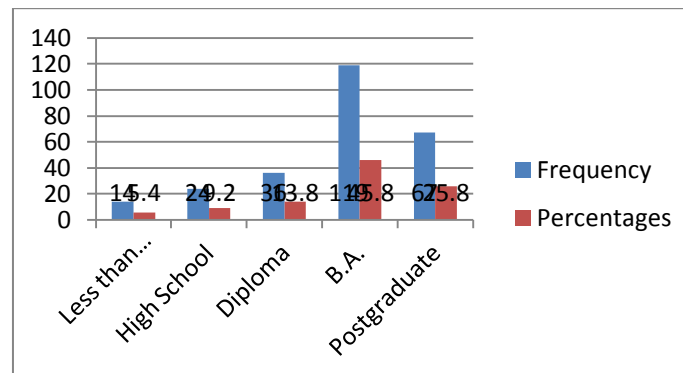


Figure 3: Education level

4. Income level

The table (7) shows that 42.3% of the study sample had an income level of '1,500 shekels and less', 38.5% of the study sample had an income level of 'more than 1,500-2,500 shekels' and 15% of the study sample had an income level of 'more than 2,500-3500 shekels and 1.9% of the sample of the study their income level 'more than 3500 -4500 shekels' while 2.3% of the sample of the study income level have 'more than 4500 shekels', and the low-income levels are attributed to the poor economic situation in the Gaza Strip under the siege and crises that the sector passes by.

Table (7): Income level

Income level	Frequency	Percentages
1500 Shekel and less	110	42.3
1500 than 2500 shekels	100	38.5
2500 than 3500 Shekels	39	15
3500 than 4500 Shekels	5	1.9
More than 4500 Shekels	6	2.3
Total	260	100

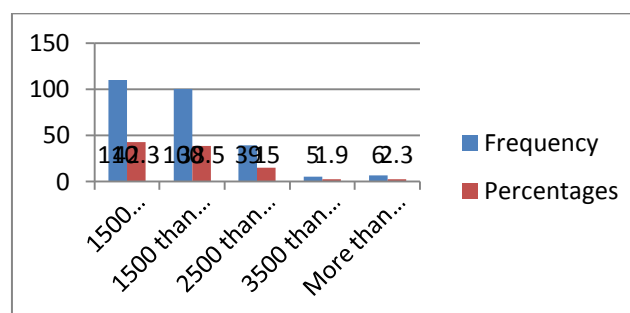


Figure 4: Income level

5. Retail Company (Mall)

The table (8) shows that 34.2% of the study sample is from Metro Mall customers, 33.2% of the study sample from Ker four Mall customers and 32.6% of the study sample from the meat city mall customers, due to the researcher's keenness to distribute the samples in a balanced way among all the malls sample the study, and may be due to the fact that almost all malls provide the same services to their customers and therefore the customer ratios were very close.

Table (8): Retail Company (Mall)

Retail Company (Mall)	Frequency	Percentages
Metro Mall	89	34.2
Ker four Mall	86	33.2
Meat City	85	32.6
Total	260	100

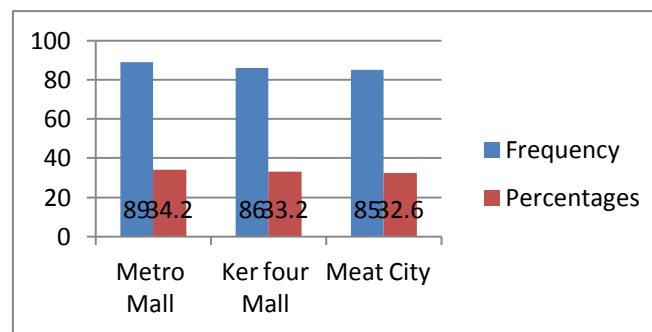


Figure 5: Retail Company (Mall)

1.5 Analysis of resolution paragraphs:

Analysis of content marketing strategy paragraphs

The first axis: blogging marketing

The Mean, standard deviation, Weight mean and order were used to determine the degree of approval, the results shown in the table (9).

Table (9) Mean, standard deviation, Weight mean and order for each paragraph of the 'marketing by blogging' axis.

	Items	Mean	standard deviation	Weight mean	Rank
1	The company publishes all its news on its networks.	4.41	0.748	88.2	1
2	The company uses various articles on product-related topics.	4.13	0.911	82.6	4
3	The company publishes blog posts that answer questions posed by the public.	3.63	0.984	72.6	7
4	The company takes into account the needs of the public with its blog.	3.93	0.956	78.6	6
5	The company delivers information to the public in a professional and continuous manner.	3.97	1.015	79.4	5
6	The company publishes good content about its products and services.	4.23	0.835	84.6	2
7	The company is constantly publishing its services and products.	4.21	0.818	84.2	3
	All items	4.0725	0.69130	81.45	

Table 9 shows

The Mean for the paragraph (1) (The company publishes all its news on its networks) equals (4.41), the Weight mean (88.2) means that there is approval by the members of the sample for this paragraph.

The Mean of the paragraph (3) (The company publishes blog posts that answer questions posed by the public) equals (3.63), the Weight mean (72.6) means that there is approval by the members of the sample for this paragraph.

In general, it can be said that the Mean is equal to (4.0725) and that the relative Weight mean is equal to (81.45), which means that there is approval by the sample members for axis paragraphs (blogging marketing).

The second axis: marketing creating videos

The Mean, standard deviation, Weight mean and order were used to determine the degree of approval, the results shown in the table (10).

Table (10) Mean, standard deviation, Weight mean and order for each paragraph of the second axis: marketing creating videos' axis.

	Items	Mean	standard deviation	Weight mean	Rank
1.	Companies provide short videos of the company's products.	3.59	1.041	71.80	6
2.	The company offers some special recipes through the videos that the company publishes on its websites.	3.30	1.163	66.00	7
3.	The company chooses attractive and attractive titles for the videos you post.	3.85	0.999	77.00	2
4.	Videos published by the company are of great value.	3.65	1.039	73.00	5
5.	Videos published by the company highlight the product or service you are trying to promote.	3.93	0.906	78.60	1
6.	Video thumbnails are selected that encourage people to watch the video ad.	3.65	1.026	73.00	4
7.	The company uses the latest advertising methods when preparing its own videos.	3.80	1.054	76.00	3
	All items	3.6824	0.81168	73.64	

Table 10 shows:

The Mean for the paragraph (5) (Videos published by the company highlight the product or service you are trying to promote) equals (3.93), the Weight mean (78.60) means that there is approval by the members of the sample for this paragraph.

The Mean of the paragraph (2) (The company offers some special recipes through the videos that the company publishes on its websites) equals (3.30), the Weight mean (66.00) means that there is approval by the members of the sample for this paragraph.

In general, it can be said that the Mean is equal to (3.6824) and that the relative Weight mean is equal to (73.64), which means that there is approval by the sample members for axis paragraphs (marketing creating videos).

Axis Three: Image Marketing

The Mean, standard deviation, Weight mean and order were used to determine the degree of approval, the results shown in the table (11).

Table (11) Mean, standard deviation, Weight mean and order for each paragraph of the Axis Three: Image Marketing.

	Items	Mean	standard deviation	Weight mean	Rank
1.	The company publishes attractive images for its services and products.	4.48	0.648	89.6	1
2.	Photos published by the company highlight the product or service you are trying to promote.	4.32	0.747	86.4	3
3.	The company's brand appears in the ad images clearly.	4.27	0.868	85.4	4
4.	The company is working on preparing images with excellent designs for its products.	4.33	0.800	86.6	2
5.	The images shown by the company appear in its realistic form without cheating, beautifying, or deceiving.	3.93	1.043	78.6	5
6.	The company uses 3D imaging technology in its advertising.	3.51	1.213	70.2	6
	All items	4.1410	0.67972	82.82	

Table 11 shows:

The Mean for the paragraph (1) (The company publishes attractive images for its services and products) equals (4.48), the Weight mean (89.6) means that there is approval by the members of the sample for this paragraph.

The Mean of the paragraph (6) (The company uses 3D imaging technology in its advertising) equals (3.51), the Weight mean (70.20) means that there is approval by the members of the sample for this paragraph.

In general, it can be said that the Mean is equal to (4.1410) and that the relative Weight mean is equal to (82.82), which means that there is approval by the sample members for axis paragraphs (Image Marketing).

Axis Four: Sound Marketing

The Mean, standard deviation, Weight mean and order were used to determine the degree of approval, the results shown in the table (12).

Table (12) Mean, standard deviation, Weight mean and order for each paragraph of the Axis Four: Sound Marketing.

	Items	Mean	standard deviation	Weight mean	Rank
1.	The company uses voice marketing through its advertising platforms.	3.28	1.073	65.60	5
2.	The company is keen to attract distinctive voices that attract the attention of the public.	3.34	1.066	66.80	4
3.	The company integrates audio into the company's advertising videos.	3.45	1.055	69.00	3
4.	The company publishes voice ads on an ongoing basis.	3.51	1.101	70.20	2
5.	The company regularly publishes voice ads.	3.82	1.042	78.60	1
	All items	3.48	0.6521	69.60	

Table 12 shows:

The Mean for the paragraph (5) (The company regularly publishes voice ads) equals (3.82), the Weight mean (78.60) means that there is approval by the members of the sample for this paragraph.

The Mean of the paragraph (1) (The company uses voice marketing through its advertising platforms) equals (3.28), the Weight mean (65.60) means that there is approval by the members of the sample for this paragraph.

In general, it can be said that the Mean is equal to (3.48) and that the relative Weight mean is equal to (69.60), which means that there is approval by the sample members for axis paragraphs (Sound Marketing).

Analysis of consumer buying behavior paragraphs

The Mean, standard deviation, Weight mean and order were used to determine the degree of approval, the results shown in the table (13).

Table (13) Mean, standard deviation, Weight mean and order for each paragraph of the consumer buying behavior ' axis.

	Items	Mean	standard deviation	Weight mean	Rank
1.	I convey my point of view on the products advertised to others to encourage them to buy.	4.23	0.821	84.6	3
2.	Hearing other people's experiences helps me make a better assessment of the product and then make a purchase.	4.22	0.827	84.4	4
3.	Content marketing helps me make the decision to buy.	4.32	0.807	86.4	1
4.	Content marketing helps me to make my point of view on the product.	4.31	0.828	86.2	2
5.	I find the content marketing strategy attractive and push me to make a purchase decision.	3.84	1.147	76.8	8
6.	I find the marketing strategy in the content clear and accurate and prompt me to make the decision to buy.	4.07	0.878	81.4	7
7.	Internet advertising raises the need for products I have never used before so I make purchases.	4.18	0.822	83.6	5
8.	The content marketing strategy increases conviction and purchase.	4.08	0.870	81.6	6
9.	Videos and photos help me make the decision to buy.	3.83	1.125	76.6	9
	All items	4.12	0.63533	82.40	

Table 13 shows:

The Mean for the paragraph (3) (Content marketing helps me make the decision to buy) equals (4.32), the Weight mean (86.40) means that there is approval by the members of the sample for this paragraph.

The Mean of the paragraph (9) (Videos and photos help me make the decision to buy) equals (3.83), the Weight mean (76.6) means that there is approval by the members of the sample for this paragraph.

In general, it can be said that the Mean is equal to (4.12) and that the relative Weight mean is equal to (82.40), which means that there is approval by the sample members for axis paragraphs (consumer buying behavior).

1.6 Test hypotheses study

1. Hypothesis

- **There is a relationship between blogging marketing and consumer purchasing behavior in retail companies in the Gaza Strip.**

To validate this hypothesis, the researcher used the Pearson Correlation Coefficient and Table (14) to explain this:

Table (14) Pearson's correlation between blogging marketing and consumer purchasing behavior in retail companies in the Gaza Strip.

	Pearson coefficient	pvalue
There is a relationship between blogging marketing and consumer purchasing behavior in retail companies in the Gaza Strip	0.679	0.000

Table 14 shows that there is a statistically significant relationship at the level ($0.05 \geq \alpha$) between blogging marketing and consumer purchasing behavior in retail companies in the Gaza Strip, as the value of the Pearson coefficient is 0.679 and the indication level is less than 0.05.

2. Hypothesis

- **There is a relationship between marketing creating videos and consumer purchasing behavior in retail companies in the Gaza Strip.**

To validate this hypothesis, the researcher used the Pearson Correlation Coefficient and Table (15) to explain this:

Table (15) Pearson's correlation between marketing creating videos and consumer purchasing behavior in retail companies in the Gaza Strip.

	Pearson coefficient	pvalue
There is a relationship between marketing creating videos and consumer purchasing behavior in retail companies in the Gaza Strip	0.638	0.000

Table 15 shows that there is a statistically significant relationship at the level ($0.05 \geq \alpha$) between marketing creating videos and consumer purchasing behavior in retail companies in the Gaza Strip, as the value of the Pearson coefficient is 0.638 and the indication level is less than 0.05.

3. Hypothesis

- **There is a relationship between image marketing and consumer purchasing behavior in retail companies in the Gaza Strip.**

To validate this hypothesis, the researcher used the Pearson Correlation Coefficient and Table (16) to explain this:

Table (16) Pearson's correlation between image marketing and consumer purchasing behavior in retail companies in the Gaza Strip.

	Pearson coefficient	pvalue
There is a relationship between image marketing and consumer purchasing behavior in retail companies in the Gaza Strip	0.598	0.000

Table 16 shows that there is a statistically significant relationship at the level ($0.05 \geq \alpha$) between image marketing and consumer purchasing behavior in retail companies in the Gaza Strip, as the value of the Pearson coefficient is 0.598 and the indication level is less than 0.05.

4. Hypothesis

- **There is a relationship between voice marketing and consumer purchasing behavior in retail companies in the Gaza Strip.**

To validate this hypothesis, the researcher used the Pearson Correlation Coefficient and Table (17) to explain this:

Table (17) Pearson's correlation between voice marketing and consumer purchasing behavior in retail companies in the Gaza Strip.

	Pearson coefficient	pvalue
There is a relationship between voice marketing and consumer purchasing behavior in retail companies in the Gaza Strip	0.673	0.000

Table 17 shows that there is a statistically significant relationship at the level ($0.05 \geq \alpha$) between voice marketing and consumer purchasing behavior in retail companies in the Gaza Strip, as the value of the Pearson coefficient is 0.673 and the indication level is less than 0.05.

5. Hypothesis

- **There is a statistically significant impact of content marketing strategy on consumer purchasing behavior in retail companies in the Gaza Strip.**

To validate this hypothesis, the researcher used multiple regression and table (18) to explain this:

Table (18) Multiple regression test for sample answers to hypothesis-related paragraphs

Source of change	Total squares	Degrees of freedom	Average squares	Value 'F'	pvalue
Regression	54.775	4	13.694	70.164	0.000
The error.	49.768	255	.195		
Total	104.544	259			

Table (18) shows that the value of (F) is 70.164 and that the level of statistical significance has been (0.000) and is smaller than (0.05), which means that there is a statistically significant effect at the level of significance ($0.05 \geq \alpha$) impact of content marketing strategy on consumer purchasing behavior in retail companies in the Gaza Strip.

Given the impact of content marketing strategy on the consumer purchasing behavior of retailers in the Gaza Strip, multiple regression coefficients have been found, as shown in table (19):

Table (19) Inflation and inequality coefficients

Item	Laboratories B	Standard error	Beta	T	pvalue
Stability	.920	.181		5.082	.000
blogging marketing	.228	.061	.248	3.717	.000
marketing creating videos	.145	.057	.186	2.533	.012
Image Marketing	.362	.060	.387	6.060	.000
Sound Marketing	-.009-	.040	-.013-	-.220-	.826

Table 19 shows that blogging marketing has reached its indicative level (0.000), indicating that this first axis has a statistically dialing effect on the level of statistical significance ($0.05 \geq \alpha$) on consumer buying behavior in retail companies, and the second axis (Marketing creating videos) reached its significance level (0.012), indicating that this second axis has a statistically effect effect on the level of statistical significance ($0.05 \geq \alpha$) on consumer buying behavior in retail companies, and the third axis (Image Marketing) reached the level of significance It has (0.000) which indicates that this third axis has a statistically dialing effect on the level of statistical significance ($0.05 \geq \alpha$) on consumer buying behavior in retail companies, and the fourth axis (Sound Marketing) reached its indicative level (0.826), indicating that this fourth axis is not statistically dain at the statistical indication level ($0.05 \geq \alpha$) on consumer buying behavior in retail companies.

1.7 Findings

After reviewing the previous statistical analysis, which dealt with the respondents' answers about the impact of applying the content marketing strategy on the consumer buying behavior of retail companies in the Gaza Strip, the most important findings of the study, and the most important suggested recommendations in light of the results.

1.7.1 Results

That there is a statistically significant relationship at the level ($0.05 \geq \alpha$) between blogging marketing and consumer purchasing behavior in retail companies in the Gaza Strip.

That there is a statistically significant relationship at the level ($0.05 \geq \alpha$) between marketing creating videos and consumer purchasing behavior in retail companies in the Gaza Strip.

That there is a statistically significant relationship at the level ($0.05 \geq \alpha$) between image marketing and consumer purchasing behavior in retail companies in the Gaza Strip.

That there is a statistically significant relationship at the level ($0.05 \geq \alpha$) between voice marketing and consumer purchasing behavior in retail companies in the Gaza Strip.

The results of the study showed that there is an impact of content marketing strategies (blogging marketing, video creation marketing, image marketing, audio marketing) on consumer buying behavior in retail companies in the Gaza Strip.

The results of the study that blogging marketing has reached its indicative level (0.000), indicating that this first axis has a statistically dialing effect on the level of statistical significance ($0.05 \geq \alpha$) on consumer buying behavior in retail companies, and the second axis (Marketing creating videos) reached its significance level (0.012), indicating that this second axis has a statistically effect effect on the level of statistical significance ($0.05 \geq \alpha$) on consumer buying behavior in retail companies, and the third axis (Image Marketing) reached the level of significance It has (0.000) which indicates that this third axis has a statistically dialing effect on the level of statistical significance ($0.05 \geq \alpha$) on consumer buying behavior in retail companies, and the fourth axis (Sound Marketing) reached its indicative level (0.826), indicating that this fourth axis is not statistically dain at the statistical indication level ($0.05 \geq \alpha$) on consumer buying behavior in retail companies.

1.7.2 Recommendations

1. The need for companies to develop appropriate strategies for marketing through content that helps them to compete better. If the companies create appropriate and attractive content for these users, it will be effectively shared and shared among them, which could be a direct reason for increasing consumer buying behavior.
2. The necessity of increasing the focus of retail companies on social media in their activities by increasing the effectiveness of their content on those means.
3. Forming working groups to follow up, develop and update the content of retail companies, with the necessity of flexibility in changing the content on social media, and following up on the responses of the website users.
4. Using content on social networks as a line of communication between companies and their customers, which contributes to the speed of their response to them.
5. Urging retail companies in the Gaza Strip to provide credible content about the products and services that are published on their personal accounts.
6. Providing accurate information about the products and services provided by companies to increase users' confidence in the content.
7. Corporate content should provide useful information about the products and services they offer, and the need to develop smart content that focuses on the interests, desires, and needs of customers.

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