
The Impact of Content Marketing on Customer Retention: A Study of NCR-Rouiba Company

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Abstract:

This study investigates the impact of content marketing on customer retention within the context of NCR-Rouiba Company. Building upon existing literature, five key dimensions of content marketing were identified: relevance, credibility, attractiveness, value, and emotional impact. A sample of 267 customers from NCR Rouiba Company participated in the study. Data analysis employed descriptive statistics (frequencies, percentages) and simple linear regression analysis to test the hypotheses. The findings demonstrate a significant positive impact of content marketing on customer retention. Furthermore, all five dimensions of content marketing were found to individually contribute to customer retention.

Keywords: Content Marketing; Dimensions of Content Marketing; Relevance of Content; Customer Retention; NCR-Rouiba Company.

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1. Introduction:

Content marketing has become a crucial approach for companies aiming to build strong connections with their intended audience and cultivate enduring customer relationships in today's fast-changing digital environment. This strategy revolves around the creation and dissemination of high quality, pertinent, and regular content designed to draw in and maintain a specific target audience. The ultimate goal of content marketing is to encourage profitable customer behaviors and actions. (Content Marketing Institute, 2024). As traditional advertising methods lose their effectiveness, content marketing has gained prominence as a more authentic and engaging approach to reach consumers.

The digital age has fundamentally transformed the way businesses interact with their customers, shifting the focus from transactional relationships to value-driven engagements. In this context, content marketing has become an essential tool for brands to differentiate themselves in a crowded marketplace and build lasting customer loyalty. By providing informative, entertaining, or educational content, companies can position themselves as thought leaders in their industry and create a sense of trust and credibility with their audience. (Hollebeek & Macky, 2019)

The significance of customer retention in driving business success has been well-established for a considerable time. Numerous studies have consistently demonstrated that the financial investment required to acquire a new customer can be as much as five times greater than the cost of maintaining a relationship with an existing one (Reichheld & Schefter, 2000). In the current competitive business environment, where consumers have access to a wealth of information and alternatives at their fingertips, maintaining customer loyalty has become increasingly challenging. Content marketing provides a powerful solution for fostering customer loyalty by going beyond transactional interactions. By consistently delivering valuable and engaging content, businesses can cultivate stronger emotional connections with their customers, solidifying relationships and driving long-term retention. (Kumar, et al., 2010)

1.1. Problem of the Study

The central problem addressed by this study is understanding the impact of content marketing on customer retention. At the heart of this investigation lies a key question:

- **How does content marketing affect customer retention?**

1.2. Sub-questions:

To better understand the impact of content marketing on customer retention, this study explores the following sub-questions:

- How does content relevance impact customer retention?
- How does content credibility impact customer retention?

- How does attractive content impact customer retention?
- How does content value impact customer retention?
- How does the emotion of content impact customer retention?

1.3. The Main Hypothesis

Our investigation into the impact of content marketing on customer retention leads to the following hypothesis:

- **H:** Content marketing has a statistically significant impact on customer retention at a significance level of $\alpha \leq 0.05$.

1.4. Sub-hypotheses:

Corresponding to the sub-questions, the following sub-hypotheses are proposed:

- **H1:** Content relevance exerts a statistically significant influence on customer retention at a significance level of $\alpha \leq 0.05$.
- **H2:** The credibility of content has a statistically significant effect on customer retention at a significance level of $\alpha \leq 0.05$.
- **H3:** The value of content demonstrates a statistically significant impact on customer retention at a significance level of $\alpha \leq 0.05$.
- **H4:** Attractive content shows a statistically significant influence on customer retention at a significance level of $\alpha \leq 0.05$.
- **H5:** The emotional aspect of content has a statistically significant effect on customer retention at a significance level of $\alpha \leq 0.05$.

1.5. Objectives of the Study

This research delves into the nexus between content marketing and customer retention. Its purpose is to:

- Determine the overall influence of content marketing techniques on customer retention outcomes.
- Analyze how specific content attributes – such as relevance, credibility, attractiveness, value, and emotional resonance – influence customer retention.
- Provide practical, data-driven recommendations to help businesses optimize their content marketing strategies for improved customer retention.

1.6. Study Methodology:

This study utilizes a descriptive analytical method to investigate the impact of content marketing on customer retention. The descriptive approach allows for a detailed examination of the current state of content marketing practices and their outcomes, while the analytical aspect involves evaluating relationships and effects between different content attributes and customer retention.

1.7. Importance of the study

Analyzing the impact of content marketing on customer retention is vital in today's business environment. By providing valuable, relevant, and engaging content, companies can attract new customers and maintain relationships with current ones, increasing customer retention rates. This study is crucial for businesses looking to excel in a competitive market, as it exposes the processes that promote customer satisfaction, trust, and advocacy, which are essential for long-term success.

2. Theoretical Framework

2.1. Content Marketing

2.1.1. Definition of Content Marketing

Content marketing has been conceptualized by numerous academics and industry experts, with each definition highlighting diverse elements of this complex and multidimensional marketing approach. It has been defined by various scholars and industry professionals, each emphasizing different aspects of this multifaceted concept. Two prominent definitions are:

- The Content Marketing Institute (2024) describes content marketing as a strategic marketing approach focused on crafting and disseminating content. This content is designed to be not just valuable and pertinent to a particular target audience, but also to maintain consistency in its message and delivery method. The ultimate goal of this approach is to attract and retain a well-defined group of individuals, fostering a relationship that eventually leads to profitable customer actions, such as making a purchase, subscribing to a service, or engaging with the brand in a meaningful way. (Content Marketing Institute, 2024)
- Content marketing, as described by Pulizzi (2014), is a strategic approach to marketing and business operations that focuses on the creation and dissemination of high-quality, engaging content. This content is specifically designed to appeal to and captivate a well-defined target audience. The primary goal of this process is to attract new customers, retain existing ones, and foster meaningful engagement with the brand. Ultimately, the purpose of content marketing is to stimulate profitable consumer behaviors that benefit the business, by providing value to the audience through informative and compelling content. (Pulizzi J., 2014)

Content marketing can be comprehensively defined as a deliberate and methodical approach to content creation, dissemination, and management. This strategy involves producing and sharing valuable, pertinent, and captivating content through diverse platforms and media. The primary objectives of content marketing are to draw in, maintain, and cultivate a particular target audience. By delivering consistent value through content, businesses aim to ultimately encourage profitable customer behaviors and establish enduring connections with their audience.

2.1.2. The Importance of Content Marketing

Content marketing has become increasingly important in today's digital age for several reasons:

- **Building brand awareness and recognition:** Content marketing helps businesses establish their presence and increase visibility in the crowded digital marketplace. (Hollebeek & Macky, 2019)
- **Establishing thought leadership:** By providing valuable and insightful content, companies can position themselves as industry experts and trusted sources of information (Wang et al., 2017).
- **Improving search engine rankings:** High-quality, relevant content can enhance a company's search engine optimization (SEO) efforts, leading to improved visibility in search results. (Baltes, 2015)
- **Fostering customer engagement:** Content marketing facilitates two-way communication between brands and their audience, encouraging interaction and building stronger relationships. (Hollebeek & Macky, 2019)
- **Supporting the customer journey:** Well-crafted content can guide potential customers through various stages of the buying process, from awareness to consideration and decision-making. (Jarvinen & Taiminen, 2016)
- **Cost-effectiveness:** Content marketing is typically more cost-efficient than traditional advertising, enabling companies to reach and engage their target audience more effectively at a lower cost. This makes it an attractive option for businesses aiming to optimize their marketing expenditure and maximize returns on their promotional investments. (Pulizzi J., 2012)
- **Generating leads and conversions:** Valuable content can attract potential customers and nurture them towards making a purchase or taking desired actions. (Rose & Pulizzi, 2011)
- **Enhancing customer loyalty and retention:** By consistently providing valuable content, businesses can strengthen relationships with existing customers and improve retention rates. (Kumar, et al., 2010)

2.1.3. Dimensions of Content Marketing

Content marketing encompasses several key dimensions that contribute to its effectiveness. These dimensions are crucial for creating and delivering content that resonates with the target audience and achieves desired business outcomes.

A. Relevance of Content

Relevance is crucial in content marketing, ensuring that the material aligns with the audience's interests and needs. Relevant content is more likely to captivate and engage the target audience, potentially leading to increased conversions. By providing valuable information that resonates with readers, businesses can establish credibility and foster stronger connections with their audience, ultimately enhancing the effectiveness of their marketing strategy. (Holliman & Rowley, 2014)

To achieve relevance, marketers must:

- Understand their target audience's demographics, psychographics, and behavioral characteristics. (Jarvinen & Taiminen, 2016)
- Conduct thorough research on industry trends and customer pain points (Wang et al., 2017).
- Tailor content to different stages of the customer journey. (Holliman & Rowley, 2014)
- Use data-driven insights to inform content creation and distribution strategies. (Baltes, 2015)

B. Content Credibility

Content marketing thrives on credibility, which is essential for building trust between brands and their audiences. When content is perceived as reliable, trustworthy, and authoritative, it significantly influences consumer decisions, as they are more likely to believe and act upon information from sources they deem credible. (Wang et al., 2017).

To establish and maintain content credibility, marketers should:

- Provide accurate and up-to-date information backed by credible sources. (Holliman & Rowley, 2014)
- Showcase expertise through thought leadership content and industry insights. (Pulizzi J. , 2012)
- Maintain consistency in messaging across various content pieces and platforms. (Rose & Pulizzi, 2011)
- Incorporate customer testimonials, case studies, and expert opinions to support claims. (Kumar, et al., 2010)
- Be transparent about sponsored content and potential biases. (Hollebeek & Macky, 2019)

C. Attractive Content

The attractiveness of content plays a crucial role in capturing and maintaining audience attention in an increasingly competitive digital landscape. Attractive content is visually appealing, well-structured, and engaging, encouraging users to consume and share it. (Baltes, 2015)

To create attractive content, marketers should focus on:

- Developing a consistent and visually appealing brand aesthetic. (Holliman & Rowley, 2014)
- Utilizing various content formats, such as videos, infographics, and interactive elements (Wang et al., 2017).
- Crafting compelling headlines and introductions to hook the audience. (Pulizzi J. , 2012)
- Incorporating storytelling techniques to make content more relatable and memorable. (Rose & Pulizzi, 2011)
- Optimizing content for different devices and platforms to ensure a seamless user experience. (Jarvinen & Taiminen, 2016)

D. Content Value

The value of content is a critical dimension that determines its effectiveness in meeting audience needs and achieving business objectives. Valuable content provides tangible benefits to the audience, such as solving problems, answering questions, or offering unique insights. (Kumar, et al., 2010)

To create valuable content, marketers should:

- Focus on addressing specific pain points and challenges faced by the target audience. (Holliman & Rowley, 2014)
- Provide actionable insights and practical advice that can be easily implemented (Wang et al., 2017).
- Offer exclusive or original information that is not readily available elsewhere. (Pulizzi J., 2012)
- Create content that educates and empowers the audience to make informed decisions. (Baltes, 2015)
- Regularly assess and update content to ensure its ongoing relevance and value. (Hollebeek & Macky, 2019)

E. Emotion of Content

The emotional dimension of content marketing plays a significant role in connecting with the audience on a deeper level and influencing their perceptions and behaviors. Emotional content can evoke feelings, spark conversations, and create memorable experiences that strengthen the bond between the brand and its audience. (Jarvinen & Taiminen, 2016)

To incorporate emotion effectively in content marketing, marketers should:

- Understand the emotional triggers and motivations of their target audience. (Rose & Pulizzi, 2011)
- Use storytelling techniques to create relatable and emotionally resonant narratives (Wang et al., 2017).
- Incorporate visual elements that evoke specific emotions aligned with the brand's message. (Holliman & Rowley, 2014)
- Balance rational and emotional appeals to create a well-rounded content strategy. (Kumar, et al., 2010)
- Encourage user-generated content that allows customers to share their emotional experiences with the brand. (Hollebeek & Macky, 2019)

2.2. Customer Retention

2.2.1. Definition of Customer Retention

Customer retention is a vital business strategy that focuses on keeping existing customers engaged and loyal to a company over extended periods, ensuring repeat business and fostering long-term relationships. (Ascarza, et al., 2018). It is defined as "the continuous use of a product or service by a customer over an extended period" (Watson, Beck, Henderson, & Palmatier, 2015, p. 790). In essence, customer retention focuses on maintaining long-term relationships with customers, encouraging repeat purchases, and fostering loyalty to a brand or company.

2.2.2. Importance Customer Retention

In the present-day intensely competitive business environment, the value of customer retention is crucial. Studies consistently reveal that attracting new customers is considerably more expensive than maintaining existing ones, typically costing five times as much.(Alshurideh, Kurdi, Shaltoni, & Ghuff, 2020). This cost differential highlights the economic significance of customer retention strategies for businesses across various industries.

One of the primary reasons customer retention is crucial is its direct impact on a company's profitability. A study by Bain & Company highlights the remarkable impact of customer retention on profitability. Their research revealed that a modest 5% increase in customer retention rates can lead to substantial profit growth, ranging from an impressive 25% to an astonishing 95%(Gallo, 2014). This significant effect on profitability arises because loyal customers tend to make more frequent purchases, spend higher amounts per transaction, and eagerly recommend the company to their contacts, generating valuable word-of-mouth marketing and boosting overall revenue. (Reinartz & Kumar, 2018)

Moreover, customer retention plays a vital role in building a stable customer base, which is essential for long-term business success. Retained customers provide a consistent revenue stream and can serve as brand ambassadors, helping to attract new customers through positive word-of-mouth(Shi, Shi, Chan, Liu, & Fam, 2011). This organic growth can significantly reduce marketing costs and contribute to sustainable business expansion.

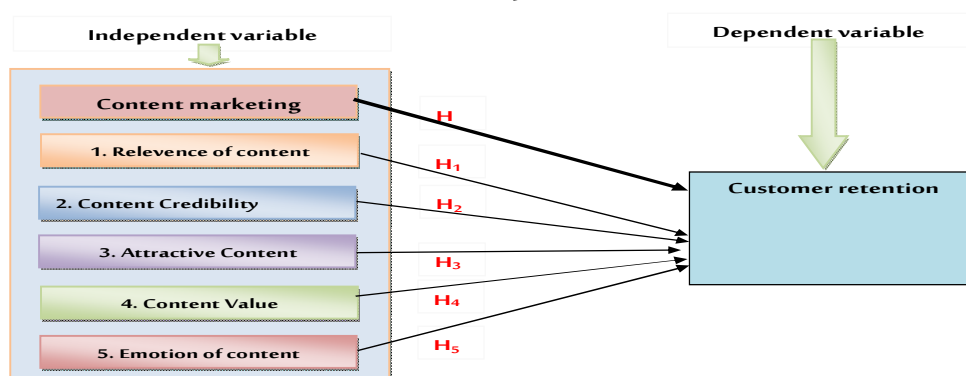
In the digital age, where customers have access to a wealth of information and alternatives, maintaining strong customer relationships has become increasingly challenging. However, effective customer retention strategies can help businesses differentiate themselves from competitors and create a sustainable competitive advantage. (Buttle & Maklan, 2015)

3. Case study:

3.1. Conceptual Model

Figure 1 presents the conceptual model underpinning this study.

Figure 1: Conceptual Model



Source: Researcher, drawing upon previous research.

The Conceptual Model depicted in the aforementioned figure outlines the study's structural framework, consisting of two main variables: the independent and dependent variables. Content marketing, the independent variable, is operationalized through five specific dimensions: content relevance, credibility, attractive, value, and emotion. The dependent variable is identified as customer retention.

The model also encapsulates the study's hypotheses, consisting of one main hypothesis (H) and five sub-hypotheses (H1, H2, H3, H4, and H5). These hypotheses are designed to examine the relationships between the various dimensions of content marketing and customer retention.

This framework provides a structured approach to investigating the potential impact of content marketing strategies on customer retention, allowing for a comprehensive analysis of each dimension's individual contribution to the overall effect.

3.2. Study Population and Sample

This research focuses on the customer base of NCR-Rouiba, a company operating in Algeria, as its target population. Given the inherent challenges in examining the entire population, a purposive sampling approach was adopted to select a representative subset of the target population. This non-probability sampling method was deemed suitable considering the specific research objectives and the practical constraints associated with accessing the complete customer base. The sample size was determined to be 267 participants, which was deemed adequate for conducting robust statistical analyses while remaining manageable within the study's scope.

3.3. Research Instrument

The research instrument utilized in this study is a questionnaire, which was developed based on a thorough review of previous studies related to the research variables. The questionnaire is thoughtfully structured into three distinct sections, with the initial section meticulously designed to gather crucial demographic information from the participants. This section encompasses four carefully crafted questions aimed at capturing their gender, age, educational attainment, and monthly income. This comprehensive approach ensures a nuanced understanding of the respondents' backgrounds, providing valuable context for the analysis of subsequent sections. The second section delves into the independent variable, content marketing, with 21 items designed to measure its impact, while the third section focuses on the dependent variable, customer retention, with 4 items carefully chosen to assess its level.

The second and third sections of the questionnaire utilized a five-point Likert scale for measuring respondents' agreement or disagreement with each statement. This widely accepted scale, ranging from 1 (strongly disagree) to 5 (strongly agree), provided a reliable method for capturing participants' attitudes and perceptions.

3.4. Study Tool Reliability Assessment:

Before utilizing the developed study tool for data analysis, a thorough assessment of its reliability was essential to ensure the instrument's consistency and precision in measuring the intended constructs. This section delves into the specific methods employed to evaluate the reliability of the study tool, including an analysis of internal consistency using Cronbach's alpha, providing a comprehensive overview of the results and their implications for the study's validity.

Table 1: Reliability test of the study tool

Variable	Number of Items	Cronbach's Alpha
Content Relevance	4	0.769
Content Credibility	4	0.821
Attractive Content	5	0.738
Content Value	4	0.822
Emotion of content	4	0.827
customer retention	4	0.789
Study instrument	25	0.916

Source: Authors, based on SPSS output analysis

Based on the results presented in Table 1, the study instrument demonstrates strong overall reliability with a Cronbach's Alpha of 0.916 for all 25 items. The individual variables, ranging from "Relevance of content" to "customer retention," all show good to excellent reliability with Cronbach's Alpha values between 0.738 and 0.827. "Content Value" and "Emotion of content" exhibit the highest reliability scores (0.822 and 0.827 respectively), while "Attractive Content" has the lowest but still acceptable score (0.738). The consistent number of items per variable (4-5) suggests a balanced design. These results indicate that the study instrument is well-constructed and should produce consistent results, allowing researcher to proceed with confidence in their investigation.

3.5. Demographic characteristics of the sample

Table 2 provides a detailed breakdown of the demographic characteristics of the study's sample. This includes the frequency and percentage distributions for gender, age, educational level, and monthly income. This information allows for an understanding of the sample's composition and can help in interpreting the study's findings.

Table 2: Demographic characteristics of the sample

Gende			Age		
	Freq.	%		Freq.	%
Male	149	55.81	Lessthan 22 years	91	34.08
Female	118	44.19	22 to less than 35 years	106	39.70
			From 35 to 45 years	47	17.60
			More than 45 years	23	8.62
Educational level			Monthly income		
	Freq.	%		Freq.	%
SecondarySchool or Lower	56	20.97	1500 DZD or less	93	34.83
Bachelor'sdegree	86	32.21	15,000 DZD and less than 30,000 DZD	76	28.47
Master'sdegree or Higher	97	36.33	Between 30,000 DZD and 50,000 DZD	64	23.97
Other Qualification	28	10.49	More than 50,000 DZD	34	12.73

Source: Authors, based on SPSS output analysis

Analyzing the results from Table 2, which presents the demographic characteristics of the sample, several key observations can be made regarding gender, age, educational level, and monthly income.

Firstly, the gender distribution shows a slight majority of males in the sample, with 149 individuals representing 55.81% of the total, compared to 118 females, who constitute 44.19%.

Regarding age, the largest group falls within the "less than 22 years" category, with 91 individuals making up 34.08% of the sample. The next largest group is aged "from 22 to less than 35 years," with 106 individuals representing 39.70%. The "from 35 to 45 years" and "more than 45 years" categories are smaller, with 47 and 23 individuals respectively, accounting for 17.60% and 8.62% of the sample.

In terms of educational level, the highest frequency is observed in the "Master's degree or Higher" category, with 97 individuals, representing 36.33% of the sample. This is followed by those with a "Bachelor's degree," at 86 individuals or 32.21%. The "Secondary School or Lower" category has 56 individuals, making up 20.97%, and the "Other Qualification" category has the smallest representation, with 28 individuals or 10.49%. This indicates a highly educated sample, with a majority having at least a Bachelor's degree.

Finally, regarding monthly income, the largest group earns "1500 DZD or less," with 93 individuals representing 34.83% of the sample. The next largest group earns "between 15,000 DZD and less than 30,000 DZD," with 76 individuals or 28.47%. The "between 30,000 DZD and 50,000 DZD" category has 64 individuals, making up 23.97%, and the smallest group earns "more than 50,000 DZD," with 34 individuals or 12.73%. This distribution suggests that a significant portion of the sample has relatively low monthly incomes, with a smaller proportion earning higher incomes.

3.6. Testing the study hypotheses

3.6.1. Testing the main hypothesis:

This study examines the hypothesis that content marketing significantly impacts customer retention ($\alpha \leq 0.05$). To test this, simple linear regression analysis was employed, with results presented in the following table:

Table (3): Linear regression analysis: Content marketing's impact on customer retention.

	R	R Square	Adjusted R Square	b	a	F		T	
						Value	Sig.	Value	Sig.
Content marketing	0.710	0.504	0.502	0.356	0.915	269.115	0.000	16.405	0.000

Source: Authors, based on SPSS output analysis

Table 3 reveals a significant positive correlation between content marketing and customer retention. The Pearson correlation coefficient (R) of 0.710 suggests a moderate positive relationship, which is statistically significant at the $\alpha = 0.05$ level. This indicates that content marketing has a notable impact on customer retention. Additionally, the coefficient of determination (R^2) value of 0.504 demonstrates that content marketing explains approximately 50.4% of the variance in customer retention, highlighting its substantial influence. The statistically significant p-value of 0.00, well below the predetermined $\alpha = 0.05$, further confirms the significant impact of content marketing on customer retention.

The coefficient for "content marketing" is 0.915, highlighting a strong positive relationship between the two variables. This finding implies that a one-unit increase in content marketing is associated with a 91.5% increase in customer retention, ceteris paribus. While content marketing explains 50.4% of the variance in customer retention, the remaining 49.6% can be attributed to factors not included in the model. These results underscore the importance of creating and delivering valuable content to foster customer loyalty and reduce churn rates, emphasizing the need for businesses to prioritize engaging content as a key strategy for building long-term customer relationships.

The calculated t-value, which assesses the significance of the simple linear regression model, was 16.405 with a statistical significance level of $p = 0.000$. The significance of this effect is further corroborated by the F-value of 269.115, also with a statistical significance level of $p = 0.000$. These t and F values confirm that the simple linear regression is both significant and statistically valid, lending credence to the statistical acceptability of the study model.

Based on these findings, the simple linear regression model representing the relationship between the two variables can be expressed as:

$$Y = 0.915X + 0.356$$

Where Y represents customer retention and X represents content marketing.

The results provide strong evidence to reject the null hypothesis in favor of the alternative hypothesis, indicating that content marketing has a statistically significant effect on customer retention at the $\alpha \leq 0.05$ level.

3.6.2. Testing the main hypothesis:

A. Testing the first sub-hypothesis:

The initial sub-hypothesis, proposing that content relevance significantly influences customer retention ($\alpha \leq 0.05$), was examined using simple linear regression. The subsequent table presents the results of this analysis.

Table (4): Linear regression analysis: Content Relevance's impact on customer retention

	R	R Square	Adjusted R Square	b	a	F		T	
						Value	Sig.	Value	Sig.
Content Relevance	0.544	0.296	0.293	1.684	0.526	111.425	0.000	10.556	0.000

Source: Authors, based on SPSS output analysis

Table 4 demonstrates a notable positive relationship between content relevance and customer retention. The Pearson correlation coefficient (R) of 0.544 indicates a moderate positive association, statistically significant at the $\alpha = 0.05$ level. This suggests that content relevance significantly influences customer retention. Furthermore, the coefficient of determination (R^2) of 0.296 shows that content relevance accounts for about 29.6% of the variability in customer retention, emphasizing its considerable effect. The p-value of 0.00, significantly lower than the predetermined $\alpha = 0.05$, further supports the substantial impact of content relevance on customer retention. These findings underscore the importance of relevant content in maintaining customer loyalty and engagement.

The coefficient for "content Relevance" is 0.526, highlighting a strong positive relationship between the two variables. This finding implies that a one-unit increase in content Relevance is associated with a 52.6% increase in customer retention, ceteris paribus. While content Relevance explains 29.6% of the variance in customer retention, the remaining 71.4% can be attributed to factors not included in the model. These results underscore the importance of creating and delivering valuable content to foster customer loyalty and reduce churn rates, emphasizing the need for businesses to prioritize engaging content as a key strategy for building long-term customer relationships.

The calculated t-value, which assesses the significance of the simple linear regression model, was 10.556 with a statistical significance level of $p = 0.000$. The significance of this effect is further corroborated by the F-value of 111.425, also with a statistical significance level of $p = 0.000$. These t and F values confirm that the simple linear regression is both significant and statistically valid, lending credence to the statistical acceptability of the study model.

Based on these findings, the simple linear regression model representing the relationship between the two variables can be expressed as:

$$Y = 0.526X_1 + 1.684$$

Where Y represents customer retention and X1 represents content Relevance.

The findings present compelling evidence to dismiss the null hypothesis and accept the alternative hypothesis, demonstrating that content relevance exerts a statistically significant influence on customer retention at the $\alpha \leq 0.05$ level. This conclusion is supported by the robust statistical analysis, which reveals a clear and meaningful relationship between the two variables.

B. Testing the second sub-hypothesis:

The second sub-hypothesis, which posits that content credibility significantly influences customer retention ($\alpha \leq 0.05$), was tested using simple linear regression. The results of this analysis are presented in the following table.

Table (5): Linear regression analysis: Content credibility's impact on customer retention

	R	R Square	Adjusted R Square	b	a	F		T	
						Value	Sig.	Value	Sig.
Content Credibility	0.675	0.455	0.453	1.311	0.670	221.263	0.000	14.857	0.000

Source: Authors, based on SPSS output analysis

Table 5 reveals a significant positive correlation between content credibility and customer retention. The Pearson correlation coefficient (R) of 0.675 suggests a moderate positive relationship, which is statistically significant at the $\alpha = 0.05$ level. This indicates that content credibility has a notable impact on customer retention. Additionally, the coefficient of determination (R^2) value of 0.455 demonstrates that content credibility explains approximately 45.5% of the variance in customer retention, highlighting its substantial influence. The statistically significant p-value of 0.00, well below the predetermined $\alpha = 0.05$, further confirms the significant impact of content credibility on customer retention.

The coefficient for "content credibility" is 0.670, highlighting a strong positive relationship between the two variables. This finding implies that a one-unit increase in content credibility is associated with a 67.0% increase in customer retention, holding all other variables constant. While content credibility explains 45.5% of the variance in customer retention, the remaining 54.5% can be attributed to other factors not included in the model. These results underscore the importance of creating and delivering credible content to foster customer loyalty and reduce churn rates.

The calculated t-value, which assesses the significance of the simple linear regression model, was 14,857 with a statistical significance level of $p = 0.000$. The significance of this effect is further corroborated by the F-

value of 221.26, also with a statistical significance level of $p = 0.000$. These t and F values confirm that the simple linear regression is both significant and statistically valid, lending credence to the statistical acceptability of the study model.

Given these results, the simple linear regression model illustrating the relationship between the two variables can be represented as follows:

$$Y = 0.67X_2 + 1.311$$

Where Y represents customer retention and X_2 represents content credibility.

The findings offer compelling support to dismiss the null hypothesis and accept the alternative hypothesis, suggesting that content trustworthiness significantly influences customer loyalty at the $\alpha \leq 0.05$ significance level.

C. Testing the third sub-hypothesis:

The third sub-hypothesis, which suggests that attractive content significantly influences customer retention ($\alpha \leq 0.05$), was examined using simple linear regression. The results of this analysis are displayed in the following table.

Table (6): Linear regression analysis: Attractive content's impact on customer retention.

	R	R Square	Adjusted R Square	b	a	F		T	
						Value	Sig.	Value	Sig.
Attractive Content	0.497	0.247	0.244	1.907	0.533	87.057	0.000	9.330	0.000

Source: Authors, based on SPSS output analysis

Table 6 reveals a significant positive correlation between attractive content and customer retention. The Pearson correlation coefficient (R) of 0.497 suggests a moderate positive relationship, which is statistically significant at the $\alpha = 0.05$ level. This indicates that attractive content has a notable impact on customer retention. Additionally, the coefficient of determination (R^2) value of 0.247 demonstrates that attractive content explains approximately 24.7% of the variance in customer retention, highlighting its substantial influence. The statistically significant p -value of 0.00, well below the predetermined $\alpha = 0.05$, further confirms the significant impact of attractive content on customer retention.

The coefficient for "attractive content" is 0.533, highlighting a strong positive relationship between the two variables. This finding implies that a one-unit increase in attractive content is associated with a 53.3% increase in customer retention, holding all other variables constant. While attractive content explains 24.7% of the variance in customer retention, the remaining 75.3% can be attributed to other factors not included in the model. The results highlight the importance of creating and delivering attractive content to foster customer

loyalty and reduce churn rates, emphasizing the need for businesses to prioritize engaging content as a key strategy for building long-term customer relationships.

The obtained t-value (9.330, $p = 0.000$), which evaluates the simple linear regression model's significance, and the F-value (87.057, $p = 0.000$) offer further evidence substantiating the effect's considerable importance. These t and F values confirm that the simple linear regression is both significant and statistically valid, lending credence to the statistical acceptability of the study model.

According to the analysis results, the basic linear regression equation that describes the correlation between both parameters is formulated as follows:

$$Y = 0.533X_3 + 1.907$$

Where Y represents customer retention and X_3 represents attractive content.

The outcomes firmly back dismissing the null hypothesis and embracing the alternative hypothesis, revealing that appealing content substantially affects customer retention at the $\alpha \leq 0.05$ significance threshold.

D. Testing the fourth sub-hypothesis:

The fourth sub-hypothesis, proposing that content value significantly influences customer retention ($\alpha \leq 0.05$), was analyzed using simple linear regression. The following table presents the results of this analysis.

Table (7): Linear regression analysis: Content value's impact on customer retention.

	R	R Square	Adjusted R Square	b	a	F		T	
						Value	Sig.	Value	Sig.
Content Value	0.561	0.314	0.312	1.872	0.524	121.488	0.000	11.022	0.000

Source: Authors, based on SPSS output analysis

Table 7 reveals a significant positive correlation between content value and customer retention. The Pearson correlation coefficient (R) of 0.561 suggests a moderate positive relationship, which is statistically significant at the $\alpha = 0.05$ level. This indicates that content value has a notable impact on customer retention. Additionally, the coefficient of determination (R^2) value of 0.314 demonstrates that content value explains approximately 31.4% of the variance in customer retention, highlighting its substantial influence. The statistically significant p-value of 0.00, well below the predetermined $\alpha = 0.05$, further confirms the significant impact of content value on customer retention.

The coefficient for "content value" is 0.524, highlighting a strong positive relationship between the two variables. This finding implies that a one-unit increase in content value is associated with a 52.4% increase in customer retention, ceteris paribus. While content value explains 31.4% of the variance in customer retention, the remaining 68.6% can be attributed to factors not included in the model. These results underscore the importance of creating and delivering valuable content to foster customer loyalty and reduce churn rates,

emphasizing the need for businesses to prioritize engaging content as a key strategy for building long-term customer relationships.

The calculated t-value, which assesses the significance of the simple linear regression model, was 11.022 with a statistical significance level of $p = 0.000$. The significance of this effect is further corroborated by the F-value of 121.488, also with a statistical significance level of $p = 0.000$. These t and F values confirm that the simple linear regression is both significant and statistically valid, lending credence to the statistical acceptability of the study model.

According to the analysis results, the basic linear regression equation that describes the correlation between both parameters is formulated as follows:

$$Y = 0.524X_4 + 1.872$$

Where Y represents customer retention and X_4 represents content value.

The findings offer compelling support to dismiss the null hypothesis and accept the alternative hypothesis, suggesting that content worth significantly influences customer loyalty at the $\alpha \leq 0.05$ significance level.

E. Testing the fifth sub-hypothesis:

The final sub-hypothesis, which posits that the emotional aspect of content significantly influences customer retention ($\alpha \leq 0.05$), was tested using simple linear regression. This analysis yielded the results displayed in the following table.

Table (8): Linear regression analysis: emotion of content impact on customer retention

	R	R Square	Adjusted R Square	b	a	F		T	
						Value	Sig.	Value	Sig.
Emotion of content	0.483	0.233	0.230	1.980	0.495	80.603	0.000	8.978	0.000

Source: Authors, based on SPSS output analysis

Table 8 shows a considerable positive association between content emotion and customer loyalty. The Pearson correlation coefficient (R) of 0.483 implies a moderate positive relationship, statistically significant at $\alpha = 0.05$. This suggests that content emotion notably influences customer retention. Moreover, the coefficient of determination (R^2) of 0.233 indicates that content emotion accounts for about 23.3% of the variation in customer loyalty, emphasizing its substantial impact. The statistically significant p-value of 0.00, well below $\alpha = 0.05$, further validates the significant effect of content emotion on customer retention.

The coefficient for "emotion of content" is 0.495, highlighting a strong positive relationship between the two variables. This finding implies that a one-unit increase in emotion of content is associated with a 49.5% increase in customer retention, ceteris paribus. While emotion of content explains 23.3% of the variance in

customer retention, the remaining 76.7% can be attributed to factors not included in the model. These results underscore the importance of creating and delivering valuable content to foster customer loyalty and reduce churn rates, emphasizing the need for businesses to prioritize engaging content as a key strategy for building long-term customer relationships.

The calculated t-value, which assesses the significance of the simple linear regression model, was 8.978 with a statistical significance level of $p = 0.000$. The significance of this effect is further corroborated by the F-value of 80.603, also with a statistical significance level of $p = 0.000$. These t and F values confirm that the simple linear regression is both significant and statistically valid, lending credence to the statistical acceptability of the study model.

The findings allow for the relationship between the two variables to be expressed as the following simple linear regression model:

$$Y = 0.495X_5 + 1.980$$

Where Y represents customer retention and X_5 represents emotion of content.

The findings significantly demonstrate, at a significance level of $\alpha \leq 0.05$, that the emotional impact of content has a statistically significant influence on customer retention, leading to the rejection of the null hypothesis in favor of the alternative hypothesis.

4. Conclusion

This study examined the impact of content marketing on customer retention, focusing on five key dimensions: content relevance, credibility, attractiveness, value, and emotional appeal. The findings provide valuable insights for businesses looking to leverage content marketing to enhance customer retention:

4.1. Key Findings:

- Content marketing was found to have a statistically significant positive impact on customer retention overall.
- All five dimensions of content marketing investigated (relevance, credibility, attractiveness, value, and emotion) demonstrated significant effects on customer retention.
- The study identified content relevance as the most significant factor driving customer retention, highlighting the crucial need to customize content to effectively resonate with the specific interests and requirements of the intended audience.
- Content credibility and perceived value were also identified as key drivers in cultivating customer loyalty and enhancing retention rates.
- The study found that visually attractive content captures the audience's attention and encourages continued engagement.

- Emotional appeal in content helped forge stronger connections between brands and customers, supporting long-term retention.

4.2. Recommendations:

Based on these findings, the following recommendations are proposed for businesses seeking to optimize their content marketing strategies for improved customer retention:

- Prioritize audience research and persona development to ensure content relevance.
- Invest in creating high-quality, credible content backed by reliable sources and expert insights.
- Focus on providing tangible value to customers through educational, problem-solving content.
- Utilize diverse content formats and visual elements to enhance attractiveness and engagement.
- Incorporate storytelling and emotional triggers to build deeper connections with the audience.
- Regularly assess content performance and gather customer feedback to continuously improve strategies.
- Develop a consistent, omnichannel content approach to reinforce messaging across touchpoints.
- Leverage data analytics to personalize content experiences and optimize for individual customer needs.

By implementing these recommendations, businesses can harness the full potential of content marketing to nurture customer relationships, drive loyalty, and ultimately improve retention rates in today's competitive marketplace.

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