



The role of the advertising message strategy in the buying decision process through the mediating role of content marketing and word of mouth marketing (Analytical study of the opinions of a sample of customers who use the social networking site (Facebook))

Abeer M. Mahdi AL-shammari ^a, Muntadher kadhim shamran ^b, ALI TUAMA HASSAN ALBDAIRI ^c

^a Karbala university , faculty of tourism science , administration of hotel organization , kerbala city , Iraq
abeer.m@uokerbala.edu.iq

^b Karbala university , faculty of tourism science , administration of hotel organization , kerbala city , Iraq
Muntathar.k@uokerbala.edu.iq

^c Karbala university , faculty of tourism science , administration of hotel organization , kerbala city , Iraq
ali.tomah@uokerbala.edu.iq

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Abstract

The current study aims to test the correlation and influence relationships between the design of the advertising message strategy and the consumer buying decision-making process through the mediating role of both content marketing and word of mouth marketing , the questionnaire was used as a tool to collect information about showing the nature of the relationships between the study variables that were distributed to a sample it consists of (39) people who are users of the Facebook program, the study found through statistical analysis of the sample answers and by using the statistical program SPSS the existence of correlation and influence relationships between the study variables that were conducted in the holy city of Karbala in the Republic of Iraq.

Keywords: Advertising Message Strategy, Buying Decision Process, Content Marketing, Word of Mouth Marketing, Facebook Users.

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1. Introduction

The study of consumer information processing has become the topic of significant development in telecommunications research. Given that creative complexity and artistic expression remain the basis of contemporary print advertising, an additional understanding of how consumers interact with advertisements can only enhance future advertising efforts(Lapidus, 1992) . As the market becomes more competitive with hundreds of If not the thousands of advertisers competing to attract the attention of customers, then marketers must develop a better understanding of the

consumer if they want to reach the desires of the target audience efficiently and effectively. To improve advertising effectiveness.

Most of the printed advertisements use text and images to communicate with customers, as most research began to study how to deal with those texts and images and what could be affected by the nature of their structure(Adaval & Wyer Jr, 2004) ; (Escalas, 1998) . When the advertisement composition is compatible with the processing model, this can achieve improvement in information processing, making the message more persuasive, and evaluating advertisements, branding, and purchasing intentions more

favorable than if the advertisement composition does not match the processing model. It is a matter of studying market researchers to find the most effective advertising strategy for target market segmentation. When considering the multiple and varied effects of the advertisement, the important and central issue is how to process the information contained in the advertisement, that is, how individuals understand and remember what the advertisement tells.

The consumer is constantly provided with information that is likely to be relevant to the choices, and that the consumer's reaction or how he interprets the information, how it is combined and integrated with other information will decisively influence the choice. Consequently, decisions related to the information provided to customers, the amount of what is provided, and how to present it requires knowledge of how to process, interpret and integrate that information to achieve the choice decision (Bettman, 1979). The way in which information is received, processed, and recalled by the human mind is necessary to know whether an advertisement is effective and is created to achieve the highest possible impact. Information-processing models generally can gain strength when they are applied to achieve predictions about the quality of information that has not been summoned. In an effort to understand consumer choice in advertising, the approach used is to focus on the information used by consumers and how this information is processed. A clear understanding of the stages of the treatments involved in responding to declarations will surely have scientific and theoretical significance (Harris, 1983).

2. Theoretical framework

2.1. Advertising Message Strategy

A basic principle that clarifies the main branded content (Puto & Wells, William D, 1984), as it works to coordinate the nature and personality of the brand's content with the limited needs of consumers and thus bridge the gap between what marketers want to say and what consumers need to hear (Laskey et al., 1989). The message strategy includes designing marketing communications that increase the possibility of achieving the desired effects on the target audience (Puto & Wells, William D, 1984) and given its value in advertising results, the message strategy contributes to preserving the interests of marketers (Ashley & Tuten, Tracy, 2015). The advertising literature has suggested many types of messages and in this study it will rely on complementary studies of (Laskey et al., 1989); (Puto & Wells, William D, 1984); (Taylor, Ronald E, 1999). In order to derive three main advertising strategies that support branding content in social, informational, transformative, and interactive media. The information message strategy provides

realistic information about products and services in a clear and sober model (Puto & Wells, William D, 1984). Informational messages enable customers to objectively evaluate benefits, functional features and uses of products and services (Laskey et al., 1989); (Puto & Wells, William D, 1984). This message strategy is a rational approach, informing customers about how products and services work to solve their problems or the ability to not meet needs (Puto & Wells, William D, 1984). The transformative message strategy focuses on the symbolic enjoyment features of products and services (Puto & Wells, William D, 1984) and experience links with the identity of the central brand with the desired set of physiological characteristics (Laskey et al., 1989); (Puto & Wells, William D, 1984). This strategy works to connect brands with sentiments, empirical meaning and artistic symbol (Laskey et al., 1989); (Taylor, Ronald E, 1999), the transformative message strategy works to achieve the impact based on emotional pleasure and symbolic branding in order to create a superior meaning and experience for the brand (Puto & Wells, William D, 1984). Understanding the way in which the human mind processes and stores information is considered a valuable matter for those in charge of advertising, in a way that achieves their planning for the message strategy and the implementation model in advertisements. If there is little or no understanding of customer information processing skills with the person working, it is likely to make it impossible to design information that contributes to the high level of effectiveness.

2.2. Content Marketing

In an evolving and dynamic world, organizations have realized the importance of digital marketing (Khan & Siddiqui, 2013); (Järvinen & Karjaluo, 2015). (Lopes & Machado, 2014) indicated that there is an increasing trend towards business development with support for digital platforms, and in order to improve internal and external communication systems, there is usually a continuous need to accomplish this business in an easy way for better and better communication to improve the overall marketing process (Kose & Sert, 2017). Many researchers (Gagnon, 2014); (Holliman & Rowley, 2014) have focused on the quality of information content as one of the important features that determine the attractiveness of communication products to the consumer that may affect consumer confidence, satisfaction and loyalty. This will provide strong motivation for content marketing, recent marketing trends, and development. Content marketing attracts potential customers and increases their engagement and empowerment by creating, publishing and sharing free, relevant, meaningful, valuable content and the ability to

inspire confidence in current and potential customers (Tödtling et al., 2009). One of the most recent concepts indicated that content marketing is the sharing of valuable information related to products and brands to attract others to participate in purchasing activities that create bonding relationships between customers and organizations (Ahmad et al., 2016). (Repovienė, 2017) indicated that the main goal of the application of content marketing is to create and spread valuable and stable content to the target audience in order to establish profitable business for customers. Building on this goal, the main task is to create relevant and useful content that meets the specific needs of customers (Vickers, 2017). In general, the concept of content marketing depends on the premise of when the organization provides valuable information to customers, they will expect a good response from customers. According to (Pulizzi, 2013), content marketing is a business and marketing process to create and distribute structured and valuable content in order to attract, acquire and share a clear and well-known concept with the target audience while achieving a profitable goal for customers. (Rowley, 2008) indicated that Content marketing is a management approach as the organization works to distinguish, analyze and satisfy customer needs by using digital content with electronic channels to increase profitability. (Maczuga et al., 2014) indicated that there are some important reasons behind marketers adopting content marketing, these reasons are: increasing awareness of the brand, increasing customer interest in products and services, converting the audience into potential customers, supporting the image of the organization, customer participation, customer retention, web activity, And the increasing change in direct sales.

2.3. Word of Mouth Marketing

Individuals are considered more attentive to negative information, and this information tends to be more likely in their evaluation of things than positive information (Ito et al., 1998) . Some researchers assert that a negative bias exists between word of mouth receptors, arguing that a negative word of mouth is more effective because of its lower incidence compared to a positive word of mouth (Herr et al., 1991) ; (Yang & Mai, 2010). Additional support for this interpretation depends on the conclusion that people in general pay more attention to negative information than to positive information, and that the threat of potential loss is perceived as more influential than the desire to realize potential gains (Kahneman & Tversky, 1984). The word of mouth, or consumer-to-consumer interaction, has been the center of discussion among researchers for a few decades.

Researchers have shown the increasing effect of word of mouth and labeling it by marketers to be a highly reliable form as marketing information (Huang et al., 2011). The basic belief is that word of mouth communication means word of mouth communication can drastically influence a consumer's buying decision and with the emergence of an E word of mouth, online consumer reviews can serve as the substrate for the overall word of mouth. A study by Godes and Mayzlin (Godes & Mayzlin, 2004) found a positive correlation between watching TV shows with word of mouth. The influence of word of mouth has been found on many elements such as customer choice (Arndt, 1967) ; (Richins, 1983) service switching (Wangenheim & Bayón, 2004) purchasing decision (O'Reilly & Marx, 2011) service / product perception (Sweeney et al., 2014) with ease of consumer brand selection, and at the same time it is more effective. One of the traditional marketing tools for personal sales and the many types of advertising (Katz & Paul, 1955) ; (Engel, 1969) in practice, that the customer focuses more on word of mouth than other methods of marketing.

It is also viewed as being designed with credibility, especially when it is created by individuals who are perceived to have no self-interest in selling the product (Silverman, 1997) E word of mouth includes comments and opinions online (Hennig-Thurau et al., 2003) ; (Pantano & Corvello, 2013), blogging (Thorson & Rodgers, 2006), product information, reviews. Emails, etc. (Bickart & Schindler, 2001) ; (Zhang et al., 2010) .

2.4. Buying Decision Process

It helps the marketer and seller to sell his good or services in the market. If the marketer succeeds in understanding consumer behavior according to the consumer's buying decision process towards goods or services, then he may succeed in selling his goods and services. The purchasing decision-making process includes five steps: problem identification, information search, alternatives evaluation, purchasing decision, and post-purchase behavior. It shows how the consumer began to think before purchasing the product, and that the buyer can use all five stages during the process of making a purchase decision for the product and one or more of these stages may be skipped, as it depends entirely on the consumer's mind (Kotler et al., 2017). (Pütter, 2017) referred to the consumer buying decision-making process in his research on consumer behavior, and his research showed how the decision-making process has evolved and has become an important topic in the marketing community. In the research, an important review is presented to study the process of purchasing decision-making in marketing and market situations. Consumer behavior is the

process of consumers' experience when they make the purchase, which includes factors that influence their decisions for many products and services. Purchasing decisions are the result of a detailed and long process that may include searching for broad information, comparing brands, and evaluation. The success of marketers in influencing purchasing behavior depends widely on the method through which they understand consumer behavior, marketers need to know the specific needs of consumers and try to satisfy them and repeat purchases within the purchasing characteristics. They need to know how the consumer collects information about different alternatives and uses this information to choose between competing brands (Belch & Belch, 2003). The Nicosia model (Nicosia & Mayer, 1976) has

been proposed which focuses on the purchasing decision of the new product. This model focuses on the relationship between the organization and its potential customers, as the organization communicates with the customers through its marketing messages (advertising) and the reaction from the customers to those messages gets through the purchasing response. The customer influences the organization through his decisions.

3. Materials and Methods

Figure (1) below shows the hypothesis diagram of the research, which refers to the total of the five hypotheses that explain the correlation and effect relationships between the research variables.

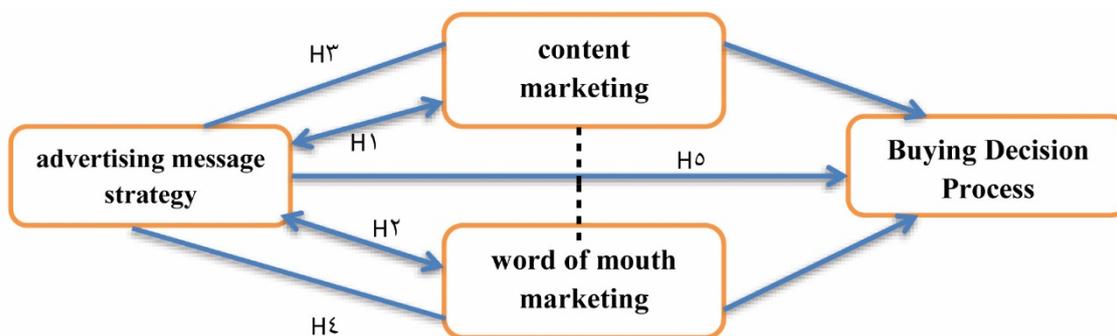


Fig 1: Hypothesis Diagram of the Research

- H1** - Is there a correlation between advertising message strategy and content marketing ?
- H2** - Is there a correlation between advertising message strategy and word of mouth marketing ?
- H3** - Is there an effect of advertising message strategy in the Buying Decision Process through content marketing?
- H4** - Is there an effect of advertising message strategy in the Buying Decision Process through word of mouth marketing ?
- H5** - Is there an effect of advertising message strategy in the Buying Decision Process through the mediating role of content marketing and word of mouth marketing ?

4. Results

The research tried by studying the nature of the relationships between the variables to identify the extent of the correlation and effect between the research variables, and the research targeted a sample consisting of (39) a person from Facebook users of social networking sites, as the questionnaire was distributed to the sample members in order to know the level of their opinions and ideas about the variables the research, and the answers were collected from the sample and analyzed statistically through the statistical program SPSS.

Table 1: Correlation between advertising message strategy and content marketing

		advertising_message_strategy	content_marketing
advertising_message_strategy	Pearson Correlation Sig. (2-tailed) N		
content_marketing	Pearson Correlation Sig. (2-tailed) N		

** . Correlation is significant at the 0.01 level (2-tailed).

It is evident through the statistical results contained in Table (1) above that there is positive direct correlation between advertising message strategy and content marketing (.437) by identifying the nature of the study sample responses, and this supports the acceptance of the first hypothesis of the study.

Table 2: Correlation between advertising message strategy and word of mouth marketing

		advertising_message_stra	word_of_mouth_m g
advertising_message_stra	Pearson Correlation Sig. (2-tailed) N		
word_of_mouth_marketing	Pearson Correlation Sig. (2-tailed) N		

** Correlation is significant at the 0.01 level (2-tailed).

It is evident through the statistical results contained in Table (2) above that there is positive direct correlation between advertising message strategy and word of mouth marketing (.543) by

identifying the nature of the study sample responses, and this supports the acceptance of the second hypothesis of the study.

Table 3: Effect of advertising message strategy in the Buying Decision Process through content marketing

Model	Sum of Squares	Mean Square	F	Sig.
1. Regression				
Residual				
Total				

a. Dependent Variable: buying_decision_process
b. Predictors: (Constant), content_marketing, advertising_message_strategy

Also, it is noticed through the data presented in Table (3) that there is a Effect of advertising message strategy in the Buying Decision Process through content marketing , the sig. was (.000) ,

and this confirms the acceptance of the third hypothesis of the study.

Table 4: Effect of advertising message strategy in the Buying Decision Process through word of mouth marketing

Model	Sum of Squares	Mean Square	F	Sig.
1. Regression	10,56	5,28	21	.000
Residual	8,16	.24		
Total	18,72			

a. Dependent Variable: buying_decision_process
b. Predictors: (Constant), word_of_mouth_marketing, advertising_message_strategy

it is noticed through the data presented in Table (4) that there is a Effect of advertising message strategy in the Buying Decision Process through word of mouth marketing , the sig. was (.000) , and

this confirms the acceptance of the fourth hypothesis of the study.

Table 5: Effect of advertising message strategy in the Buying Decision Process through the mediating role of content marketing and word of mouth marketing

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	11,296	3	3,765	1,204	.000 ^{a,b}
2. Residual	7,436	32	.232		
3. Total	18,732	35			

a. Dependent Variable: buying_decision_process
 b. Predictors: (Constant), content_marketing, word_of_mouth_marketing, advertising_message_strategy

Also, it is noticed through the data presented in Table (5) that there is a effect of advertising message strategy in the Buying Decision Process through the mediating role of content marketing and word of mouth marketing , the sig. was (.000) ,

and this confirms the acceptance of the fifth hypothesis of the study

Table 6: Descriptive Statistics

	N	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
buying_decision_process							
word_of_mouth_marketing							
content_marketing							
advertising_message_strategy							
Valid N (listwise)							

It is evident from the results in Table (6) that the mean values are of a high level, which indicates that the sample understands the large role of the study variables, in addition to that the low level of variance in the answers of the study sample about the concepts of the variables, which supports the

consistency of the expressions of the questionnaire.

As for Table (7), the Alpha Cronbach coefficient will show us, which measures the level of acceptability and consistency of the paragraphs of the questionnaire, the current study tool.

Table 7: Reliability Statistics

Cronbach's Alpha	N of Items

The results presented in Table (7) above indicate that the value of the Cronbach alpha coefficient is (.960) and it is considered a high and acceptable percentage in measuring the level of reliability and stability of the questionnaire .

5. Discussion

It is evident through the results of the statistical analysis that all five research hypotheses have been accepted, and this indicates the existence of correlation and influence relationships between the research variables, and this means the role of the advertising message strategy design in influencing the consumer buying decision process through the mediating role of content marketing and word of mouth marketing . As it is evident through the answers of the research sample and those who use

Facebook that the nature of the advertising message strategy can affect their buying behavior as well as the role of content marketing and word of mouth marketing in the buying behavior. Here comes the role of the organizations in the necessity to take into account the design of the advertising message in accordance with the tastes and trends of consumers and to bear all the factors affecting consumer behavior. It is also clear that content marketing and the quality of information it contains and providing mutual trust with customers in a way that supports their satisfaction and loyalty, in addition to the role of word of mouth marketing in creating interaction between consumers and considering them a reliable source of information that can support the work of marketers.

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