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Identifying Effective Factors in Customer Knowledge Acquisition in Digital Content Marketing: A Meta- Synthesis

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ABSTRACT

Digital content marketing is an example of new communication and online approaches that is expanding and penetrating among its users. This type of marketing is a process to create high-quality and valuable content to guide customers and introduce your brand and attract customers. The current research seeks to identify the knowledge components effective on the requirements and consequences of effective digital content marketing to facilitate knowledge acquisition. In the present study, using the systematic review and meta-synthesis approach, the results and findings of previous research were analyzed by performing the 7 steps of the Sandelowski and Barroso method, and the knowledge components that are effective on the requirements and consequences of effective digital content marketing. To measure reliability and quality control, the Kappa method was used, and its value identified for the indicators at the level of excellent agreement. The results of the data analysis obtained the Max Qda software led to the identification of 38 knowledge areas containing consequences in the form of seven components and two general dimensions and 21 knowledge areas containing the requirements of effective digital content marketing in the form of four components and two general dimensions. Finally, the customers' behavioral engagement with the brand was identified as the indicator with the highest frequency among the consequences and attention to the characteristics of the audience as the indicator with the highest frequency among the requirements of effective content marketing. It was concluded that the knowledge obtained from these interactions can help the field of digital content marketing.
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1. Introduction

In the knowledge economy, competitive advantage is obtained based on knowledge acquisition from available resources. Digital content can be used both as an attractor in marketing communications and as a product at the heart of marketing exchanges (Ahmad, Rehman & Hussain, 2021). Therefore, digital content has become one of the most critical elements of organizational work in the era of the fourth industrial revolution and the knowledge economy, so the strategic success of any organization and business is based on the formation and application of its defined strategies in the field of digital content and its accessibility for their customers (Khalayleh & Al-Hawary, 2022).

In addition, Wong et al. (2011) defined environmental uncertainty as the diversity and frequency of environmental factors and the intensity of instability of environmental components, and it is one of the basic characteristics of today's markets and one of the major challenges in the way of developing marketing activities. In such a situation, developing and formulating effective marketing strategies that are able to guide the company to obtain sustainable competitive advantages and reduce the company's operational risks in the face of market uncertainties, are among the key activities. Meanwhile, digital content marketing, as one of the newest strategies in the field of digital marketing based on its distinct advantages and characteristics, has become one of the most important channels for the development of companies' marketing actions.

In this environment, new and wider knowledge is required to manage brands effectively (Quinton, 2013), and special knowledge is needed as the requirements of consumer brand engagement on social media (Febrian & Ahluwalia, 2021)

Also, this strategy is trying to create long-term relationships with customers and strengthen the customer's engagement with the brand and create a desire in him to carry out actions such as oral advertising. These types of advertising and promotion actions of companies are becoming more important and valuable day by day. (Bu et al., 2020).

On the other hand, today, the use of content-based strategies created by users in cyberspace has become one of the most important marketing sources for organizations and companies; Digital content marketing or content marketing, in other words, content engineering, like other new concepts in the field of marketing, has various definitions. But all these definitions emphasize three points: a) the ultimate goal is to engage customers online, b) it emphasizes information development and dissemination, and c) the information created and published should be recognized as valuable and appropriate from the customer's point of view (Wang & McCarthy, 2020). The need for progress in identifying the knowledge required in the development of digital content marketing strategies and its role in value addition is important (Izogo, Eze & Mpinganjira, 2022). In spite of the fact that in recent years, various studies have been done on the nature and philosophy of content marketing, this phenomenon is still on the horizon and the realm of human knowledge in this area and it is still developing. The knowledge gap on content marketing, which needs to be surrounded by customer knowledge, is felt in this field. In other words, despite the general acceptance of the fact that customer engagement is an extremely valuable and important factor and phenomenon in modern marketing, there are still theoretical and practical weaknesses in the field of how the content affects the occurrence of engaging behaviors of other customers. (Abdolghani et al., 2019; Wang and McCarthy, 2020).

This means that investigating the problem of digital content marketing and the factors affecting it through determining the relevant and involved knowledge areas as one of the trends of modern marketing in today's world can be considered a research priority in order to develop the dimensions of this phenomenon. In this regard, the current research tries to organize the scattered knowledge in this area by extracting and categorizing a wide range of knowledge

areas based on the requirements and consequences of effective digital content marketing, and in this way it enables managers and officials to identify knowledge areas for the development of digital content marketing.

2. Literature Review

2-1. Knowledge acquisition

Knowledge acquisition theory states that knowledge acquisition is extracting, structuring, and organizing knowledge from a source (Rusli, R., & Nurdin, 2022). In other words, the goal of the knowledge acquisition process is to use current knowledge and produce new knowledge, which leads to the progress and competitive advantage of an organization (Barinua, V., & Akpan, 2022). In this case, knowledge acquisition is the opportunity to learn about new potential customers (Vătămănescu et al., 2022) and discover the content which can engage customers.

In determining marketing strategies, organizations need to face existing challenges due to digital changes and transformations in operations, services, products, and customers. Therefore, acquiring knowledge is a competitive and vital requirement in helping organizations survive and their long-term digital transformation (Yosep et al., 2021). Nguyen et al. (2015) showed that creating innovation in brand strategies, and attracting customers are influenced by acquiring knowledge from digital environments and social media. Also, practical strategies in digital content marketing will moderate the acquisition of knowledge, market orientation, and brand innovation (Salo, 2017).

2-2. Digital content marketing

Digital marketing is a comprehensive term that includes all channels and methods through which products and services can be promoted through electronic devices or the Internet. The main difference between digital marketing and traditional marketing is that digital marketing is implemented exclusively through digital channels, and this feature makes better and more control, tools, and information available to the marketer for analyzing marketing efficiency. In this context, digital content marketing, as a subset of digital marketing, has become one of the most important tools in the marketing strategies of companies, and companies provide desirable and attractive content for customers and create conditions for their engagement with content creation activities seek to attract audiences and ultimately create favorable buying and supporting behaviors in them. Today, an effective presence on digital platforms such as Instagram, Facebook, and Twitter has gained double importance and value for companies due to various reasons. However, the ultimate goal of this continuous presence can be expressed in advertising and promoting its brands and products for the society and public dissemination of information regarding the company's operations (Schreiner et al., 2019). In fact, digital content marketing refers to the production and sharing of appropriate and helpful content related to the brand for the organization's current and potential customers on digital platforms, and its purpose is to develop positive engagement and interaction of customers with the brand and to improve the trust and level of relationships. Also, digital content marketing can be defined as a new online marketing, focused on providing and producing high-quality content in order to achieve recognition of the needs and desires of the target customers and to improve their awareness in the field of products and services. (Pulizzi, 2012). In addition, digital content marketing, unlike simple advertising, instead of focusing only on increasing sales, seeks more long-term goals such as establishing high-quality communication with customers in order to strengthen the emotional connection between the brand and customers (Jefferson and Tanton, 2015). Simply, digital content marketing refers to the activities of creating attractive content for customers and creating an atmosphere to engage customers in content creation activities, and its ultimate goal is to create favorable online experiences for customers and to improve attitudes towards the brand and related products (Holliman & Rowley,

2014). Content marketing strategy focuses on changes and innovation in producing high-quality content. In fact, content marketing is a method to create suitable content for attracting, maintaining, and long-term interaction with the audience. This type of marketing is defined with the aim of understanding the interests of the audience and attracting customers and companies.

Many studies analyze the phenomenon of digital content marketing, but from the point of view of marketing, the characteristics of content search and consumption have been deeply discussed in only a few of them (Davidavičius & Limba, 2022).. Therefore, in order to implement knowledge management in the field of digital content marketing, we need an organized study to perform the first step, which includes identifying sources for acquiring knowledge.

This field requires a new knowledge-based marketing strategy and a new content paradigm (Pitkänen, 2021), which can be created by studying the requirements and consequences of customer behavior.

It is important to acquire knowledge in this field in order to meet the needs of the target audience (Pulizzi, 2012), strengthen the emotional connections between the customer and the brand (Ashley & Tuten, 2015), attract audiences using content (Lib, 2012), achieve understanding in the field of creating stable relationships with customers (Cronin, 2016), and influenct the understanding and recognition of customers to improvetheir trust (Hollebeek & Macky, 2019).

2-3. The effectiveness of digital content marketing

Today, effective presence on digital platforms such as Instagram, Facebook and Twitter has gained double importance and value for companies due to various reasons. However, the ultimate goal of this continuous presence can be expressed in advertising and promoting its brands and products for the society and public dissemination of information regarding the company's operations (Schreiner et al., 2019). The effectiveness of marketing measures, according to definitions, refers to the extent to which an organization or company achieves predetermined goals in the field of marketing. In fact, effectiveness is focused on achieving goals and expectations, and in the field of marketing measures, it refers to the degree of success of companies and businesses in achieving goals in accordance with activities and investments in the marketing sector (Halim & Wadie, 2021). Studies have introduced various pillars and foundations for digital content marketing, but researches such as Hollebeek and Macky (2019) after conducting a systematic review of these dimensions, identified three basic pillars of digital content marketing, including content, customer engagement and purpose. In the fields of B2C and B2B, content as a key part of digital content marketing contains valuable information through which marketers are able to help customers and as a result, the quality of relations between the customer and the company improves. According to many studies, the efforts to engage customers with the brand can have significant effects on their buying tendencies from the brand by improving the quality of the relationship between the brand and the customer (Halim & Wadie, 2021). In this context, studies such as Bu et al. (2020) have emphasized that the marketing managers of companies in various production and service fields should reject the idea that content marketing is just a simple tactic in order to publish and share content in different media and digital platforms. Rather, they should take action in this area by planning, formulating strategies, and allocating capital and human resources with a purposeful approach. Therefore, considering the importance and high value of content marketing measures, it is necessary for organizations and managers to develop their digital content marketing measures with the necessary knowledge and awareness in the field of what this phenomenon is and how to take more effective measures in this area.

2-4. Requirements and consequences of digital content marketing

What is becoming more and more important for companies today in complex business environments is the creation and development of stable relationships with customers and other key stakeholders of their

operating environment. The development of information and communication technologies has led to facilitation of establishing such relationships and has introduced relational marketing approaches into a new phase that has led to the creation of conditions for more engagement between customers and brands. The ultimate goal of these marketing approaches is to develop positive and favorable behaviors in customers towards the brand through online communication channels (Verma et al., 2016). But in today's complex business environment, maintaining positive behaviors in customers is a very difficult thing, which needs to be achieved. In this context, studies such as Taiminen & Ranaweera (2019) showed that creating favorable perceptions among customers regarding the usefulness of content marketing activities is one of the most important factors in the development of customer engagement with the brand and the emergence of behaviors in them such as brand trust. In fact, the production of attractive content, with the goals of informing and developing awareness and arising from the benevolence and honesty of the brand, can engage customers with the brand's activities and lead to the development of their trust in the brand. Especially since the development of customer engagement with the brand itself can strengthen the relationship between customers and brands in the long term (Hollebeek and Rowley, 2014). Researches such as Punyatoya (2018) showed that achieving trust in the online environment is very difficult and complex and that trust can be created in the form of various dimensions with various requirements and consequences among customers. In this context, studies have shown that strengthening the relationship through customer involvement has positive consequences for the organization, among which strengthening customer loyalty towards the brand and strengthening the special values of customers towards the company and its brands are two important consequences of marketing (Youssef et al., 2018). Therefore, content marketing has a special focus on providing the desired information in order to create such consequences.

Today, customers have changed their behavior in line with technology and the economy. They acquire a large amount of information every day, get to know different products, increase their awareness of the product before purchasing, are fully aware of its advertisements, and are not easily influenced by it. On the other hand, they prefer customized products and services and change their shopping methods. These have caused the marketing rules to change. Therefore, in order to cope with these changes and meet the needs of customers, manufacturing and service businesses are forced to modify and even change marketing methods and strategies to create brand and communication activities with customers with the latest marketing approaches. Content marketing is one of the latest marketing approaches that attract and retain customers by producing and distributing valuable and relevant content (Pulizzi, 2014).

Studies have shown that customer knowledge is one of the key success factors in determining content marketing strategies (Lu, Harncharnchai & Saeheaw, 2021; Boufim, & Barka, 2021; Räsänen, 2017). Creating customer knowledge is a turning point to increase the gap with competitors and optimize investment in attracting and retaining customers (BOUFIM, & BARKA, 2021). The goal of this approach is to change and improve customer behavior and turn them into loyal customers and buyers through the creation of valuable content. In other words, the key goal of content marketing is brand awareness and promotion, encouraging and converting potential customers into loyal and regular customers (Nasseri, 2015). Although the importance of using this strategy has been emphasized by many experts in the field of marketing, due to the newness of this approach, its dimensions and factors of knowledge acquisition in it have not been widely investigated yet.

3. Methodology

The current research seeks to identify knowledge components that are influential on the requirements and consequences of effective digital content marketing to facilitate the extraction of knowledge based on a meta-synthesis approach. In terms of the general approach, it is a qualitative study with the library research method, using meta-synthesis in the field of digital content marketing. Meta-study is one of the methods that has been introduced to review, combine and analyze previous researches in the past. Meta-study includes four main parts, which are: meta-synthesis (quantitative analysis of content), meta-methodology (methodological analysis of previous studies), meta-theoretical (analysis of the theories of previous studies), and meta-synthesis (qualitative analysis of the content of previous studies).

Meta-synthesis is one of the types of meta-study sub-categories, which uses a systematic review of sources to extract, evaluate, combine and, if necessary, summarize research that has already been carried out on a specific subject area. In fact, the information and findings extracted from other studies with a related and similar topic are examined and analyzed. As a result, the target sample for meta-synthesis is selected based on their relationship with the research question. Meta synthesis is not just an integrated review of the qualitative principles of the case or the analysis of secondary data and primary data from selected studies, but rather the analysis of the findings of these studies. In other words, meta synthesis is the combination of interpretations of the main data of selected studies. According to Sandelowski and Barroso (2007), the main stages of meta synthesis are as follows:
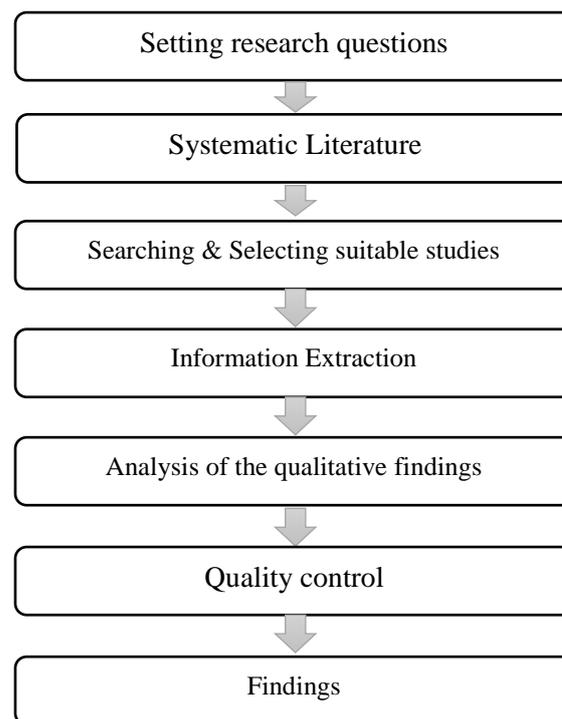

Figure 1. *The process of meta-synthesis*

4. Findings

4.1. The results of the meta-synthesis analysis

As mentioned, the meta-synthesis analysis includes seven steps. In this section, the results related to each step of this analysis are presented separately.

The first step: Setting the basic questions of the research

The first step in Sandolowski and Barroso's method is setting research questions. These questions are generally based on four parameters: what, who, when, and how.After the research questions are set based on the purpose of the research, the systematic review of the texts begins.

Table 1 shows the answers to these fundamental questions related to the meta-synthesis method:

Table 1. Basic research questions

Basic questions	Responses
Who	The research databases of interest are Scopus and Web of Science, and in these two databases, a special focus was placed on the following publishing databases:
When	Emerald insight- Springer Link- Science Direct- Taylor & Francis Online- SAGE journals- Wiley Online Library
How	In addition, in the field of Persian articles, the database of the Academic Jahad Scientific Information Center and the comprehensive portal of humanities were also taken into consideration
What	Considering the range of research conducted in the field of digital content marketing, the requirements and factors of its effectiveness and its consequences, and of course the existence of a variety of opinions on what it is due to the newness of this phenomenon, the period from 2010 to 2021 for Latin articles and the period from 1390 to 1400 was considered for Persian articles

4-2. A systematic review

To collect research data, secondary data called past documents are used. As mentioned earlier, the research databases of interest are Scopus and Web of Science.

Emerald - Springer - Science Direct- Taylor & Francis Online- SAGE journals- Wiley Online Library

In addition, in the field of Farsi articles, the database of the scientific information center of Jahad Datashgahi and the comprehensive portal of humanities were also taken into consideration. The desired keywords are also presented in the above table.

Table 2. Systematic removal steps

All Latin articles found	Deleted articles with unrelated titles (remaining articles)	Removed articles with irrelevant abstracts (remaining articles)	Deleted articles with irrelevant content (residual articles)	Excluded articles based on CASP criteria (remaining articles)
96	19 (77)	24 (53)	22 (31)	8 (23)
All Persian articles found	Deleted articles with unrelated titles (remaining articles)	Removed articles with irrelevant abstracts (remaining articles)	Deleted articles with irrelevant content (residual articles)	Excluded articles based on CASP criteria (remaining articles)
23	5 (18)	4 (14)	4 (10)	1 (9)

4-3. searching and selecting texts

Table 2 shows the steps taken to refine the extracted articles. Based on this table, in order to refine the articles extracted from the literature, four steps were taken, the last step was based on the opinions of 5 observers in this research. In order to measure the final quality of the articles based on the approach that will be introduced below, these experts presented their opinions for each screened final article, and the articles that scored lower than the quorum were removed from the process.

There are many ways to control the final quality. The Critical Appraisal Skills Program (CASP) method is a tool for evaluating the quality of primary studies of qualitative research. Using Critical Appraisal Skills Program (CASP) with 10 quality conditions, each article is evaluated in terms of quality. A score between 1 and 5 is assigned to each of the articles based on each of these conditions. Articles with a total score of 25 and above are confirmed in terms of quality and the rest of the articles are deleted (Rayat Pisheh et al., 2016). The conditions considered for the CASP method in this study are:

• Correlation of the goals of the examined article with the goals of the research

• Up-to-datedness research of the article under review

• The proposed design in the article under review

• Sampling method in the article under review

• Method and quality of data collection

• The level of reflection, the possibility of expanding the results and achievements of the article under review

• The extent and manner of observing common ethical points in the field of writing research texts in the article under review

• The level of accuracy in the analysis of the data in the article under review

• Clarity of expression in the submissions of the examined article

• The overall validity of the article under review.

4-4. Information extraction

This stage includes reviewing the remaining articles and extracting texts for coding in the next stage. This step is focused on separating the results and outputs and the interpretations of these outputs along with the discussion and final conclusions of the researchers. At this stage, 32 articles were entered into the MAXQDA software, and for the purpose of initial review, some parts of the study articles were randomly coded. In this way, the researcher became familiar with the generalities of the discussion and its prevailing atmosphere.

4-5. Analysis of texts as qualitative findings

This step was performed through a three-step coding of the thematic analysis method in order to extract open codes, main themes, organizing themes and pervasive themes in the field of effective digital content marketing factors and their consequences and in MAXQDA software. In this context, first, open codes based on 32 finalized articles were extracted from the text of the articles. At this stage, a total of 99 open codes with a frequency of 263 were extracted in the form of effective factors or effective content marketing requirements, the consequences of using digital content marketing tactics effectively, and definitions of digital content marketing. In the next step,

these codes were revised and modified. Therefore, unrelated items were removed and duplicated items were merged and united, and finally based on the opinions of 5 experts participating in the research, open codes were finalized and finally 82 open codes with a frequency of 234 were finalized. These 82 final open codes are the main themes in the theme analysis approach, and their classification can shape the organizing themes or components. This result shows that the analysis of the articles led to the achievement of 82 indicators or factors, whose classification and separation led to the creation of 3 broad themes in the form of digital content marketing and the requirements and consequences of digital content marketing. In the following, some of the most important coded documents and the resulting outputs are introduced. These articles had the highest amount of extracted open codes. The general steps of the theme analysis method are presented below:

- Primary (open) coding in order to extract the most important data, signs and patterns in the interview texts and determine the key clauses and basic explanations in the field of digital content retrieval, influencing factors and effective digital content marketing requirements and consequences arising from effective digital content marketing;

- Reviewing, adjusting and categorizing or clustering the extracted open codes in order to achieve the main themes (themes) of the research in the field of digital content retrieval, influencing factors and requirements of effective digital content marketing and the consequences of effective digital content marketing;

- Categorizing or clustering the main themes extracted in order to achieve the organizing themes of the research in the field of digital content retrieval, influencing factors and requirements of effective digital content marketing and the consequences of effective digital content marketing;

This step determines the general dimensions and finally the indicators and components related to each dimension.

- Shaping the theme network

Based on these steps, first the open codes were extracted from each article. In this

context, as mentioned earlier, some of the codes extracted from the articles with the highest code frequency are introduced:

Table 3. Example of coded documents (Hollebeek and Macky, 2019)

Document name	Code	Segment	Area	Coverage %
Hollebeek and Macky (2019)	Consequences\Consequences related to the company\Strengthening the brand position\Customer trust in the brand	digital content marketing (DCM) which aims to foster consumers' brand engagement and trust	89	0.10
Hollebeek and Macky (2019)	Consequences\Consequences related to the customer\Creating value for the customer\Providing added value to customers	DCM focuses on increasing (potential) customers' appreciation of the brand or firm by adding value to their lives, such as by educating them about the brand	159	0.17
Hollebeek and Macky (2019)	Definitions	DCM is "the art of communicating with [prospective] customers without selling products" either overtly or directly	116	0.12
Hollebeek and Macky (2019)	Consequences\Consequences related to the company\Financial consequences\Sales increase in the long term	it (unlike advertising) does so by developing consumer engagement, trust, and relation-ships, which are intended to cultivate sales indirectly and in the long run	166	0.18
Hollebeek and Macky (2019)	Consequences\Consequences related to the company\Strengthening brand position\Strengthening brand loyalty	DCM is therefore based on the social exchange theoretical premise that the firm's delivery of valuable, consistent content to (prospective) buyers will see these rewarding the firm in exchange with their future loyalty	221	0.24
Hollebeek and Macky (2019)	Consequences\Consequences related to the customer\Improving customer involvement with the brand\Behavioral involvement of the customer with the brand	Firm-based DCM advantages include more engaged audiences at a reduced marketing cost, which may consequently diminish the need for advertising or personal selling activity	175	0.19
Hollebeek and Macky (2019)	Consequences\consequences related to the company\consequences of marketing\better customer access to the required information	For consumers, DCM can improve access to that content most relevant to their personal needs,	94	0.10
Hollebeek and Macky (2019)	Consequences\consequences related to the company\consequences of marketing\facilitation of attracting new customers	DCM is based on the premise of a genuine, sincere desire to add value to the consumer's life in some relevant way (e.g. by educating them about a brand's use), thereby facilitating customer acquisition or retention	218	0.23
Hollebeek and Macky (2019)	Consequences\Consequences related to the company\Strengthening brand position\Strengthening customer brand awareness	DCM can be used to foster brand awareness, engagement, and trust, convert or nurture sales leads, offer (enhanced) customer service, or contribute to customer loyalty development	181	0.19
Hollebeek and Macky (2019)	Consequences\Customer-related consequences\Creating value for the customer\Improving the value perceived by the customer	DCM therefore reflects the firm's genuine attempt to optimize consumer-perceived value	90	0.10
Hollebeek and Macky (2019)	Requirements\characteristics of marketers\deep knowledge of the needs of the target audience	Important DCM success factors include in depth knowledge of the target audience's needs, shared consumer/firm values, interdependence, quality communication, and non-opportunistic behavior	193	0.21
Hollebeek and Macky	Consequences\Consequences related to the company\Financial consequences\Sales increase in the	while DCM is still focused on increasing long-term sales, it attempts to do so by first developing consumer engagement	130	0.14

Document name	Code	Segment	Area	Coverage %
(2019)	long term	and trust		
Hollebeek and Macky (2019)	Consequences\consequences related to the customer\improving customer engagement with the brand\customer emotional engagement	Interacting with DCM prompts a particular level of consumers' cognitive, emotional, and behavioral DCM engagement	117	0.13
Hollebeek and Macky (2019)	Consequences\Consequences related to the customer\Improving customer involvement with the brand\Behavioral involvement of the customer with the brand	Consumer engagement thus acts as DCM's first-tier, intra-interaction consequence	81	0.09
Hollebeek and Macky (2019)	Consequences\Consequences related to the customer\Improving the customer's attitude towards the brand\Improving the cognitive attitude	will subsequently drive the development of DCM's second-tier consequences of cognitive, emotional, and behavioral brand attitudes	132	0.14

Table 4. *Sample coded documents (Taiminen and Ranaweera, 2018)*

Document name	Code	Segment	Area	Coverage %
Taiminen and Ranaweera (2018)	Requirements\characteristics of the content\timeliness of the content	conceptualizing DCM as "creating, distributing and sharing relevant, compelling and timely customers at the engage content to appropriate point in their buying consideration processes, such that it encourages them to convert to a business building outcome	258	0.31
Taiminen and Ranaweera (2018)	Consequences\Consequences related to the customer\Improving customer involvement with the brand\Behavioral involvement of the customer with the brand	a relationship marketing activity relating to "the creation and dissemination of relevant, valuable brand-related content to current or prospective customers on digital platforms to develop their favorable brand engagement, trust, and relationship	251	0.30
Taiminen and Ranaweera (2018)	Consequences\Consequences related to the customer\Improving customer involvement with the brand\Behavioral involvement of the customer with the brand	in which DCM content could influence consumer engagement with the brand, and eventually value-laden, trusted brand relationships.	132	0.16
Taiminen and Ranaweera (2018)	Requirements\Features of Content Marketing Tactics\Helpfulness	to address consumer brand engagement in DCM, we focus on helpful brand actions as perceived by consumers during their DCM interactions	136	0.16
Taiminen and Ranaweera (2018)	Requirements\Features of Content Marketing Tactics\Helpfulness	helpfulness is noted as an important element of DCM	51	0.06
Taiminen and Ranaweera (2018)	Requirements\Features of Content Marketing Tactics\Participation in Sustaining Successful Relational Exchanges	To be suitable as a relationship marketing tactic, DCM must also contribute to "establishing, developing, and maintaining successful relational exchanges"	156	0.19
Taiminen and Ranaweera (2018)	Requirements\Features of Content\Creating valuable content for the audience	DCM is aimed at providing relevant, consumer benefitting content on one hand	77	0.09

Taiminen and Ranaweera (2018)	Requirements\characteristics of the content\functionality of the content	examining the topics should increase the perceived helpfulness of DCM content by contributing to the functionality of the content	131	0.16
Taiminen and Ranaweera (2018)	Consequences\consequences related to the customer\improving customer engagement with the brand\customer emotional engagement	Behavioral engagement in DCM is argued to arise from cognitive and/or emotional engagement, the latter stimulating behavioral engagement's subsequent development	163	0.20
Taiminen and Ranaweera (2018)	Consequences\Consequences related to the customer\Improving customer involvement with the brand\Behavioral involvement of the customer with the brand	because of the relevance of frequent (behavioral) engagement of consumers with DCM	84	0.10
Taiminen and Ranaweera (2018)	Consequences\consequences related to the customer\improving customer engagement with the brand\customer emotional engagement	cognitively and emotionally engaging brand interactions through DCM will be a strong motivational trigger for frequent behavioral brand engagement	177	0.21
Taiminen and Ranaweera (2018)	Requirements\Features of Content Marketing Tactics\Helpfulness	helpful brand action in DCM is a major driver of consumers' brand engagement	77	0.09
Taiminen and Ranaweera (2018)	Requirements\characteristics of the content\functionality of the content	focus of DCM should not only be on content benefit and usage, but also on ensuring that the content is delivered in a helpful manner which engages consumers to brands.	169	0.20
Taiminen and Ranaweera (2018)	Consequences\Consequences related to the company\Strengthening the brand position\Customer trust in the brand	argument that brand trust develops as a consequence of consumers' sense-making through multiple brand-related DCM interactions	128	0.15

Table 5. Examples of coded documents (Bu et al., 2020)

Document name	Code	Segment	Area	Coverage %
Bu et al. (2020)	Consequences/consequences related to the company/consequences of marketing/increasing awareness of the product or service	which defines DCM as a new on-line marketing strategy for emphasizing high quality content to meet target audiences' demand and increase consumers' awareness of products or services	187	0.23
Bu et al. (2020)	Consequences\Consequences related to the company\Strengthening the brand's position\Strengthening the brand-customer emotional connection	to strengthen the brand's emotional connection with customers	64	0.08
Bu et al. (2020)	Consequences\customer-related consequences\improving customer engagement with the brand\creating long-term customer relationships	This strategy seeks to build long-term relationships with consumers and maintain their customer following via word-of-mouth	125	0.15

Bu et al. (2020)	Consequences/consequences related to the company/consequences of marketing/knowing the desires of the target audience	which defines DCM as a new on-line marketing strategy for emphasizing high quality content to meet target audiences' demand and increase consumers' aware-ness of products or services	187	0.23
Bu et al. (2020)	Consequences\consequences related to the customer\social influence on the customer\social influence of information	Social Impact Theory to verify that normative and Informational Social Impact have a mediating role in the relationship between DCM and e-WOM	145	0.17
Bu et al. (2020)	Consequences\consequences related to the client\social influence on the client\normative social influence	Social Impact Theory to verify that normative and Informational Social Impact have a mediating role in the relationship between DCM and e-WOM	145	0.17
Bu et al. (2020)	Requirements\characteristics of the content\attractiveness of the content for the target audience	However, regardless of the DCM conducted, content should appeal to the target audience and provide value to increase interaction with the brand	147	0.18
Bu et al. (2020)	Requirements\Characteristics of the content\Creating value of the content for the target audience	However, regardless of the DCM conducted, content should appeal to the target audience and provide value to increase interaction with the brand	147	0.18
Bu et al. (2020)	Consequences\consequences related to the company\marketing consequences\encouragement to consume	That is, DCM aims to promote consumption by disseminating ongoing, audiences valuable content to target	104	0.13
Bu et al. (2020)	Consequences/consequences related to the company/consequences of marketing/promotion of the brand	marketers have used DCM and story-telling methods in brand promotion because consumers are more willing to search for products when marketers share valuable content with them	179	0.22
Bu et al. (2020)	Requirements\Characteristics of the content\Creating value of the content for the target audience	marketers have used DCM and story-telling methods in brand promotion because consumers are more willing to search for products when marketers share valuable content with them	179	0.22
Bu et al. (2020)	Consequences\customer-related consequences\improving customer engagement with the brand\creating long-term customer relationships	Some scholars contend that the motivation for DCM is mainly to cultivate long-term relationships between consumers and brands, strengthen brand loyalty, and improve brand awareness	189	0.23
Bu et al. (2020)	Consequences\Consequences related to the company\Strengthening brand position\Strengthening brand loyalty	Some scholars contend that the motivation for DCM is mainly to cultivate long-term relationships between consumers and brands, strengthen brand loyalty, and improve brand awareness	189	0.23
Bu et al. (2020)	Definitions\pulizzi (2012) (2)	DCM is required to create and distribute valuable content in digital marketing to attract, capture, and engage target audiences for the purposes of motivating target customers	184	0.22
Bu et al. (2020)	Requirements\Features of Content\Creating valuable content for the audience	DCM is required to create and distribute valuable content in digital marketing to attract, capture, and engage target audiences for the purposes of	184	0.22

		motivating target customers		
Bu et al. (2020)	Requirements\Features of Content\Distribution of valuable content to the audience	DCM is required to create and distribute valuable content in digital marketing to attract, capture, and engage target audiences for the purposes of motivating target customers	184	0.22
Bu et al. (2020)	Consequences\Company related consequences\Marketing consequences\Better customer understanding of products and services	Notably, DCM can help consumers gain a better understanding of products or service	84	0.10
Bu et al. (2020)	Consequences\Corporate-related consequences\Marketing consequences\Word-of-mouth behavior reinforcement	DCM can directly result in strong e-WOM effects, which will also lead to a certain degree of NSI, thus leading to e-WOM	121	0.15
Bu et al. (2020)	Requirements\Features of the content\Attention to the characteristics of the audience	Given in the practice of DCM, content is a key factor, marketers should pay characteristics of careful attention to the the audience and the quality of the information content	188	0.23
Bu et al. (2020)	Requirements\characteristics of content\quality of informational content	Given in the practice of DCM, content is a key factor, marketers should pay careful attention to the characteristics of the audience and the quality of the information content	188	0.23

In the above three tables, the final open codes or the main themes or the final indicators extracted from the three articles with the highest frequency of extracted open codes are given. In the same way, other articles were also coded and open codes were extracted and finalized so that, as stated, 82 main themes resulting from the review and modification of the initial open codes were obtained with a frequency of 234. In addition, the review of articles led to the extraction of 23 different definitions in the field of digital content marketing from among international valid studies. First, in table 6, the extracted main themes in the number of 59 main themes (requirements and consequences) with a frequency of 211 codes are introduced, and then based on the steps related to thematic analysis, their categories are presented in tables 7 and 8.

Table 6. Final main themes (indicators) extracted from studies in the field of requirements and consequences

The main theme	Frequency	No. of documents
Strengthen brand health	6	3
Improve brand equity	4	3
Strengthening relationships based on customer trust with the brand	3	3
Customer trust in the brand	6	2
Strengthen customer brand awareness	2	2
Strengthen brand loyalty	5	4
Strengthening the brand-customer emotional connection	3	1
Better customer understanding of products and services	4	2
Increase awareness of the product or service	3	1

Better customer access to the required information	2	1
Reducing the need for personal selling activities	5	3
Reduce the need for advertising	2	2
Increasing customer appreciation for the brand	3	1
Improving the effectiveness of branding measures	3	2
Facilitate the acquisition of new customers	2	2
Brand promotion	4	4
Encourage consumption	3	1
Understanding the needs of the target audience	2	2
Strengthen word of mouth advertising behavior	3	1
Facilitate retention of existing customers	3	3
Increased willingness to buy	2	1
Increase sales in the long run	4	2
Reduce marketing costs	2	2
Strengthening the return on investment index	5	4
Increase in sales volume	3	3
Normative social influence	3	2
Informational social influence	3	1
Improve customer perceived value	4	3
Providing added value to customers	2	2
Creating value for the customer	4	4
Customer satisfaction	2	1
Improving behavioral attitude	1	1
Improve emotional attitude	4	3
Improving cognitive attitude	5	5
Building long-term relationships with customers	4	3
Customer emotional involvement	3	2
Customer cognitive engagement	3	2
Customer behavioral engagement with the brand	13	3
Familiarity of marketers with DCM techniques	2	2
Practical knowledge of marketers	1	1
Deep knowledge of target audience needs	5	3
Shared values between the company and the customer	4	4
Quality communication between company and customer	6	4
Non-opportunistic behaviors of the company	4	3
Contribute to maintaining successful relational exchanges	3	3

Contribute to the development of successful relational exchanges	4	1
Contributing to creating successful relational exchanges	3	3
being helpful	6	3
Time desirability of content	3	3
Quality of information content	2	2
Paying attention to the characteristics of the audience	10	6
Distribute valuable content to the audience	5	1
Creating valuable content for the audience	5	5
Value creation of content for the target audience	3	2
Attractive content for the target audience	1	1
Providing consistent content	3	3
Creating up-to-date content	4	3
Creating accurate content	3	1
Creating functionality	2	2

In the following, based on the theme analysis method, the categories of the identified themes or the indicators are made based on the similarity of the content and the closeness of the structure, and the organizing themes are obtained.

In addition, if possible, the third category, i.e. achieving comprehensive themes or the same dimensions, was also carried out. It should be noted that these categories were made with experts' comments and corrections. In the following, the classification related to the requirements or the influencing factors and then the classification related to the consequences are presented:

Table 7. *Classification of elements related to requirements*

Overarching themes	Organizer themes	Main themes
Relational marketing requirements	Characteristics of marketers	Familiarity of marketers with DCM techniques
		Practical knowledge of marketers
		Deep knowledge of target audience needs
	Communication prerequisites	Shared values between the company and the customer
		Quality communication between company and customer
		Non-opportunistic behaviors of the company
Content requirements Overarching themes Relational marketing requirements	Basic features of digital content marketing	Contribute to maintaining successful relational exchanges
		Contribute to the development of successful relational exchanges
		Contributing to creating successful

Overarching themes		
Relational marketing requirements		relational exchanges
		being helpful
	Features of the content	Time desirability of content
	Organizer themes	Quality of information content
	Characteristics of marketers	Paying attention to the characteristics of the audience
	Communication prerequisites	Distribute valuable content to the audience
	Basic features of digital content marketing	Creating valuable content for the audience
		Value creation of content for the target audience
		Attractive content for the target audience
		Providing consistent content
		Create up-to-date content
		Create accurate content
		Content functionality

Table 8. *Classification of elements related to consequences*

Overarching themes	Organizer themes	Main themes
Consequences related to the company	Strengthen the brand position	Strengthen brand health
		Improve brand equity
		Strengthening relationships based on customer trust with the brand
		Customer trust in the brand
		Strengthen customer brand awareness
		Strengthen brand loyalty
		Strengthening the brand-customer emotional connection
	Marketing implications	Better customer understanding of products and services
		Increase awareness of the product or service
		Better customer access to the required information
		Reducing the need for personal selling activities
		Reduce the need for advertising
		Increasing customer appreciation for the brand
		Improving the effectiveness of

		branding measures
		Facilitate the acquisition of new customers
		Brand promotion
		Encourage consumption
		Understanding the needs of the target audience
		Strengthen word of mouth advertising behavior
	Financial consequences	Facilitate retention of existing customers
		Increased willingness to buy
		Increase sales in the long run
		Reduce marketing costs
		Strengthening the return on investment index
		Increase in sales volume
Customer related implications Overarching themes Consequences related to the company	Social influence on the customer	Normative social influence
		Informational social influence
	Value creation for the customer	Improve customer perceived value
		Providing added value to customers
		Creating value for the customer
	Improving the customer's attitude towards the brand	Customer satisfaction
		Improving behavioral attitude
		Improve emotional attitude
		Improving cognitive attitude
	Improve customer engagement with the brand Organizer themes Strengthen the brand position	Building long-term relationships with customers
		Customer emotional involvement
		Customer cognitive engagement
		Customer behavioral engagement with the brand

After the formation of the themes in order to understand the identified cases, the network of themes related to requirements and consequences is drawn: drawing the network of themes forms the last part of the theme analysis.
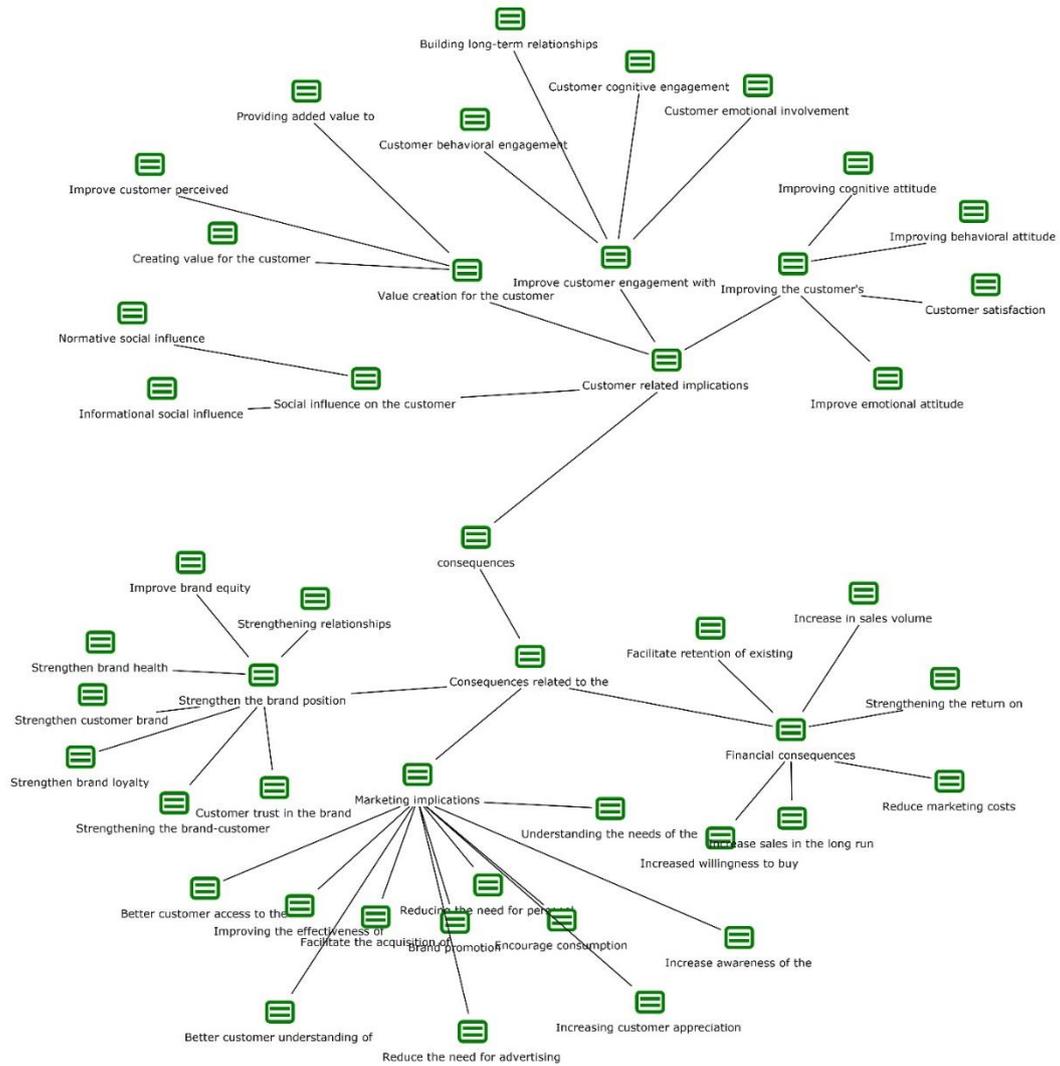
Figure 2. Consequences model
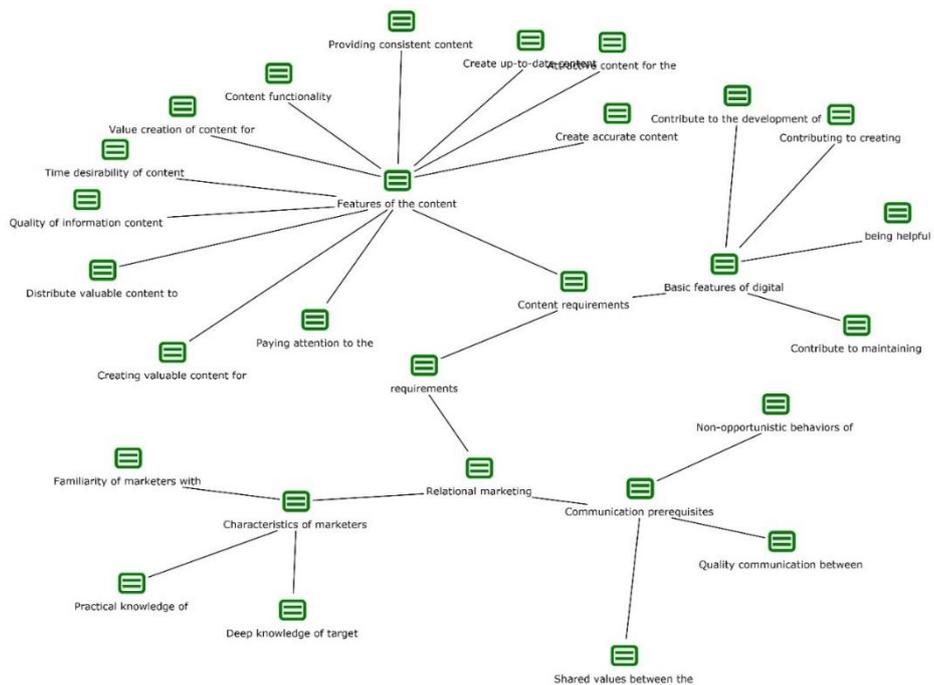
Figure 3. Model of requirements

4-6. Quality control of consequences

In this research, the researcher opinions were compared with those of other experts to control the extracted concepts. For this purpose, a 59-items questionnaire consisting of identified indicators was designed. Then the obtained data were analyzed through the SPSS 19 software and Kappa index. The results are shown below, the value of Kappa index is 0.631, which is at the level of valid agreement. Table 9. Shows the Kappa index.

Table 9. *Kappa index*

Agreement status	The numerical value of the Kappa index
weak	Less than 0
unimportant	0-2.0
Medium	21.4-0.0
Appropriate	0.6-0.41
Valid	0.8-0.61
Excellent	81.1-0

Table 10. *Case Processing Summary*

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pa * papb	59	100.0%	0	.0%	59	100.0%

Table 11. Symmetric Measures

	Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Measure of Agreement Kappa	-.080	.058	-.364	.631
N of Valid Cases	59			

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.

4-7. Final summary

Finally, 59 main themes (in the field of requirements and consequences) resulting from the analysis and modification of the initial open codes were obtained with a frequency of 211 numbers. From this number of main topics, 21 main topics are related to knowledge areas in the field of requirements of effective digital content marketing (requirements) and the remaining 38 main topics are also related to knowledge areas in the field of requirements with the same influencing factors and consequences related to effective digital content marketing. In this context, based on the classifications made, these 59 themes were categorized in the form of 11 components and 4 general dimensions, and these categories were divided into 2 dimensions according to the fields of knowledge in order to gain knowledge about the state of requirements and consequences. There are 7 components and 38 indicators for consequences and 2 dimensions, 4 components and 21 indicators for requirements. Finally, the knowledge obtained from the customer's behavioral engagement with the brand was identified as the indicator with the highest frequency among the results and attention to the characteristics of the audience as the indicator with the highest frequency among the dimensions of knowledge related to the requirements of effective content marketing.

5. Discussion

Customer behavioral engagement with the brand

Customers' behavioral engagement with the brand is one of the important consequences of content marketing identified in this study. Terho et al. (2022), Weerasinghe (2019), Nimkar (2020), and Erwita & Handayani (2022) have also pointed out the importance of existing knowledge and knowledge gaps to determine digital content marketing strategies and customer engagement. What is becoming more and more important for brands in complex business environments today is the creation and development of stable relationships with their customers.

On the other hand, the ultimate goal of all marketing approaches is to develop positive and favorable behaviors in customers towards the brand through online communication channels. In this context, studies such as Taiminen & Ranaweera (2019) showed that creating favorable perceptions among customers regarding the effectiveness of content marketing measures is one of the most important factors in the development of customers' behavioral involvement with the brand and the emergence of behaviors in them such as brand trust. In fact, the production of attractive content, with the goals of informing and developing awareness and arising from the benevolence and honesty of the brand, can engage customers with the brand's activities and lead to the development of their trust in the brand. Especially since the development of customer engagement with the brand can be a factor in strengthening the relationship between customers and brands in the long term. The customer's behavioral engagement with the brand can lead to sharing knowledge and using it to solve existing problems or improve business marketing trends. In order to achieve this level of customer engagement, highly functional content is considered a prerequisite. In addition, for the customers' behavioral engagement, the content should include topics that will make consumers use that information regularly. Customers are always looking for information beyond the products and services themselves, for example, information to follow industry trends and market developments, develop skills, prepare for possible future situations, information to solve the existing problems, and gather ideas. From the branding point of view, presenting relevant topics and innovative ideas in the content are signs of knowledge sharing via the brand and is deemed a

potential facilitator in relations with customers. (Taiminen et al., 2020).

Therefore, brand investment in knowledge transfer as well as interpretation, review and explanation of information is one of its important tasks in content marketing in order to engage more customers.

– *Attention to the characteristics of the customers*

What has always been important in marketing and has been discussed a lot is communicating with the audience, (i.e., the consumers and the customers). This policy is being implemented and continued in modern marketing, too. In fact, the main goal of content marketing is to create and maintain a long-term relationship with customers and consumers through the creation of attractive content. In other words, companies seek to attract audiences by providing desirable and attractive content for customers and creating conditions for their involvement with content production activities and ultimately creating supportive and favorable purchase behaviors in customers. This type of marketing is defined with the aim of understanding the interests and characteristics of the audience and attracting customers and companies. On the other hand, content is the central component of content marketing, and through it, businesses and companies communicate with their customers and audiences, regardless of its format (including text, image, video, and audio). Suitable content cannot only attract the attention of customers, but is also considered as a competitive tool for the businesses. Choosing the right topic according to the characteristics of the audience for content production is very important, because all efforts in the content marketing process are made to provide the desired and specific content to the audience, with the aim of attracting the audience and maintaining their loyalty (Gurjar et al., 2019). Presenting

unfavorable content regardless of the target audience and their behavioral and communication characteristics leads to the ineffectiveness of the content marketing process. Customers have undeniably become a part of the process of creating valuable content through interactions with the company. This has led to overcoming the usual methods of communication for advertising, due to the process of technology and the Internet. For this reason, a company's content management system must have a customer-oriented perspective, with constant adaptation to the needs, interests and preferences and characteristics of the audience and reflect the necessary content (Rankati & Gordini, 2015). Content marketing is a long-term strategy and usually does not yield much results in the short term. Therefore, how to create a long-term strategy, to choose the appropriate and specific content for the audience according to their needs, how to get feedback from the published content, and to create the desired content according to the opinions of customers are among the challenges that marketers face when using content marketing. Therefore, paying attention to the general and specific characteristics of different categories and clusters of target customers is a key factor in increasing the effectiveness of content marketing.

Based on the results of this research, increasing and improving the effectiveness of digital content marketing measures and strategies depends on various requirements. Studies have shown that an important requirement in the field is characteristics of marketers. Based on the results, the level of familiarity of marketers with digital content marketing techniques and methods, along with practical knowledge in the field of digital marketing, as well as in-depth knowledge of the needs of different business contacts, can increase the effectiveness of

brands' actions in the field of digital content marketing. Because basically, without scientific and up-to-date knowledge and awareness in the field of digital content marketing as well as the needs of customers, content marketing actions will be practically aimless and probably accompanied by copying of other brands The results also showed that communication prerequisites is another important category of prerequisites; According to the results, the higher the shared values between the company and the customer, the higher the quality of the communication between the company and the customer, and the less the non-opportunistic behavior of the company towards the customers, the higher the effectiveness of content marketing programs can be expected from digital companies.

But the presented content itself is one of the most key factors in the effectiveness of digital content marketing and in a way complements the requirements such as the quality of communication between the brand and the customer and the performance quality of the company's marketers. In this context, the results showed that the basic characteristics of digital content marketing, especially from the perspective of users and audiences, are among the key factors in this field, and along with that, the characteristics of the content provided, such as the timeliness of the content provided, the quality informational content and especially paying attention to the features and characteristics of the target audience of digital content marketing can increase the value of the content presented to customers and lead to a higher effectiveness of digital content marketing. In addition, the higher the practicality of the presented content the more it will be in accordance with the market trends.

On the other hand, the effectiveness of digital content marketing measures and

strategies can have positive consequences for brands. The results of the present study showed that these consequences can be classified into two categories: consequences related to the company and consequences related to customers. In other words, the effectiveness of digital content marketing measures can be considered as having positive effects both in the field of the company's own functions and in the field of communication and interactions with customers. The advantages and desirable consequences of developing the effectiveness of digital content marketing for brands and companies can include strengthening the brand position, creating marketing consequences such as reducing the need for advertising and facilitating attraction of new customers, and financial consequences for brands. The consequences of this effectiveness in relation to customers includes increasing influence among customers, creating value for customers, improving customers' attitudes towards the brand, and increasing customer engagement with the brand at different levels and with different degrees. The most considerable behavior is the engagement of customers with the brand. Therefore, the aim of branding by increasing the effectiveness of digital content marketing measures and methods is to provide a wide range of desirable financial and communication outcomes for companies. This means that brands and companies should have a special focus on the requirements identified in the art of achieving an effective framework of digital content marketing measures in order to achieve the desired results.

In this regard, the study suggests continuous training of marketers based on the current knowledge of digital marketing and using marketing teams with academic and specialized education in the field of digital content marketing. In addition, brands should try to provide a good quality of communication with customers through the management of communication with customers. They should also try to collect information from customers in the field of their products and services and the performance quality of the company and competitors in the market and analyze and use them as a basis for digital content marketing decisions.

In this way, the company will be able to provide up-to-date content according to the needs of customers. Based on what was discussed in this research, future researches are suggested to focus on one of the production and service sectors and areas and seek to extract the specific requirements and consequences of digital content marketing.

Due to the newness of the field of digital content marketing in industrial marketing and among industrial customers, it is suggested to evaluate the information regarding the requirements and consequences of digital content marketing among industrial customers.

6. Conclusion

This research aimed to identify knowledge sources to acquire customer knowledge in effective digital content marketing through the identification of dimensions and areas of knowledge regarding requirements and consequences with meta-synthesis technique. More specifically, the study sought to extract knowledge sources that can influence effective digital content marketing and the consequences that the application of this strategy can provide for businesses. Therefore, the main elements of this model were extracted from the existing literature in the form of open codes and were presented during the 3 stages of coding, including: 1. identification of indicators, 2. Identification of components, and 3. Identification of

dimensions. In the presented model the two dimensions for the consequences of digital content marketing were identified as: 1. consequences related to the company (strengthening the brand position, marketing consequences and financial consequences), and 2. consequences related to the customer (social influence in the customer, value creation in the customer, improvement of customer attitude towards the brand and improvement of customer engagement with the brand). Likewise, the dimensions identified for the requirements of digital content marketing were: 1. Relational marketing requirements (characteristics of marketers and communication prerequisites) and 2. Content requirements (basic characteristics of digital content marketing and content characteristics). Based on the results of this research, customers' behavioral engagement with the brand was identified as an indicator with the highest frequency among the consequences and attention to the characteristics of the audience was identified as an indicator with the highest frequency among the requirements of effective content marketing.

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The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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