

UDC 339.138:004.738.5:621.39

JEL Classification: M31, M37, L96, D12

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## DIGITAL CONTENT MARKETING DIMENSIONS AND CUSTOMER SATISFACTION: EVIDENCE FROM ALGERIA TELECOM

Digital content marketing remains underexplored in emerging-market telecommunications, particularly regarding how discrete content dimensions differentially shape customer satisfaction. This study examines five dimensions — relevance, credibility, perceived value, attractiveness, and emotional resonance — among 179 Algeria Telecom customers using multiple regression analysis. Results show *the five dimensions collectively explain 54.9% of satisfaction variance ( $R^2 = .549$ ), with emotional resonance as the strongest predictor ( $R^2 = .425$ ), followed by credibility and attractiveness. Findings confirm the multidimensional nature of content marketing effectiveness and provide evidence-based guidance for telecommunications providers in emerging markets.*

Keywords: digital content marketing; customer satisfaction; telecommunications; content dimensions; consumer evaluation

**DOI: 10.15276/mdt.10.2.2026.5**

**Statement of the problem in general form and its connection with important scientific or practical tasks.** The rapid expansion of digital technologies has fundamentally transformed organizational communication with customers, redirecting marketing practices toward interactive, content-driven strategies (Holliman & Rowley, 2014), [2]. Within digitally mediated service environments, brand communication increasingly functions as a relational interface through which customers evaluate, interpret, and experience service value. In service-intensive sectors such as telecommunications—characterized by heightened competitive intensity and rapidly evolving customer expectations – digital content has emerged as a strategic mechanism for sustaining customer engagement and enhancing satisfaction.

Content marketing extends beyond conventional promotional communication (Hollebeek & Macky, 2019; Holliman & Rowley, 2014) by emphasising the systematic creation and dissemination of relevant, valuable, and consistent content designed to attract and retain clearly defined audiences (Holliman & Rowley, 2014; Pulizzi, 2013; Vinerean, 2017). Several scholars have contributed to defining this concept: Pulizzi (2013) describes it as a process characterised by credibility, organisation, and continuous updating; Vinerean (2017) emphasises its strategic orientation toward attracting and retaining clearly defined audiences; while Holliman and Rowley (2014) demonstrate its practical application in business-to-business contexts.

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Traditional promotional approaches are proving increasingly insufficient in capturing customer attention and building loyalty in today's competitive environment (Gagnon, 2014). Through digitally mediated interactions, such content stimulates cognitive processing, emotional activation, and behavioral participation, thereby reinforcing relational bonds between customers and brands (Brodie et al., 2011; Hollebeek & Macky, 2019). However, the effectiveness of content marketing depends not merely on its presence but, more critically, on the specific characteristics embedded within the content itself – including its relevance, informativeness, credibility, and emotional resonance (Pazeraite & Repoviene, 2016).

**Analysis of recent research and publications that initiated the solution to this problem and on which the author relies.** Customer engagement theory provides a foundational explanatory lens for understanding the relational mechanisms activated by digital content. Engagement is conceptualized as a multidimensional construct encompassing cognitive, emotional, and behavioral dimensions that emerge from interactive brand-related experiences (Brodie et al., 2011; Hollebeek & Macky, 2019). Within this theoretical perspective, content does not merely transmit information but serves as a stimulus that activates psychological processing and relational investment. Empirical research confirms that cognitive and emotional engagement significantly enhance customer satisfaction in digitally interactive service contexts (Marino & Lo Presti, 2018), suggesting that the nature and quality of content-driven interactions play a determinative role in shaping evaluative outcomes.

The evaluative foundation of satisfaction is most prominently grounded in the expectation–disconfirmation paradigm (Oliver, 1980). According to this framework, satisfaction arises from the comparison between prior expectations and perceived performance, with positive disconfirmation generating favorable attitudinal responses. Extending this perspective, Anderson and Sullivan (1993) demonstrate that satisfaction functions as a strategic relational asset influencing repurchase intentions and long-term customer retention. Further substantiating this link, Kumar and Shah (2004) establish that customer satisfaction constitutes a critical antecedent to building and sustaining profitable customer loyalty, arguing that loyalty programs and satisfaction management must be strategically integrated to maximize long-term customer value. Complementing this perspective, Mittal and Kamakura (2001) demonstrate that the relationship between satisfaction and repurchase behavior is not uniform but is significantly moderated by customer characteristics, indicating that satisfaction translates into behavioral outcomes through heterogeneous pathways that vary across customer segments. These findings underscore that satisfaction, as shaped by repeated digital content encounters, carries downstream consequences extending well beyond immediate evaluative judgments – encompassing retention, loyalty, and interpersonal advocacy. Meta-analytic evidence corroborates this position, confirming that satisfaction exerts a strong positive influence on word-of-mouth behavior (De Matos & Rossi, 2008), thereby reinforcing its central role within relational exchange processes. In sum, these contributions establish that satisfaction is not a static evaluative judgment but rather a dynamic relational outcome shaped by the cumulative quality of customer–brand interactions – including those mediated through digital content.

**Highlighting the previously unresolved parts of the general problem to which the article is devoted.** Despite the growing body of literature on digital content marketing, a fundamental structural limitation persists in the existing scholarship. The majority of prior research evaluates content effectiveness at a generalized, aggregate level, focusing predominantly on engagement intensity or loyalty outcomes without systematically distinguishing among discrete content characteristics and their individual contributions to relational outcomes. Consequently, theoretical precision remains constrained, and managerial guidance regarding which specific content attributes most strongly influence customer

satisfaction is notably limited.

This limitation is particularly consequential within the telecommunications sector, where digital content constitutes a primary interface structuring ongoing customer–brand relationships. Unlike sectors in which customer interactions are episodic or transaction-based, telecommunications services are characterized by continuous, subscription-driven relationships wherein the quality of digital content encounters cumulatively shapes customer evaluations over time. Yet, empirical evidence examining how distinct content dimensions – such as relevance, credibility, perceived value, attractiveness, and emotional resonance – operate both individually and collectively to shape customer satisfaction in emerging market telecommunications contexts remains comparatively underdeveloped.

Furthermore, the vast majority of existing studies have been conducted within Western and developed-market contexts, leaving significant gaps in understanding how content marketing dynamics function within emerging economies characterized by distinct digital consumption patterns, competitive structures, and customer expectations. The Algerian telecommunications market, despite its rapid digital transformation and intensifying competitive landscape, has received scant scholarly attention in this regard. This geographical and contextual gap further limits the generalizability of existing findings and underscores the necessity for context-specific empirical investigation.

In summary, three interrelated gaps emerge from the foregoing analysis: (1) the absence of attribute-level decomposition of content marketing effects on customer satisfaction; (2) the insufficient empirical attention to the telecommunications sector as a distinct service context; and (3) the near-complete lack of research addressing these dynamics within the Algerian market. The present study is designed to address these converging gaps.

**Formulation of the purpose of the article (statement of the problem).** The purpose of this study is to empirically examine the differentiated impact of digital content marketing dimensions – specifically, relevance, credibility, perceived value, attractiveness, and emotional resonance – on customer satisfaction within the telecommunications sector in Algeria.

To operationalize this objective, the study addresses the following central research question:

To what extent do the dimensions of digital content marketing influence customer satisfaction at Algeria Telecom?

Guided by this inquiry, five individual hypotheses (H1–H5) are formulated, each positing that a specific content marketing dimension exerts a statistically significant positive effect on customer satisfaction. Additionally, the principal hypothesis proposes that the collective contribution of all five dimensions simultaneously exerts a statistically significant positive effect on customer satisfaction.

Employing survey data collected from 179 customers and analyzed through quantitative statistical techniques, the study pursues four interrelated objectives:

1. To determine whether each content marketing dimension individually exerts a statistically significant effect on customer satisfaction;
2. To identify the most influential predictors among the five dimensions;
3. To assess the collective explanatory power of all five dimensions in accounting for variance in customer satisfaction; and
4. To derive actionable recommendations for enhancing customer satisfaction through evidence-based digital content strategies.

The study offers contributions at three levels. Theoretically, it advances the understanding of content marketing as a multidimensional construct with empirically measurable and differentiated effects on customer satisfaction, thereby enhancing the precision of existing conceptual frameworks. Practically, it provides telecommunications companies with

evidence-based insights into which content attributes warrant strategic prioritization in digital communication efforts. Contextually, it addresses a significant geographical gap by generating empirical evidence from the underexplored Algerian telecommunications market, thereby contributing to the diversification of the scholarly knowledge base beyond Western-centric contexts.

**Statement of the main material of the research with full justification of the scientific results obtained.** This study adopts a quantitative explanatory research design to examine the impact of digital content marketing dimensions on customer satisfaction within the telecommunications sector. A cross-sectional survey was conducted to collect primary data from customers of Algeria Telecom. The explanatory approach was deliberately selected to enable the testing of predefined hypotheses and the assessment of both the magnitude and direction of relationships between the independent content marketing dimensions and the dependent satisfaction construct. This design is consistent with the positivist epistemological orientation underpinning the study, wherein observable, measurable phenomena are examined through structured data collection and statistical inference.

**Sampling and Data Collection.** A simple random sampling procedure was implemented through a systematic intercept method at selected Algeria Telecom service branches. Every  $n$ th customer entering the designated service points during predefined data collection periods was invited to participate in the survey. This procedure ensured that each customer present within the sampling window had an equal probability of inclusion, thereby minimizing selection bias and maintaining procedural randomness. To further enhance the representativeness of the sample and mitigate potential temporal clustering effects, data collection was conducted across multiple branches and at varying time intervals. A total of 179 valid responses were obtained and retained for subsequent statistical analysis. This sample size exceeds the minimum thresholds recommended for multiple regression analysis, considering the number of independent variables included in the model, thereby ensuring adequate statistical power for hypothesis testing.

**Measurement Instrument.** The survey instrument was structured to measure five independent variables representing the core dimensions of digital content marketing: relevance, credibility, perceived value, attractiveness, and emotional resonance. Customer satisfaction was operationalized as the dependent variable. All constructs were measured using multi-item scales adapted from established academic literature and subsequently contextualized to the telecommunications service environment to ensure ecological validity. Responses were recorded on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Prior to the main data collection, the instrument was subjected to reliability and validity assessments to confirm the psychometric adequacy of the measurement scales.

**Analytical Approach.** To evaluate the proposed hypotheses, multiple regression analysis was employed as the primary analytical technique. This method was selected for its capacity to simultaneously assess the direct effect of each content marketing dimension on customer satisfaction, as well as the collective explanatory power of the five dimensions when entered concurrently into the regression model. The following statistical indicators were utilized to determine the significance and robustness of the results: standardized regression coefficients ( $\beta$ ) to assess the relative contribution of each predictor; significance levels ( $p$ -values) to evaluate the probability of obtaining the observed results under the null hypothesis; and the coefficient of determination ( $R^2$ ) to quantify the proportion of variance in customer satisfaction accounted for by the model. Statistical significance was evaluated at the conventional  $\alpha = 0.05$  threshold. Additionally, multicollinearity diagnostics were examined to ensure the independence of predictor variables and the stability of regression estimates.

Prior to hypothesis testing, the internal consistency of the measurement instrument was assessed to ensure the reliability of the collected data. As reported in Table 1, Cronbach's alpha coefficients exceeded the widely accepted minimum threshold of 0.70 (Nunnally, 1978) for all constructs, with values ranging from 0.915 to 0.940. The overall reliability coefficient for the complete questionnaire reached 0.927, indicating excellent internal consistency across all measurement scales. These results confirm that the items within each construct exhibit strong inter-item homogeneity, thereby affirming the psychometric adequacy of the instrument and its suitability for subsequent multivariate analysis.

Specifically, the Algeria Telecom Interactions section, comprising 10 items, yielded a Cronbach's alpha of 0.928, reflecting a high degree of internal coherence among items capturing customer interaction patterns. The Content Marketing Dimensions section, encompassing 20 items distributed across the five sub-dimensions (relevance, credibility, perceived value, attractiveness, and emotional resonance), demonstrated the highest reliability coefficient ( $\alpha = 0.940$ ), indicating robust measurement consistency across the core independent variables of the study. The Customer Satisfaction section, operationalized through 4 items, attained an alpha value of 0.915, confirming reliable measurement of the dependent construct despite the relatively smaller number of items — a finding that further attests to the precision of the selected scale items.

Table 1 – Cronbach's Alpha Reliability Coefficients for Questionnaire Sections

Questionnaire Section	Number of Items	Cronbach's Alpha
Algeria Telecom Interactions	10	0.928
Content Marketing Dimensions	20	0.940
Customer Satisfaction	4	0.915
Entire Questionnaire	34	0.927

Source: Prepared by the researchers based on statistical analysis results.

The demographic composition of the sample is presented in Table 2. With respect to gender distribution, the respondents consisted of 55.3% males ( $n = 99$ ) and 44.7% females ( $n = 80$ ), reflecting a relatively balanced representation with a slight male predominance. Regarding age distribution, the largest category comprised respondents aged 50 years and above (38.5%,  $n = 69$ ), followed by the 18–35 age group (33.5%,  $n = 60$ ) and the 36–49 segment (28.0%,  $n = 50$ ). This age profile suggests that the sample captures evaluative perspectives across multiple generational cohorts, thereby enhancing the diversity of experiential viewpoints represented in the data.

A particularly noteworthy finding pertains to the duration of customer interaction with Algeria Telecom. The majority of participants (59.8%,  $n = 107$ ) reported more than six years of sustained interaction with the company, while an additional 25.7% ( $n = 46$ ) indicated interaction periods ranging from four to six years. Collectively, these two categories account for 85.5% of the total sample, indicating that the overwhelming majority of respondents possess substantial experiential familiarity with the company's services, digital communication practices, and content dissemination strategies. Conversely, only 14.5% of respondents ( $n = 26$ ) reported interaction durations of three years or less, suggesting that the sample is predominantly composed of experienced, long-tenure customers.

Table 2 – Demographic Characteristics of the Study Sample

Variable	Category	Frequency	Percentage (%)
Gender	Male	99	55.3
	Female	80	44.7
Total		179	100
Age Group	18-35 years	60	33.5
	36-49 years	50	28.0
	50 years and above	69	38.5
Total		179	100
Duration of Interaction (Years)	Less than 1	14	7.8
	1-3	12	6.7
	4-6	46	25.7
	More than 6	107	59.8
Total		179	100

Source: Prepared by the researchers based on statistical analysis results.

This tenure distribution carries important methodological implications. Respondents with prolonged service relationships are better positioned to provide informed and nuanced evaluations of content marketing dimensions, as their judgments are grounded in sustained, cumulative service exposure rather than isolated or episodic interactions. Consequently, the demographic profile of the sample strengthens both the credibility of the self-reported measures and the interpretive depth of the empirical findings derived from subsequent hypothesis testing.

**Content Format Preferences and Characteristic Appeal.** An analysis of content format preferences among respondents reveals that video-based content represents the dominant preferred medium (51.4%), followed by email communication (27.4%) and e-books (20.1%), while podcasts exhibit minimal preference (1.1%). This pronounced preference for video content is consistent with broader digital consumption trends, wherein visual and dynamic formats tend to generate higher cognitive engagement and information retention compared to static or text-based alternatives.

With respect to content characteristics, humor and entertainment elements were identified as the most appealing features (43.0%), followed by the inclusion of scientific personalities (26.8%). In contrast, celebrities and social media influencers demonstrated comparatively limited appeal (7.3%). Regarding perceived source credibility, scientists and intellectual figures were rated as the most trustworthy content sources (50.3%), followed by sports personalities (20.1%) and influencers (18.4%).

These distributional patterns yield two important observations. First, content effectiveness within this context appears to be closely associated with perceived expertise and informational value rather than celebrity endorsement or influencer-driven promotion. Second, the prominence of expert-driven credibility reinforces the importance of informational authority and authenticity as foundational attributes shaping customer evaluations within telecommunications service environments. These findings carry direct implications for the subsequent regression analysis, as they suggest that dimensions such as credibility and perceived value may occupy a particularly salient role in influencing customer satisfaction.

**Descriptive Statistics of Content Marketing Dimensions.** The descriptive statistics for the five content marketing dimensions and customer satisfaction are presented in Table 3. All dimensions demonstrate moderate levels of agreement, with mean values ranging from 3.25 (relevance) to 3.48 (attractiveness).

Table 3 – Descriptive Statistics of Content Marketing Dimensions

Dimension	Mean	Std. Deviation	Agreement Level
Credibility	3.43	0.930	Moderate
Relevance	3.25	0.937	Moderate
Value	3.34	0.919	Moderate
Attractiveness	3.48	0.925	Moderate
Emotional	3.46	0.941	Moderate

Source: Prepared by the researchers based on statistical analysis results.

Attractiveness ( $M = 3.48$ ,  $SD = 0.925$ ) and emotional resonance ( $M = 3.46$ ,  $SD = 0.941$ ) obtained the highest average evaluations, followed by credibility ( $M = 3.43$ ,  $SD = 0.930$ ) and perceived value ( $M = 3.34$ ,  $SD = 0.919$ ), whereas relevance recorded the lowest mean score ( $M = 3.25$ ,  $SD = 0.937$ ).

This hierarchical pattern warrants careful interpretation. The relatively stronger evaluations of attractiveness and emotional resonance suggest that Algeria Telecom's digital content is perceived as visually engaging and emotionally stimulating. However, the comparatively lower rating assigned to relevance indicates that while the content succeeds in capturing attention and eliciting affective responses, opportunities may exist to strengthen its contextual alignment with customer-specific needs, expectations, and informational requirements. This finding suggests a potential disconnect between the aesthetic and emotional appeal of the content and its perceived pertinence to customers' practical service-related concerns.

**Customer Satisfaction Indicators.** Customer satisfaction indicators similarly fall within a moderate evaluative range, though notable variation is observed across individual items. Respondents reported relatively higher levels of comfort in dealing with Algeria Telecom ( $M = 3.51$ ), reflecting adequate functional satisfaction with the basic service relationship. However, measures capturing deeper relational attachment – such as pride in being associated with the company ( $M = 3.26$ ), willingness to recommend the company to others ( $M = 3.23$ ), and willingness to defend the company in the face of criticism ( $M = 3.16$ ) – recorded comparatively lower scores.

This pattern reveals an important distinction between transactional and relational dimensions of satisfaction. While the functional service relationship appears to be maintained at an acceptable level, stronger effective and advocacy-based relational outcomes have not yet been fully consolidated. The declining gradient from comfort to defense suggests that Algeria Telecom's current content and service strategies succeed in maintaining baseline satisfaction but may not yet generate the level of emotional commitment and brand identification necessary to cultivate active customer advocacy. This observation underscores the potential importance of content marketing dimensions – particularly emotional resonance and credibility – in bridging the gap between functional satisfaction and deeper relational engagement.

**Simple Linear Regression Analyses.** To examine the independent effect of each content marketing dimension on customer satisfaction, simple linear regression analyses were first conducted for each predictor variable separately.

The results, summarized in Table 4, reveal statistically significant positive relationships across all five content marketing dimensions, thereby providing preliminary empirical support for the hypothesized directional effects.

Table 4 – Summary of Regression Analysis Results

Hypothesis	Independent Variable	r	R <sup>2</sup>	df	F-value	Sig.	Result
H5	Emotional Resonance	0.652	0.425	1, 177	21.644	p < .001	Supported
H2	Credibility	0.584	0.341	1, 177	15.107	p < .001	Supported
H4	Attractiveness	0.582	0.339	1, 177	14.966	p < .001	Supported
H3	Perceived Value	0.532	0.283	1, 177	11.601	p < .001	Supported
H1	Relevance	0.422	0.178	1, 177	6.363	p < .001	Supported
H0	All Five Dimensions	0.741	0.549	5, 173	5.770	p < .001	Supported

\*Note: Dimensions are ranked in descending order of individual explanatory power (R<sup>2</sup>).

Source: Prepared by the researchers based on statistical analysis results.

Emotional resonance emerged as the strongest individual predictor of customer satisfaction ( $r = .652$ ,  $R^2 = .425$ ,  $F(1,177) = 21.644$ ,  $p < .001$ ), independently explaining 42.5% of the variance in the dependent variable. This finding indicates that customers' affective responses to digital content constitute the most potent single determinant of their evaluative satisfaction judgments. Credibility followed as the second strongest predictor ( $R^2 = .341$ ,  $F(1,177) = 15.107$ ,  $p < .001$ ), closely aligned with attractiveness ( $R^2 = .339$ ,  $F(1,177) = 14.966$ ,  $p < .001$ ), suggesting that both the perceived trustworthiness of content sources and the aesthetic appeal of content presentation exert nearly equivalent individual effects on satisfaction. Perceived value demonstrated a moderate yet significant explanatory contribution ( $R^2 = .283$ ,  $F(1,177) = 11.601$ ,  $p < .001$ ), while relevance, although statistically significant, recorded the lowest individual explanatory power among the five dimensions ( $R^2 = .178$ ,  $F(1,177) = 6.363$ ,  $p < .001$ ).

The relative ordering of these effects – emotional resonance > credibility  $\approx$  attractiveness > perceived value > relevance – yields important theoretical and practical insights. The dominance of emotional resonance corroborates the growing body of scholarship emphasizing the centrality of affective processing in customer evaluation formation [2] [3]. Conversely, the comparatively modest contribution of relevance is noteworthy, as it suggests that content perceived as contextually appropriate does not, in isolation, generate satisfaction to the same degree as content that evokes emotional engagement or conveys informational credibility. This finding resonates with the descriptive results reported earlier, wherein relevance received the lowest mean evaluation among the five dimensions, thereby indicating internal consistency across analytical levels.

Collectively, these individual regression results provide robust empirical support for hypotheses H1 through H5, confirming that each content marketing dimension exerts a positive and statistically significant influence on customer satisfaction within the telecommunications context under investigation.

**Multiple Regression Analysis.** Subsequently, a multiple regression model was estimated to assess the collective, simultaneous contribution of all five content marketing dimensions to the prediction of customer satisfaction. The model was statistically significant ( $r = .741$ ,  $R^2 = .549$ ,  $F(5,173) = 5.770$ ,  $p < .001$ ), indicating that the integrated effect of relevance, credibility,

perceived value, attractiveness, and emotional resonance collectively accounts for 54.9% of the variance in customer satisfaction.

The magnitude of this explanatory power warrants contextual interpretation. In behavioral and service research contexts – where customer satisfaction is shaped by complex, multifactorial interactions among cognitive, affective, situational, and experiential determinants – an  $R^2$  value exceeding 50% represents a substantial model contribution. This indicates that the five content marketing dimensions, despite constituting only one category of potential antecedents, capture more than half of the variability in customer satisfaction evaluations. The remaining 45.1% of unexplained variance may be attributable to factors beyond the scope of the present model, including service quality perceptions, pricing considerations, network reliability, prior complaint experiences, and individual dispositional characteristics.

These results substantiate the principal hypothesis (H0), demonstrating that digital content marketing dimensions, when considered collectively, exert a strong and statistically meaningful effect on customer satisfaction within the Algerian telecommunications context. The transition from individual to collective analysis further reveals an important additive dynamic: while each dimension contributes independently, their combined predictive capacity ( $R^2 = .549$ ) substantially exceeds that of any single dimension, confirming that content marketing effectiveness is best understood as a multidimensional phenomenon requiring simultaneous strategic attention across all five attribute categories.

**Convergence of Descriptive and Inferential Findings.** The convergence between descriptive patterns and regression outcomes enhances the interpretive coherence of the findings and provides methodological triangulation within the quantitative framework. The relatively higher descriptive evaluations of emotional resonance ( $M = 3.46$ ) and attractiveness ( $M = 3.48$ ) are consistent with the stronger explanatory power observed for these dimensions in the regression analysis ( $R^2 = .425$  and  $R^2 = .339$ , respectively), suggesting that engagement-oriented and affectively stimulating content exerts a substantial influence on satisfaction formation. Conversely, relevance – which received the lowest descriptive evaluation ( $M = 3.25$ ) – also demonstrated the weakest predictive capacity ( $R^2 = .178$ ), further reinforcing the internal consistency of the empirical results across both analytical levels.

This pattern of convergence carries important theoretical implications. It suggests that customers' spontaneous evaluative perceptions of content attributes, as captured through descriptive assessments, correspond meaningfully with the statistically estimated magnitude of those attributes' influence on satisfaction outcomes. Such alignment lends credibility to the measurement instrument and indicates that the observed regression effects are not statistical artifacts but rather reflect genuine evaluative processes operating within the customer–content interaction dynamic.

**Multidimensional Nature of Content Marketing Effectiveness.** Importantly, the results indicate that customer satisfaction within the telecommunications context is not attributable to a single dominant content attribute operating in isolation. Rather, satisfaction emerges from the integrated and cumulative influence of relevance, credibility, perceived value, attractiveness, and emotional resonance acting in concert. The substantial collective explanatory power of the model ( $R^2 = .549$ ) – exceeding that of any individual dimension – empirically demonstrates that content marketing effectiveness is fundamentally multidimensional in nature. No single attribute, however strong its individual contribution, can substitute for the synergistic effect produced by the simultaneous deployment of multiple content qualities.

This multidimensional configuration underscores the systemic nature of digital content effectiveness and challenges reductionist approaches that prioritize isolated content attributes in both scholarly analysis and managerial practice. From a theoretical perspective, this finding aligns with the conceptualization of customer engagement as a multifaceted construct

encompassing cognitive, emotional, and behavioral dimensions (Brodie et al., 2011; Hollebeek & Macky, 2019), suggesting that content marketing must similarly address multiple psychological processing channels to generate comprehensive satisfaction outcomes.

**Scientific Contribution.** The scientific contribution of the present analysis resides in empirically substantiating digital content marketing as a structured, multidimensional construct whose constituent components collectively and differentially shape customer evaluative judgments in a statistically measurable manner. By operationalizing and testing five discrete content dimensions within a unified analytical framework – and by demonstrating both their individual significance and their collective explanatory superiority – the study advances theoretical precision in three specific respects. First, it moves beyond aggregate conceptualizations of content marketing to establish an empirically validated dimensional structure. Second, it quantifies the relative contribution of each dimension, thereby enabling theoretically grounded prioritization. Third, it provides robust quantitative evidence regarding the relational impact of digital communication strategies within a context – the Algerian telecommunications sector – that has been largely absent from the existing scholarly discourse.

The findings of this study confirm that digital content marketing dimensions exert a statistically significant and substantive influence on customer satisfaction within the telecommunications sector. The empirical results demonstrate that emotional resonance, credibility, attractiveness, perceived value, and relevance collectively explain 54.9% of the variance in customer satisfaction – a substantial proportion that underscores the explanatory power of the multidimensional content marketing framework adopted in this investigation. These findings validate the conceptualization of content marketing as a structured, multidimensional relational mechanism rather than a peripheral or supplementary communication tool, thereby addressing the research gaps identified at the outset of this study.

The analysis reveals a clear hierarchical ordering among the five content marketing dimensions. Emotional resonance emerges as the most influential individual predictor ( $R^2 = .425$ ), highlighting the paramount importance of affective stimulation in shaping customer evaluative judgments within digitally mediated service environments. Credibility and attractiveness follow with nearly equivalent predictive contributions ( $R^2 = .341$  and  $R^2 = .339$ , respectively), reinforcing the dual significance of informational trustworthiness and aesthetic appeal. Perceived value and relevance, while statistically significant, demonstrate comparatively moderate individual effects, suggesting that these dimensions – though necessary components of effective content – may not independently generate satisfaction to the same degree as their emotionally and credibility-oriented counterparts.

However, the integrated multiple regression model reveals a critical finding that transcends individual dimensional effects: satisfaction formation within the telecommunications context is driven by the cumulative and synergistic interaction of all five dimensions simultaneously. The collective explanatory power of the model substantially exceeds that of any single dimension, empirically demonstrating that effective digital communication strategies must operate holistically – combining informational credibility, contextual relevance, experiential value, aesthetic appeal, and emotional engagement – to shape customer satisfaction in a measurable and strategically meaningful manner.

**Conclusions from this research and prospects for further developments in this area.** The present study empirically confirms that digital content marketing dimensions exert a statistically significant and substantive influence on customer satisfaction within the telecommunications sector. The five dimensions examined – relevance, credibility, perceived value, attractiveness, and emotional resonance – collectively explain 54.9% of the variance in customer satisfaction ( $R^2 = .549$ ,  $F(5,173) = 5.770$ ,  $p < .001$ ), a proportion that underscores the

explanatory power of the multidimensional framework adopted. Emotional resonance emerged as the strongest individual predictor ( $R^2 = .425$ ), followed by credibility ( $R^2 = .341$ ), attractiveness ( $R^2 = .339$ ), perceived value ( $R^2 = .283$ ), and relevance ( $R^2 = .178$ ), all of which reached statistical significance independently. Critically, the collective explanatory power of the integrated model substantially exceeds that of any single dimension, confirming that customer satisfaction in this context is driven by the cumulative and synergistic interaction of all five dimensions simultaneously, rather than by any isolated content attribute. These results validate the conceptualisation of digital content marketing as a structured, multidimensional relational mechanism and address the three interrelated gaps identified at the outset: the absence of attribute-level decomposition of content effects, insufficient attention to telecommunications as a distinct service context, and the near-complete lack of empirical evidence from the Algerian market.

From a theoretical standpoint, the study advances the existing literature in three respects. First, it empirically operationalises discrete content marketing attributes within a unified analytical framework, establishing their differentiated and collectively superior effects on customer satisfaction. Second, it refines the conceptual bridge between digital content marketing and relational exchange theory by demonstrating that content characteristics function as structured antecedent stimuli to evaluative judgments – consistent with the engagement framework articulated by Brodie (2011) and Hollebeek (2019). Third, it contributes to the geographical diversification of the scholarly knowledge base by generating evidence from the Algerian telecommunications market, a context largely underrepresented in existing discourse.

From a practical standpoint, the findings yield several actionable insights. Content strategies should prioritise emotionally resonant and visually engaging material, as these dimensions demonstrate the strongest individual effects on satisfaction. Sustained investment in informational credibility – through expert-driven content and authoritative sources – is equally essential. Contextual alignment with customer-specific needs warrants strategic attention, as relevance contributes meaningfully within the collective model despite its comparatively lower individual effect. Most critically, the findings indicate that reliance on isolated content attributes is insufficient; deepened customer satisfaction depends on coherent, integrated digital communication that simultaneously addresses cognitive, affective, and experiential dimensions of the customer experience.

Despite its contributions, the study is subject to limitations that simultaneously define avenues for future research. First, the cross-sectional design precludes definitive causal inference; longitudinal designs would illuminate how content perceptions evolve across the customer–brand relationship lifecycle. Second, the single-operator, single-country scope constrains generalisability; future research should replicate the model across different providers, service sectors, and cultural contexts to assess boundary conditions and cross-contextual applicability. Third, the model examines only direct effects, excluding potential mediating and moderating mechanisms; variables such as customer engagement, brand trust, and perceived service quality may function as intervening pathways or boundary conditions that refine understanding of how content dimensions translate into relational outcomes. Fourth, future investigations would benefit from structural equation modelling (SEM) to examine latent construct interactions and complex mediational pathways, and from experimental designs enabling systematic manipulation of specific content attributes to support causal inference.

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***Цифровий контент-маркетинг: вимірювання та задоволеність клієнтів на досвіді компанії Algeria Telecom.***

*Цифровий контент-маркетинг залишається недостатньо дослідженим у телекомунікаціях країн, що розвиваються, особливо щодо того, як окремі виміри контенту по-різному формують задоволеність клієнтів. Це дослідження розглядає п'ять вимірів – релевантність, довіру, сприйнятту цінність, привабливість та емоційний резонанс – серед 179 клієнтів Algeria Telecom за допомогою множинного регресійного аналізу. Результати показують, що п'ять вимірів разом пояснюють 54,9% дисперсії задоволеності ( $R^2 = 0,549$ ), причому емоційний резонанс є найсильнішим предиктором ( $R^2 = 0,425$ ), далі йдуть довіра та привабливість. Результати дослідження підтверджують багатовимірний характер ефективності контент-маркетингу та надають науково обґрунтовані рекомендації для постачальників телекомунікаційних послуг на ринках, що розвиваються.*

**Ключові слова:** цифровий контент-маркетинг; задоволеність клієнтів; телекомунікації; виміри контенту; оцінка споживачами

Received: 11 January 2025  
Accepted: 15 March 2026  
Published: 16 April 2026