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MBA Thesis

The Impact of The Artificial Intelligence on Content Marketing Effectiveness In private sector's organizations Saudi Arabia

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Dedication

This thesis is dedicated to my wife, and my parents. From the very beginning of my life, my family was my strength, inspiration and motivation in my academic life. I appreciate all of your love and support. Your constant encouragement propelled me towards this goal; I am forever grateful. I am so fortunate to have this amazing, loving and supportive family.

Acknowledgment

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Abstract

This research intends to study the effect of Artificial Intelligence (AI) on content marketing effectiveness in private sector organizations in Saudi Arabia. It investigates how AI tools influence the efficiency levels of content marketing, aligning with the broader digital transformation goals under Saudi Arabia's Vision 2030. A quantitative descriptive technique was used. Moreover, this research employs a deductive approach to test hypotheses, using quantitative research methods to gather statistical data through online structured questionnaire. The target population includes all marketing employees, marketing professionals from Saudi private sector organizations actively using AI-driven content marketing strategies. The primary hypothesis (H1) stated that AI positively impacts content marketing effectiveness in Saudi Arabia's private sector. Research variables included "Artificial intelligence" as independent variable, while "content marketing effectiveness" is the dependent variable. The study's theoretical base is grounded on Knowledge Management Theory, Information Processing Theory, and the Model of Technology Acceptance, offering an inclusive framework for comprehending AI's function in content marketing. The results of this study present significant visions for scholars and professionals aiming to use AI in content marketing tactics. It has been found that AI significantly enhances content marketing effectiveness, as demonstrated by statistical analysis, supporting the primary hypothesis. AI improves content personalization, automation, and audience engagement, leading to enlarged marketing effectiveness and return on investment (ROI). On the other hand, challenges like high implementation costs, data privacy concerns, and skill gaps continue difficulties to wider AI adoption. The study's results provide valuable visions for businesses, policymakers, and researchers, emphasizing the need for structured AI implementation strategies and regulatory frameworks to maximize AI's potential in marketing.

Keywords: Artificial Intelligence (AI), Content Marketing Effectiveness

Chapter One:

Introduction

1.1 Introduction

This chapter provides an outline of the study objective, depicting the importance of artificial intelligence in the effectiveness of content marketing in private sector organizations in the Kingdom of Saudi Arabia. It addresses the problem statement, research objectives, importance and main research questions that guide the investigation. Additionally, it presents research hypothesis and theoretical models that are used.

1.2 Research Background

AI has experienced rapid growth internationally, with remarkable increases in AI-related publications, patents, and open- source software contributions over latest years. Since 2015, AI publications have surged via an annual charge of 23%, with a threefold increase in AI-associated open-source software contributions as compared to other fields (Baruffaldi et al., 2020). In addition, job postings related to AI inside the United States grew from 0.2% to almost 1% of all postings between 2010 and 2019, underscoring its growing importance within the staff (Makridis & Mishra, 2022). Furthermore, deep studying remains the dominant subfield of AI, with tremendous interest across global AI research projects (Velarde, 2021).

AI is rapidly transforming content marketing through unique personalization, better engagement strategies and automation of material development methods. AI's capabilities enable the marketers to effectively analyze comprehensive information, which attain insights enhancing target and relevant digital platforms (van Esch & Black, 2021). AI-powered strategies can adapt to marketing initiatives to align with audience preferences, so improve consumer engagement on digital platforms. AI's ability to use data for sophisticated material strategies has shown an increase in customer relations, thus refining the adaptation of content materials (Hsu & Liou, 2021; Shaik, 2023). The emergence of AI also shows moral concerns, as data in the AI system is necessary to preserve the confidentiality and transparency of the customer. Research indicates that while AI enhances the efficacy of material marketing, important moral issues related to data security and algorithm bias (Tiautrakul & Jindakul, 2019). Since AI becomes necessary in marketing, establishing moral guidelines in its use may

be important to balance innovation with customer trust and regulatory rearing (Gonçalves et al., 2023).

Content marketing is a strategic marketing approach that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, eventually, to drive profitable customer action. This type of marketing emphasizes the delivery of content that solves problems or entertains rather than direct marketing, making it a preferred choice for modern brands looking to form trust and engagement with their audience (Bondarenko & Yashchenko, 2023; Forrest, 2019). In content marketing, AI allows the creation of adaptive content that adjusts in actual time to consumer behaviors, thereby improving campaign effectiveness. Recent research shows that AI's integration into content marketing can streamline content transport by optimizing channels and timing based on consumer engagement records (Murár & Kubovics, 2023; Mahakal, 2023). Furthermore, AI's predictive capabilities allow more accurate target audience segmentation and content personalization, which contribute to a better rate of customer engagement as brands resonate better with their target audiences (Davenport et al., 2020; Theodoridis & Gkikas, 2019). Therefore, content marketing has become critical for modern commercial enterprises, transferring from traditional persuasive marketing to providing customers with valuable, informative, and interesting content. This method improves brand loyalty and customer engagement, as highlighted by Forrest (2019), who observed that effective content marketing techniques significantly grow sales and consumer trust (Forrest, 2019). Further empirical evidence suggests that successful content material marketing relies on a clear strategy aligned with customer needs and journalistic requirements, which undoubtedly impacts marketing effectiveness (Koob, 2021). Moreover, online content marketing has validated crucially for business growth, because it establishes brand values and builds consumer trust, while performed through social media channels (Yanuarti & Karniawati, 2019).

Globally, content marketing has evolved into a strategic tool, helping businesses create meaningful connections with their audiences. The digital platforms' rise has enabled companies to interact directly with consumers, creating an invaluable exchange of ideas and brand value (Poradová, 2020). Content marketing strategies focused on engagement through value-driven content, as demonstrated by Hollebeek & Macky (2019), lead to stronger brand loyalty besides consumer trust. Digital media platforms are thus crucial for distributing this

content, as effective content marketing is shown to strengthen brand visibility and customer interaction (Diachuk, 2021).

Although research on material marketing in the Arab region is rare, studies on digital marketing suggest that localized techniques are more effective with Arabic speaking consumers. Consumption of Arabic digital materials has increased, rendering marketing required for firms in the area (Bubphapant & Brandão, 2023). Vision 2030 is focused on Vision 2030 in Saudi Arabia, stimulating digital reforms in many areas including content marketing according to state objectives for the digital platforms. Research underlines the importance of local and culturally relevant material, which increases customer trust and brand loyalty in the Saudi market (Rani, 2022). As a result, material marketing is considered important in the state's economic and digital progress, which provides assistance to various Saudi consumers in successfully confusing.

In addition, the efficacy of material marketing is important for contemporary firms as it facilitates the engagement of real audiences through targeted, useful materials. Research indicates that regular evaluation of material efficacy, including monitoring and cost-conversion metrics of the lead generation, is required to increase marketing strategies and increase customer conversion rates (Ugolkov et al., 2020). Additionally, aligning materials with separate organizational purposes improves effectiveness by ensuring that the content accurately addresses the target audience's requirements (Cobb, 2021). High-quality content that resonates with consumers has also been shown to outperform traditional marketing methods by providing real value, whether through informative or entertaining content, leading as an example to more engagement and customer loyalty (Forrest, 2019). Studies confirm that effective content marketing not only strengthens brand-customer relationships but also positively influences key business metrics, making it a foundational strategy in the digital landscape (Ershova, 2021).

1.4 Problem Statement

According to recent studies, AI adoption in the Saudi private sector is still in its infancy. By various organizations who must fight to overcome various obstacles such as data privacy issues High cost of use and demand for skilled workers as AI grows rapidly (Alattas, 2023). Therefore, it is increasingly being used in many business sectors. In particular, many people in the content marketing industry do not know or understand AI's full potential in marketing. This is especially true in technology-heavy fields such as banking and finance, among others

(Al-Baity, 2023). Making these problems worse, Alattas (2023) states that one of the main reasons for this reluctance is the fear of It will disrupt the current business model. and the idea of how difficult and expensive AI solutions would be to implement.

Additionally, limited infrastructure to support the AI technology in organizations leads to disintegrative adoption in sectors (Basri, 2020), for example, although AI is widespread in industries such as finance, its impact on other aspects such as content marketing in general, is still at a low level. With the impact still being investigated this research explores the potential dangers related to the implementation of AI in content marketing. Including ethical issues and influences on labor mobility. This study will increase understanding of the influence of AI on Saudi Arabia's digital transformation. and provide advice to companies in managing the difficult pace of AI integration in content marketing (Alshahrani et al., 2021).

1.5 Study Purpose/Objectives

This research has the next objective:

- 1. To identify the effect of the artificial intelligence on content marketing effectiveness in private sector's organizations Saudi Arabia.**

Sub-Objectives:

- 2. To evaluate the experience with AI technologies in marketing.**
- 3. To examine the role in decision-making on marketing technologies.**

1.6 Research Importance

There are main reasons for this research, as outlined below:

- 1- AI has replaced intensive content marketing by enabling accurate, data-operated strategies that attach customers more efficiently. Research indicates that AI-operated solutions may help in generating echoed materials with different audiences by customizing the message for certain interests and behaviors. As a result, there was an increase in engagement and conversion rates (Murár and Kubovics, 2023). In addition, AI's ability to automate monotonous jobs enable the ability to focus on the strategic plan. This increases the total consumer engagement. (van Esch & Black, 2021). This study improves previous studies by providing a comprehensive analysis of the impact of AI on content marketing performance within private sector companies. in Saudi Arabia. This study attempts to

address a critical gap in understanding the revolutionary potential of AI to optimize content marketing strategies within private sector companies in Saudi Arabia.

- 2- In Saudi Arabia Where digital transformation is a key objective of Vision 2030, AI is especially important in content marketing. Artificial intelligence is an important part of Saudi Arabia's growth strategy. This initiative contributes to digital innovation across numerous sectors, as SDAIA works to position Saudi Arabia as a worldwide leader in the data-driven economy. To facilitate receiving information Business Decision Making (Memish et al., 2021). This research provides valuable insights for business owners and marketing professionals on the adoption of AI in data-driven marketing. It emphasizes that AI can improve marketing practices. Increase customer engagement and how it influences the evolving digital landscape in Saudi Arabia. AI in social media marketing has shown many benefits for SMEs in improving customer engagement and profitability. This is in line with Vision 2030 that focuses on digital business transformation (Basri, 2020). AI-powered frameworks in the private and public sectors also facilitate customized data-driven services. As the digital practice is growing all over the country (Algozaibi et al., 2020), AI-driven content creation & distribution facilitate business outcomes by optimizing marketing operations and cutting cost. Customer Acquisition AI tools are better than rivals because they serve real-time data to make data-driven decisions. It improves the effectiveness of marketing campaigns and boosts ROI (Sharma et al., 2023).
- 3- Content marketing efficiency is becoming more important. As businesses strive to enhance customer engagement and increase return on investment (ROI), research suggests that relevant and outstanding content When customized to meet the needs of a specific target market It can clearly increase customer retention and stimulate sales growth. Research indicates that continually evaluating content strategy is critical to identifying topics and delivery channels that have the greatest impact. It helps marketers optimize their campaigns and achieve critical success (Ershova, 2021). Additionally, real-time data-driven adjustments, such as customizing messages based on customer feedback, can directly increase ROI by Ensuring content remains relevant and engaging (Koob, 2021). Structured performance indicators combined with lead generation and customer acquisition costs. Identified as necessary to increase efficiency and cost effectiveness in marketing (Ugolkov et al., 2020). This current research offers a specific analysis of how private sector businesses in Saudi Arabia can use AI-powered content marketing to improve. How can AI improve marketing performance and return on investment (ROI) and provides sector-specific insights into how AI can improve content creation, delivery,

and performance tracking. By examining the organizational cultural context within the framework of Vision 2030, this local approach aids Saudi companies in implementing advanced content strategies that respond to the growing demands of digital consumers, facilitating sustainable growth and competitive advantage in a dynamic environment market.

1.7 Research Questions

The main questions are addressed as the following:

Q1. What is the impact of the artificial intelligence on content marketing effectiveness in private sector's organizations Saudi Arabia?

Sub-Questions:

Q2. How familiar are you with the experience of AI technologies in marketing?

Q3. How involved are you in decision-making regarding marketing technologies?

1.8 Research Hypotheses

As the following, the research hypothesis is determined below:

H1: AI has a positive impact on the content marketing effectiveness in private sector's organizations.

1.9 Research Model

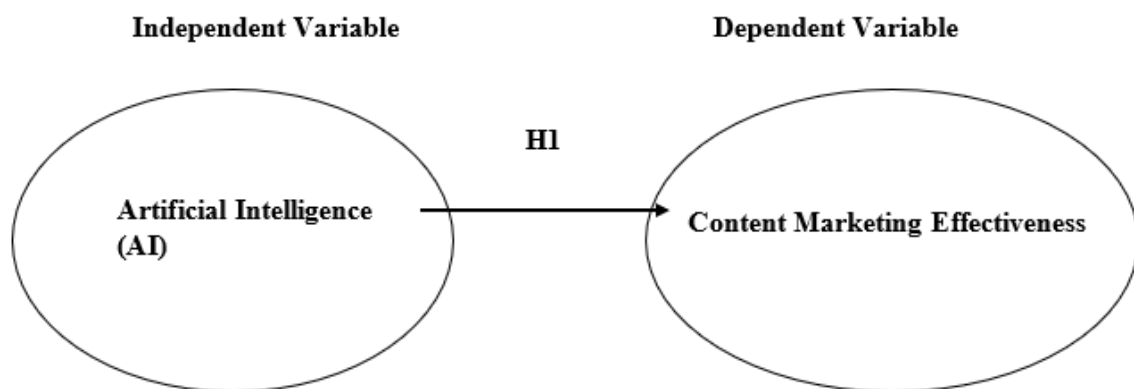


Figure 1: Research Model has been created for the research's purpose.

1.10 Research Limit:

- **Human Limitations**

This study will focus on marketers and marketing professionals working in the private sector of the Kingdom of Saudi Arabia. These individuals will represent a variety of industries within the private sector—occupations centered on implementing AI-driven content marketing strategies. The study aims to understand how AI impacts the effectiveness of content marketing across different organizations in Saudi Arabia. Such a focused approach offers a comprehensive insight into the practical challenges and opportunities that AI integration presents for enhancing content marketing effectiveness in the region, particularly in relation to the goals outlined under Vision 2030 from the perspective of Saudi Arabia.

- **Spatial Limitations**

This research will be limited geographically to Saudi Arabia only. This geographic focus is important in examining the region's unique cultural and commercial landscape. This is to ensure that the results are relevant to the Saudi market.

- **Temporal Limitations**

The study is scheduled until 2024. The data collected will offer a snapshot of the use of AI in content marketing during that time period. It assesses the current technical and economic conditions in Saudi Arabia.

1.11 Research Terminologies:

- **Artificial intelligence (AI)** is a transformational expertise that involves generating algorithms designed to simulate human intelligence for decision-making, problem solving, and data analysis. Marketing AI refers to the use of intelligent technology to improve customer interactions. Customer customize content and improve decision-making processes (Guowei et al., 2021) Artificial intelligence technologies such as machine learning artificial neural network and natural language processing. It is used to improve marketing strategies through comprehensive customer data analysis and generation of actionable insights. (Chintalapati & Pandey, 2021) Helps businesses Able to use targeted and effective marketing strategies that align with consumer needs.
- **The effectiveness of content marketing** refers to the impact of content-driven marketing strategies on achieving their end goals, whether that be consumer engagement, brand

loyalty, or ROI. It involves the creation, distribution, and optimization of valuable content to attract and retain a clearly defined audience. The effectiveness of content marketing is assessed through metrics such as audience engagement, lead generation, and conversion rates (Hassan, 2021). Factors contributing to content marketing effectiveness include relevance, informativeness, and the ability to personalize content based on audience preferences (Mustak et al., 2020). Integrating AI into content marketing enhances its effectiveness by enabling predictive analytics, automated personalization, and real-time adjustments to campaigns (Chan-Olmsted, 2019).

1.12 Research Structure

There are five chapters in the research as below:

Chapter One: Introduction

It presents an outline of the research topic, including the rationale, relevance, objectives, and research questions. This lays the basis for comprehending the importance of integrating AI into content marketing in the Saudi context.

Chapter Two: Literature Review

It analyzes the current literature associated with integrating artificial intelligence into content marketing. This study examines important theories, concepts, and previous research. This provides the basis for comprehending the opportunities, challenges, and accomplishments AI features within the sector

Chapter Three: Methodology

It details the research methodology, design, and methods of data collection. and sampling procedures utilized in the study. This study details data collection at both the primary and secondary levels to provide detailed insights into the study questions.

Chapter Four: Findings and Discussion

It shows what the study found by looking at the data to find patterns, trends, and correlations. Results consistent with the study goals and literature review are discussed.

Chapter Five: Conclusion and Recommendations

This final chapter summarizes the study's key contributions, emphasizing its findings and implications for content marketing professionals and researchers. It outlines the significance

of AI in shaping marketing strategies and identifies potential areas for future exploration. The chapter also provides practical recommendations for businesses and marketers looking to implement AI-driven content strategies effectively.

Chapter Two:

Literature Review

2.1 Introduction

This chapter summarizes the existing literature on the topic of AI in content marketing. It starts with a theoretical framework, i.e., relevant literature for the research such as knowledge management theory (KMT), information processing theory (IPT), technology acceptance model (TAM), etc. The chapter then considers AI as an independent variable and content marketing effectiveness as a dependent variable and outlines previous studies investigating the role of AI in the context of marketing. This chapter builds the foundation for the hypotheses and research methodology of the study by analyzing previous research. This chapter critically evaluates the existing literature. It also colors the interpretation around the interplay between AI and content marketing that requires brains to perceive and characterize it. This provides a framework for interpreting how the Almighty God influences modern marketing practices.

2.2 Theoretical Framework

Knowledge Management Theory (KMT)

KMT emphasizes the processes of knowledge creation, spread and application within an organization. KMT underlines the importance of AI-driven knowledge systems to increase material marketing efforts. Evaluation Pasche et al. (2019) examined the functionality of AI in increasing marketing knowledge within the B2B framework, showing its aptitude to convert data into illegal visions. This helps firms in creating marketing options based on data analysis. Smith and Fowler (2000) examined the functionality of AI systems including artificial nerve networks. And in case of increasing knowledge management processes, relevant logic can improve material production and consumer targeting which will increase efficiency. Furthermore, the aptitude to assess the comprehensive data set of AI enhances knowledge proliferation in the entire enterprises to increase the efficacy of marketing techniques (Jiang et al., 2021).

Information Processing Theory (IPT)

IPT examines how individuals and groups perceive, understand, and respond to information. IPT provides a framework for analyzing, processing, and understanding customer data to increase marketing effectiveness. Recent studies indicate that AI can shape effective marketing plans by analyzing customer behavior and interests. As reported by Tybout et al. (1981). Chen et al. 2021 to improved IPT by introducing a conceptual model for integrating AI in marketing. This model demonstrates how effective data management influences the decision-making process and customer relationship management. Gupta et al. (2023) contend that AI utilizes machine learning and natural language processing to examine data sets. Covered and specifies user preferences. This enhances the efficiency of campaigns and content marketing.

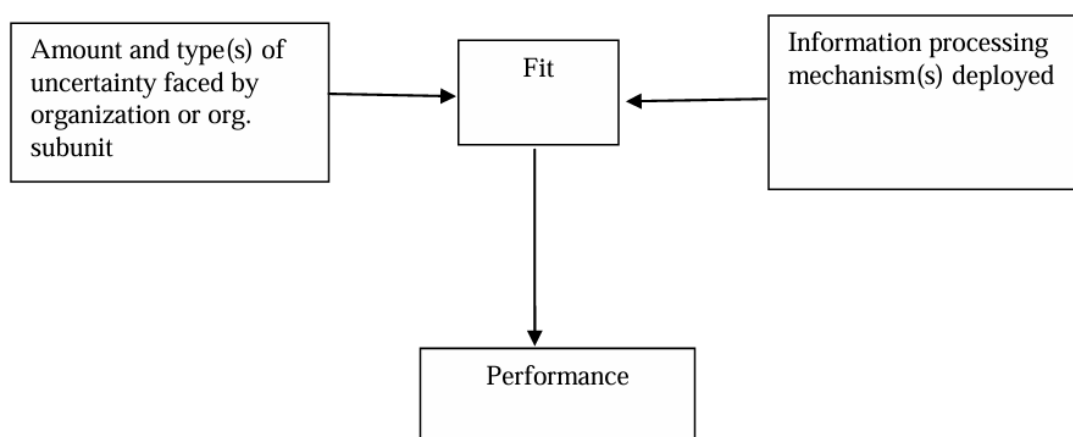


Figure 2: Overview of IPT Gattiker, (2007)

Technology Acceptance Model (TAM)

TAMs describe the mechanisms by which consumers receive and utilize technology. It emphasizes perceived utility and effortlessness of usage as the main features of adoption (Davis, 1989). The Technology Acceptance Model (TAM) has been extensively utilized to evaluate the uptake of artificial intelligence technologies in many industries. branch Including marketing, Na et al. (2022) found that perceived convenience and usefulness of using AI positively affected adoption in manufacturing companies. Additionally, the results are relevant to the marketing of AI in Marketing Including automated content creation and predictive analytics. It is suggested that the widespread application of the technology acceptance model emphasizes its importance. To understand the utilize of AI within marketing settings across multiple sectors. Insights into user adoption can help companies Use AI-powered marketing technology effectively.

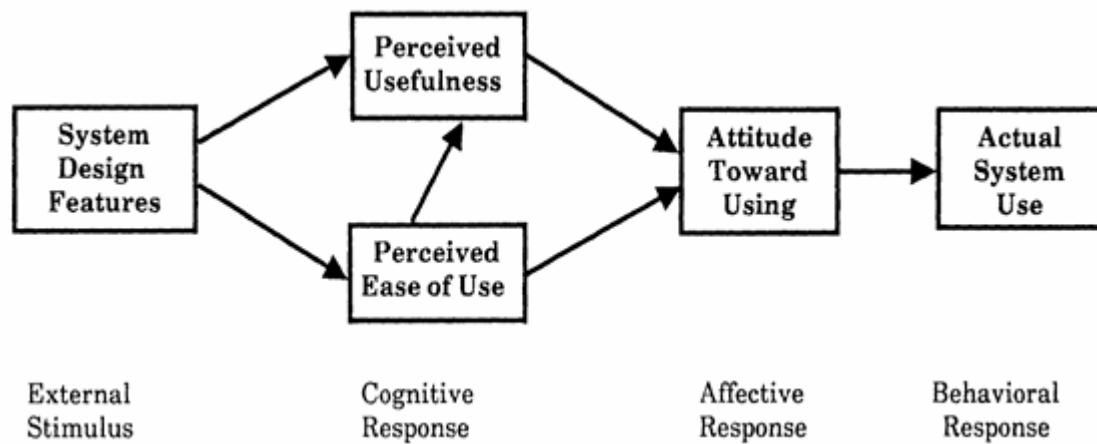


Figure 3: Technology Acceptance Model Davis (1989)

2.3 Independent Variables:

2.3.1 Artificial Intelligence (AI)

AI is characterized by simulating human intelligence in computers designed to perform tasks like decision making, learning, problem solving etc. AI is a technology that transforms marketing using algorithms. artificial neural network and data analysis to increase efficiency and effectiveness. of many marketing operations Helping various organizations Able to optimize strategies related to customer engagement and operational efficiency. as well as improving results by allowing insights to be developed. and automate repetitive processes (Hassan, 2021). Applications include activities such as consumer targeting. Content Creation and predictive analytics This makes it an essential tool for contemporary marketers (Vlačić et al., 2021).

Integrating AI into marketing has made incredible progress in understanding consumer behavior. AI-powered tools enable process and analyze comprehensive data sets to increase visions into customer preferences, behaviors, and trends (Mustak et al., 2020). This competence permits marketers to generate extremely tailored campaigns to effectively engage their audience. An important aspect of artificial intelligence is predictive analytics that aids dealings or businesses predict customer needs. This personal engagement increases customer satisfaction and promotes brand loyalty over time AI-powered automation optimizes processes like email marketing. Management of social media and customer segmentation reduce operating costs and improve efficiency (Chintalapati & Pandey, 2021).

In marketing, Machine Learning (ML) algorithms are widely used for tasks like customer segmentation, churn prediction, content recommendation, and dynamic pricing (Thankam & El Gayar, 2023). These algorithms allow businesses to identify behavioral patterns in customer data and divide users into meaningful segments, enabling the delivery of more customized and relevant marketing campaigns (Lewaa, 2023).

Customer churn prediction is a key use of ML in marketing, helping businesses proactively identify which customers are likely to leave. Various techniques such as Random Forest, XGBoost, and Support Vector Machines have proven effective in churn prediction across sectors like telecom and banking (Chen, 2023), (Tran et al., 2023). By analyzing factors such as purchase frequency, customer satisfaction, and usage history, ML models help businesses deploy retention strategies to at-risk segments (Briker et al., 2019).

The role of AI has changed in decision making. Creating informed for the abolition, allows actionable insight through the real -time analysis of AI data. Consumers change the expectations and market changes means that companies can follow the strategic options made by them by presenting AI in their operations (Mao 2023). Automatic and resources with regular tasks were allocated in a better way, companies with high ROI receive low costs (Wisetsri, 2021).

AI adoption rates vary globally, with developed nations leveraging AI extensively for predictive analytics, content personalization, and marketing automation. In contrast, developing countries often face barriers such as limited digital infrastructure and lower digital literacy, although efforts to close this gap are increasing (Mubarok et al., 2024). In Europe and North America, a substantial portion of marketers report using AI for content generation and customer segmentation, and AI-related marketing tools are rapidly becoming standard practice (Labudová, 2024).

Case studies further demonstrate AI's effectiveness. For example, Handy.ai, a Ukrainian Canadian firm, showed measurable ROI by reducing costs and enhancing productivity through AI chatbots and automation in marketing operations (Kochkina et al., 2024). Similarly, in the advertising industry, global agencies integrating generative AI reported boosts in creative efficiency, though adoption required strong leadership support and cultural adaptation (Nguyet, 2024).

AI tools such as recommendation engines and predictive analytics personalize marketing content by analyzing customer preferences, behavior, and demographic factors, leading to

improved purchase decisions and brand loyalty (Babadoğan, 2024). These personalized experiences result in increased engagement, satisfaction, and conversion rates (Gungunawat et al., 2024).

Automation capabilities, such as real-time content optimization and dynamic campaign adjustments, further enhance efficiency and reduce costs (Davtyan, 2024). Chatbots and AI-powered assistants have become key tools in driving real-time engagement and improving the consumer journey (Babatunde et al., 2024).

AI also influences decision-making by subtly guiding consumers toward specific outcomes through curated content and targeted ads, fostering stronger psychological connections with brands (Oğuz, 2024) and increasing predictive accuracy in anticipating purchasing trends (Pagala et al., 2024).

In Saudi Arabia, using AI in marketing is in tune with the country's Vision 2030 plan. This plan emphasizes digital transformation and a data-driven approach to decision-making. AI tools are being employed to make the marketing plan current. can cope with local culture and is in tune with Saudi consumers as a key driver of change and competitiveness for the Saudi AI market, the expansion of this innovative technique into new areas largely depends on market acceptance (Ziakias & Vlachopoulou, 2023). Yet there are problems that all industries struggle with when adopting AI generally: high operational costs, apprehensions about the ethics of its use and worry over data security Bias embedded in algorithms and a dearth of trained experts for these technical skills also hinder integration. Grappling with these issues first is vital if AI's full potential in marketing is to be realized (Guowei et al., 2021).

2.4 Dependent Variable: Content Marketing Effectiveness

Content marketing efficacy denotes the degree to which content marketing techniques fulfill intended objectives, including enhanced customer engagement, brand trust, and return on investment (ROI). It is characterized as the capacity of content-driven campaigns to provide value to the audience, incite consumer interest, and support a business's overarching marketing goals (Hollebeek & Macky, 2019). Effective content marketing involves the production and distribution of relevant, engaging, and useful material that meets the target audience's demands while matching with the organization's branding and strategic objectives (Rowley, 2008).

High-quality information content significantly increases customer satisfaction and trust. This is important in building lasting relationships with consumers (Pansari & Kumar, 2016). Content marketing performance is typically assessed using metrics like customer engagement, lead generation and content-driven transformations. Metrics indicate the effectiveness of your content in attracting your target audience, influence their purchasing choices and promote continued brand loyalty. Additionally, companies that use digital content marketing to deliver personalized and interactive content generally perform better in markets where There is high competition (Rancati & Gordini, 2014).

The effectiveness of content marketing is determined by the nature of the content created and the distribution platform used (Chakraborty et al., 2002). Effective content must be high quality, attractive, and tailored to a specific demographic. Including presenting information through appropriate digital channels and interactions are important factors that influence the impact of content on consumer perception and behavior.

The engagement metrics including the choice, comments, shares, watch time, and click-Through rates are among the most immediate and visible signs of effective materials (Agrawal, 2025). These behavioral indicators help in assessing whether the material resonates with the target audience and how deep the users interact with it (Bazi et al., 2023). Deep indicators such as cognitive processing and emotional identity are now being included in the content evaluation, which provides a more overall understanding of engagement and its link for long -term loyalty (Mollen et al., 2017).

Return on Investment (ROI) is another important benchmark to measure effectiveness, especially in high-budget campaigns. Companies rapidly rely on ROIs to determine how much revenue their content generates relative to the cost, often using sophisticated methods such as customer Lifetime Value (CLV) and attribution modeling (Sampath, 2024). However, ROI remains complicated to accurate calculations due to indirect impacts and delays in brand-making campaigns, a challenge especially in both B2B and B2C regions (Silva et al., 2020).

Lead generations are often used to measure material marketing effectiveness, especially in conversion-operated campaigns. High-performing materials typically include strong calls-to-action (CTAS), compelling format, and valuable resources such as whitepapers or webinars, which encourage users to share their contact information (Gagnon, 2014). This lead-based approach is particularly effective in nourishing potential buyers through sales funnels and aligning marketing production with sales performance (Farris et al, 2010).

Brand awareness is often considered as an upper-fit metric that evaluates how well the material enhances the visibility and identity of a brand. It is measured through access, imprints and aided or unaided recalls in the survey. The effect of content on awareness is particularly prominent on visual platforms such as LinkedIn and Instagram, where visually improving attractive post information retention and emotional appeal (Nayak, 2024). Storytelling and entertainment value embedded in branded content have also been shown to significantly enhance brand association and viewer memory (Young, 2017).

In Saudi Arabia with digital transformation being a key goal of Vision 2030, effective content marketing is critical for businesses looking to gain a competitive advantage. Tailoring content to local cultural preferences helps businesses attract and retain loyal customers (Shakya et al. 2022). Integrating AI into content marketing has improved its effectiveness through predictive analytics. Real-time adjustments and delivery of personalized content Maximize engagement and ROI (Hollebeek & Macky, 2019).

Content marketing effectiveness is increasingly defined by the alignment between content strategy and audience needs, along with systematic performance tracking mechanisms (Koob, 2021). Regular measurement and iterative optimization based on performance data were also shown to be critical success factors. From a managerial perspective, structural specialization and content systems within firms further improve effectiveness, especially when they facilitate strategy execution and adaptation. These findings are reinforced by broader theoretical analyses that highlight the importance of using relevant KPIs—such as lead conversion, engagement duration, and bounce rates—as benchmarks of success (Rancati & Gordini, 2014), and are echoed in applied case studies demonstrating strategic consistency as a foundation for impact (Kuusisto, 2019).

Empirical studies emphasize that the value of content is not solely based on technical metrics, but also on psychological outcomes such as trust and emotional resonance. For instance, high-quality videos, informative articles, and interactive posts significantly enhance brand loyalty and consumer engagement when they are perceived as useful, relevant, and emotionally engaging (Julaeha, 2024). Two-way communication between brands and audiences—facilitating dialogue and feedback loops—has also been found to amplify loyalty and trust, reinforcing the view that engagement quality may be as critical as content volume or frequency (Song & Simunyu, 2021).

Other empirical models stress the contextual and platform-specific dimensions of content effectiveness. Studies investigating social platforms like Facebook show that different content types yield distinct outcomes, with entertainment-based posts generating likes and shares, while action-oriented posts drive purchases and clicks (Hüsgen, 2017). These findings are further supported by research on digital storytelling in e-commerce, which confirms that well-structured content improves user engagement metrics such as time-on-page, interactions, and repeat visits (Hou et al., 2021).

From a strategic management standpoint, firms that incorporate formal content marketing planning processes tend to experience more consistent and measurable outcomes. Formal strategy development, including audience profiling, content auditing, and scheduled publishing, was found to correlate positively with long-term marketing ROI and brand equity growth (Wang & Zeidler, 2019). Meanwhile, challenges in measurement persist, particularly in distinguishing between causation and correlation in engagement and sales metrics—a difficulty acknowledged in studies examining pharmaceutical and service industries alike (Kappe, 2006).

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One of the most well-documented issues is attribution complexity, where determining which channel, touchpoint, or content element contributed most to a conversion remains methodologically ambiguous. Traditional models such as final-click or first-click attribution often achieve misleading results, as they ignore the effects of intermediate interactions in customer travel (Thurber, 2016). Research indicates that multi-touch attribution (MTA) is based on models such as Markov chain or Bayesian network, providing more fine assessment by accounting for sequential user behavior and cross-channel spillover effects (BenMrad & Hnich, 2024). However, these models are often data-intensive, difficult to apply, and still users can struggle with the prejudices offered by inequality and platform-specific data fragmentation (Li, Xie & Zheng, 2017).

Another major barrier channels and platforms lack data stability, especially as privacy rules limit cross-devices and cross-platform tracking (Barber & Gill, 2016). This makes it difficult to create a harmonious picture of the customer travel, causing impurities in ROI estimates and content performance evaluation (Hosahally & Zaremba, 2023). In addition, marketers often face difficulty in integrating offline data with online interactions, which is important in

omnichannel strategies (Li, Xie & Zheng, 2019). Research also suggests that the distress overgrows the channels that are easier to measure the discovery of the discovery paid during the performance, referrals, or social channels due to indirect impact routes (Niemand et al., 2020).

2.5 Integrating AI into Content Marketing

2.5.1 AI-Driven Content Creation

AI-powered tools, such as GPT-based generators, now support multimedia formats to suit the rapid production of written materials, visual assets and segments of specific audiences, significantly reduce time and resource investment (Dhawan, 2024). This automation extends beyond text manufacture only - the AI system can also analyze the brand voice, evaluate viewers' preferences, and optimize materials to fit strategic marketing goals (Kubovics, 2024).

A major advantage of AI in content manufacture is the ability to integrate future -stating analysis, enabling real -time reaction and repetition material improvement based on the user behavior data (Babadoğan, 2024). This makes content strategies more agile and responsible to move consumer expectations. AI has also shown dramatically to improve SEO targeting and keyword optimization, promoting organic visibility and promoting conversion capacity (Elkhatibi & Benabdelouhed, 2024). In particular, in e-commerce contexts, the AI-based title and subtitle improved manually designed, more than 80% of consumers preferred AI-made versions in recent empirical studies (Čerđić & Mehanović, 2024).

However, despite these capabilities, challenges remain. AI-generated material often leads to lack of emotional nuances and creativity, which can affect the brand authenticity and long-term customer trusts (Murár & Kubovics, 2023). In addition, moral concerns such as data privacy, algorithm bias, and misinformation have been identified as significant risks that require strong oversight and regulatory structure (Kubovics, 2024). Research also emphasizes the importance of human-AI collaboration, where the voices of the seller brand refine and guide the material generated by AI to preserve the voice, originality and emotional resonance (Nguyet, 2024).

2.5.2 Personalization and Recommendation Systems

The AI-driven personalization and recommendation systems have become the cornerstones of modern material marketing, which are able to provide brands with highly analogous

experience to run engagement, satisfaction and conversion. Through the real-time analysis of user behavior, preferences and historical interactions, AI equipment can dynamically adjust the material distribution to fit individual consumer profiles (Babadoğan, 2024). This capacity is clear in systems deployed by platforms, especially in platforms such as Netflix and Amazon, where AI refines the recommendations using collaborative and material-based filtering, resulting in improvement in engagement and retention rates (Harshavardhan et al., 2024).

Machine Learning algorithms also allow the marketers to analyze the audience and segment audiences more granularly, which enable expeditions that feel uniquely customized for each user's journey (Rafieian & Yoganarasimhan, 2022). On platforms such as ticks (Douin), individual recommended engine AI uses AI to basically integrate the discovery of materials in user entertainment experiences, reduce discovery and intentions of purchasing and reducing the intention of purchasing, reducing the search fatigue (Ding et al., 2024). However, the effectiveness of such systems also rests on moral ideas, especially about algorithm bias, over-personality, and user privacy (Taneja & Tripathi, 2020).

The individual marketing strategies operated by AI are shown to greatly promote both conversion rates and loyalty of the brand, especially when consumer content is considered relevant, timely and emotionally in the form of resonance (Ip, 2023). In the educational and service sectors, according to studies focused on library material marketing in South-East Asia, the use of adaptive recommended engines has improved the busyness of the user for 45% year-to-year (Sapri et al., 2024).

However, the implementation of recommended systems must be balanced with safety measures to avoid filter bubbles, which limit material variety and expose users to repetition, narrow information sections (Urgellés-Molina & Herrero, 2024). To address such concerns require the use of hybrid models, algorithm transparency, and inclusive data training practices, which ensure fairness by maximizing the personalization benefits (Babatunde et al., 2024).

2.5.3 Predictive Analytics for Content Strategy

Predictive Analytics operated by Artificial Intelligence, forward-looking content has emerged as an important tool in shaping marketing strategies. By analyzing historical consumer behavior, engagement matrix, and digital interactions, the future model allows the explosive to predict the content and increase the priority of the audience with increasing accuracy with increasing accuracy (Okeleke et al., 2024). These systems use machine learning and deep

learning algorithms to detect hidden patterns in large datasets, which are capable of using time distribution for firms to estimate market dynamics, personalize material subjects and optimal impact (Gupta & Kumar, 2024).

AI-powered future stating equipment can assist material managers in selecting subjects that are likely to have a trend, identifying gaps in consumer information needs, and prioritizing investment in high-performing formats, such as videos or blogs. It is particularly relevant in industries where the audience's spirit develops unstable and rapidly, such as e-commerce and entertainment (Besiri, 2024). For example, retail brands have successfully implemented a future stating analysis to determine the best days and channels to publish preacher materials, clicking-threw rates and engagement stability (Muminov, 2024).

Moreover, the integration of natural language processing (NLP) into predictive systems enhances their ability to process unstructured data—such as product reviews, social media comments, and user-generated content—transforming qualitative feedback into actionable strategy inputs (Sasmal, 2024). These insights inform both content tone and language choice, aligning more closely with the sentiment and expectations of segmented audiences. Advanced dashboards and visualization tools now offer content teams predictive forecasts in real-time, allowing iterative adjustments in response to live campaign data (Achumie et al., 2022).

Despite these advantages, implementation challenges remain. Many firms struggle with integrating predictive analytics due to fragmented data systems, lack of AI expertise, and concerns over algorithmic transparency and fairness (Adesina et al., 2024). Additionally, ethical concerns about consumer data usage, model explainability, and automation bias continue to shape best practices for responsible deployment (Babadoğan, 2024). Nevertheless, when applied strategically, AI-powered predictive analytics provides content marketers with a forward-facing lens transforming reactive communication into proactive engagement and significantly enhancing long-term strategy formulation.

2.5.4 Real-Time Optimization and Automation

By integrating machine learning and real-time analytics into content platforms, marketers can dynamically adjust messaging, distribution timing, and channel allocation based on live audience behavior and campaign performance (Egorenkov, 2022). For instance, AI models monitor metrics such as click-through rates, dwell time, and engagement curves in real-time

to identify underperforming assets and auto-optimize their placement or format (Bhattacharya et al., 2025).

This real-time responsiveness not only enhances operational efficiency but also improves personalization, ensuring that audiences receive relevant content when and where it matters most (Balamurugan, 2024). Technologies such as natural language processing (NLP) and AI-based recommendation engines enable platforms to optimize email campaigns, social posts, or website content dynamically, based on evolving user sentiment and micro-trends (Elkhatibi & Benabdelouhed, 2024). Real-time automation also facilitates A/B testing at scale, allowing the system to detect and deploy high-performing variations without human intervention (Dwivedi, 2024).

Beyond performance enhancement, real-time automation is streamlining routine tasks such as scheduling, keyword optimization, and reporting—freeing up marketers to focus on high-value strategy and creative development (Babadoğan, 2024). Additionally, platforms leveraging AI automation are able to proactively adjust bids in paid advertising, change targeting parameters, and optimize media buying with minimal latency (Davtyan, 2024).

However, while the technical advantages are clear, ethical considerations must not be overlooked. Over-reliance on automation can reduce human oversight and lead to the loss of brand voice, authenticity, or even introduce bias if algorithms are not transparently managed (Kubovics, 2024). Thus, real-time AI optimization is most effective when combined with human expertise and ethical frameworks that ensure alignment with brand identity and user trust.

2.6 Pervious Studies

Massoudi et al. (2024) aimed to examine the role of artificial intelligence (AI) in enhancing strategic marketing decision-making, focusing on the human-AI interaction in decision processes. The study employed a qualitative methodology using expert interviews and a case study of Carrefour Iraq to explore real-world applications and perceptions. Though no large-scale quantitative sample was used, the expert input provided rich thematic data. The results identified key themes such as the benefits of big data, efficiency, quality, and predictive accuracy in AI-driven marketing strategies. It also revealed a strong reluctance to allow AI full autonomy in decision-making. The study concluded that AI is more often used to support

rather than replace human decisions, with its value lying in enhancing forecasting (Massoudi et al., 2024).

Alnaim, Hassan, and Jarad (2024) investigated AI's application in media marketing campaigns within Saudi Arabia marketing firms. The study has shown that AI improves audience , personalizing the material distribution, and analyzing the large dataset to improve the exposure to detect. However, moral concerns, including data privacy and algorithm bias, were identified as important challenges. The survey data suggested that when there is high awareness about the benefits of AI, moral AI use also requires strict privacy policies and staff training. The authors concluded that with the responsible implementation, the AI can significantly improve marketing effectiveness and operational protection (Alnaim et al., 2024).

Alzahrani (2024) made a legal and regulatory analysis on data protection in the context of AI in Saudi Arabia. The study reviewed the National Individual Data Protection Act (PDPL) and compared it to a global benchmark like GDPR of the European Union. While Saudi Arabia is carrying forward its digital rules, research highlighted the challenges in obtaining full alignment with international AI ethics and data transparency standards. The author emphasized that without enlarged legal reforms and enforcement mechanisms, AI's scalability remains forced (Alzahrani, 2024).

Idham (2024) studied the effects of digital changes on AI adoption on productivity in the Middle Eastern economies, with focus on Saudi Arabia, UAE and Egypt. Through case studies and economic modeling, research showed that the AI-driven digital tool greatly improved productivity in areas such as banking and e-commerce. However, the study identified the ongoing infrastructure, regulatory and workforce boundaries as obstacles to fully feel these benefits. The author recommended targeted public investment and policy support to shut down these gaps and accelerate the region's digital development (Idham , 2024).

Aljabari et al. (2024) investigated the mediating impact of AI in enhancing innovation through digital marketing strategies in small and medium enterprises (SMEs) in Saudi Arabia. Using advanced analytics on data from local SMEs, the study found that AI played a critical role in improving product and process innovation by offering deep insights into customer behavior and preferences. The research emphasized that AI-driven digital marketing improves decision-making and operational efficiency, helping businesses respond promptly to market dynamics while supporting sustainability goals. The authors concluded that integrating AI into digital

strategies is vital for maintaining competitiveness and growth in the Saudi market (Aljabari et al., 2024).

The purpose of Noranee and Othman (2023) is to find out the role of artificial intelligence (AI) in understanding its application in consumer feelings and marketing strategies. The study employed qualitative functioning through a systematic review of academic literature, industry reports and conference papers. Although no primary sample was collected, the review covered various sources, which analyzed the effects of emotion analysis, future analysis, personal marketing and AI on the customer division. Results have shown that AI-driven emotion analysis eliminates abolition of important patterns and emotional signals in consumer data, increase decision making and allow more individual and efficient marketing strategies (Noranee & Othman, 2023).

Sharma et al. (2023) aimed to explore how AI-driven marketing solutions are transforming sales processes across the digital marketing landscape, with a focus on aligning AI applications with each stage of the marketing process. The study employed a systematic literature review methodology, covering research published between 2020 and 2022. Although the study did not involve a primary empirical sample, it organized AI applications according to five stages: analysis, strategy development, tactical implementation, customer relations, and value proposition creation. The findings revealed that most AI implementations are concentrated in the early stages of analysis—specifically in understanding and predicting customer behavior—and in tactical execution for real-time personalization and decision-making. The paper concluded with actionable insights into marketers and proposed future research directions to address the challenges of AI integration in strategic marketing (Sharma et al., 2023).

Ziakis and Vlachopoulou (2023) targeted to provide a comprehensive observation of the role of artificial intelligence (AI) in digital marketing by identifying thematic groups and evaluating current trends, challenges and opportunities. The study employed systematic literature review functioning, directed by the PRISMA structure, and included 211 relevant educational articles. Using bibliometric Analysis, authors identified many major groups: AI/mL algorithms, social media, consumer behavior, e-commerce, digital advertisement, budget adaptation and competitive strategies. The results showed that AI is changing digital marketing through data-operated privatization, strategic automation and improvement in better decision making. The authors concluded that AI empowers competitive benefits and

calls for more empirical studies to solve the emerging challenges in Digital Strategy Development (Ziakos & Vlachopoulou, 2023).

He and Zhang (2022) purpose is to check how AI-powered customer touchpoints affect consumer interaction in customer travel, and to establish a research agenda to increase AI effectiveness in marketing. Research employed systematic literature review functioning using the customer travel structure. A total of 239 colleagues-reviewed articles were reviewed from 2007 to 2021 and classified in various procurement stages on the basis of consumer-AI interactions. The results identified the roles and effectiveness of AI applications - such as chatbot, recommended engine, and virtual auxiliary - customer in each stage of travel. The study concluded that AI enhances personalization and efficiency in marketing but is powered by factors such as the user trust, reference relevance and technical maturity (He and Zhang, 2022).

Ljepava (2022) aimed to examine how artificial intelligence (AI) is applied across different stages of the marketing process to support marketing decision-making. The study used systematic literature review functioning while reviewing research articles published between 2020 and 2022. Although it did not include a primary sample, the study mapped the AI applications in five different stages of the marketing process: analysis, strategy development, strategic implementation, customer relationship management and value proposal. The results showed that AI is used mainly in the initial analysis phase to understand and predict consumer behavior and in the strategic phase to develop marketing mixture strategies. The study concluded that while AI has become an important tool in marketing decision making, further research is required to detect its integration in strategic and value-based stages of marketing (Ljepava, 2022).

Zaman (2022) aimed to explore how artificial intelligence (AI) and digital marketing are transforming marketing decision-making processes by enhancing strategic insights, customer targeting, and predictive marketing capabilities. The study used a conceptual qualitative methodology through an extensive literature review of existing research and technological applications. While it did not include a primary data sample, it synthesized insights across various domains such as customer segmentation, ad design, and relationship management. The results revealed that AI significantly improves the understanding of consumer behavior and enables marketers to offer personalized products and services. The study concluded that

the integration of machine learning and predictive analytics empowers businesses to make more effective and competitive marketing decisions (Zaman, 2022).

Vlačić et al. (2021) aim to review the developed role of AI in marketing and propose a future research agenda focused on AI adoption, moral ideas and institutional support. Research employed systematic literature review functioning by analyzing 164 peer-reviewed indexed in the web of science and Scopus. Many correspondences analysis was used to identify thematic groups. The results indicated four major research fields: AI adoption in marketing, data security and morality, developing institutional support and marketing competencies for AI. The study concluded that although the AI presents transformational capacity, the interval remains in practical integration structures and moral rule (Vlačić et al., 2021).

Chintalapati and Pandey (2021) aimed to systematically review how AI is applied in marketing in various functional areas and proposes a research agenda for future discovery. The study employed systematic literature review (SLR) functioning, analyzing 57 qualifications educational publications. These studies were classified into five main marketing works digital marketing, content marketing, experiential marketing, marketing operations and marketing research- further was divided into 19 sub-functional activity areas. The results highlighted AI's 170 real -world use cases in marketing, demonstrating customer experience, operational efficiency and its comprehensive application in increasing strategic decision making. The authors emphasized the need for longitudinal studies and more empirical research to bridge the theoretical insights and industry practices (Chintalapati and Pandey, 2021).

Al-Surmi et al. (2021) The purpose is to develop a decision-making structure that integrates artificial intelligence (AI) with marketing and IT strategies to improve operations in organizations. The study employed quantitative functioning using structural equations modeling (SEM) and artificial neural networks (ANN) to validate the model. Data was collected from samples of 242 managers in various industries. The results indicated that the IT strategy positively affects the performance through the mediation role of the marketing strategy, and this mediation is powered by an organizational structure. The AI-based framework enhanced the decision-making efficiency, operational demonstrations and strategic alignment between the departments (Al-Surmi et al., 2021).

Mustak et al. (2020) aimed to explore the studies landscape of AI in marketing through figuring out key subject themes, authorship patterns, and evolving trends, and to provide based research timetable. The study used a quantitative methodology the use of subject topic

modeling, scientometric analysis, and natural language processing on a large body of present literature. While the exact range of articles analyzed isn't always distinctive in summary, the paper identifies ten dominant issues consisting of client sentiment analysis, patron pride, electronic word-of-mouth, and brand management. The results indicated a wide and evolving use of AI across various marketing functions, with significant studies clustering around enhancing customer relationships, loyalty, consideration, and strategic advertising programs (Mustak et al., 2020).

2.7 Ethical Considerations

As artificial intelligence becomes increasingly embedded in content marketing systems, concerns around data privacy and algorithmic bias have emerged as pressing ethical challenges. AI systems rely heavily on large-scale user data ranging from browsing history to personal preferences which raises significant questions about how such data is collected, stored, and processed. Scholars emphasize that marketers must secure explicit user consent and maintain transparency about data usage to avoid violations of privacy expectations (Davtyan, 2024). In many jurisdictions, content marketing practices now operate under stricter legal constraints such as the General Data Protection Regulation (GDPR), which enforces user rights over data portability, erasure, and informed consent (Sharma & Sharma, 2023).

Parallel to privacy, the issue of algorithm bias has also attracted wide attention. In the AI marketing system, prejudice may appear during data collection, model training, or deployment phases, often increases social inequalities if not reduced properly (Akter et al., 2023). For example, AI devices used in customer division or material targeting can unknowingly discriminate on the basis of a dataset or poorly designed algorithms (Samuel-Okon, 2024) based on gender, ethnicity, or socio-economic status. Privatization of material using a biased AI model leads to strengthening stereotypes and creating "eco chambers" that limits the variety of user experiences and reduce the contact with alternative approaches (Kubovics, 2024).

Furthermore, algorithmic opacity- where users and even developers cannot fully explain how decisions are weakened accountability and eradicate public belief in marketing technologies. This has made mounting calls for clear AI framework that can detect decision routes and hold them correct (Qureshi et al., 2024). Researchers advocate active bias mitigation strategies, including bias audit, diverse training datasets, and algorithm fair assessment (Li, 2022) at each stage of development (Li Lee2022).

When compared to global standards, such as general data protection regulation (GDPR) of the European Union and the AI Act, Saudi Rules appear more centralized but less prescriptive in terms of algorithm accountability and fairness. For example, the GDPR data mandates strict conditions for minimalization, right to explanation, and automated decision making principles that are still developing into the Saudi structure (Farwah, 2025). International comparison shows that Saudi Arabia should adopt extensive exceptions for lessons and data mining and develop adaptive licensing models to enable moral AI innovation on a scale.

Culturally, Saudi Arabia has integrated Islamic moral values in its regulatory approach, giving priority to dignity, accountability and privacy within Sharia principles. It creates a unique moral structure that is opposite with Western secular regulatory approaches. For example, both Saudi Arabia and the United Arab Emirates involved religious digital morality into the AI rule, not only compliance, but also emphasized moral acceptance within the social reference (Gorian & Osman, 2024).

While Saudi rules are progressing, scholars argue that they still have a widespread enforcement mechanism for algorithm bias, cross-sector transparency and third-party auditing, which are fundamental for international standards (Abdel Aziz, 2024). Strengthening these areas, especially through legal reforms that promote clarity and public accountability, would be important for the harmony of Saudi AI practices with global best practices.

The region has a fundamental principal transparency, hoping companies to clearly disclose how AI systems collected, used and function on consumer data. Transparency not only enhances trust but also enables consumers to create an alternative to their interaction with AI Tools (Sharma et al., 2023). Transparency is particularly important in automatic decision-making processes, such as material privatization and AD targeting, which often work behind opaque algorithms (Eid et al., 2024).

Another cornerstone of moral AI marketing is dignity, which requires organizations to treat consumer data as an expansion of personal identity. This involves the implementation of "privacy-by-design" and "privacy-by-default" framework, which are seen rapidly as global standards for responsible data handling (Saura et al., 2024). In parallel, prejudice detection and impartial auditing is receiving traction in the form of necessary safety measures, given the risk of algorithm discrimination in AI-managed division and targeting systems. Ethical practice demands regular audit of AI model and training dataset to reduce unexpected

discrimination and ensures that material distribution is the same in user demographics (Kumar & Suthar, 2024).

Additionally, the use of explainable AI (XAI) is being recommended as a solution to algorithmic opacity. Explainable systems provide both marketers and consumers with understandable justifications for AI-driven actions, thus enhancing accountability in high-stakes marketing decisions (Prajapati, 2025). Ethical guidelines also stress the importance of human oversight in automated campaigns particularly when deploying generative AI for content production to ensure alignment with brand values and social norms (Kediya et al., 2024).

2.8 Organizational and Operational Challenges

Many firms lack the foundational digital infrastructure such as scalable cloud computing, secure data storage, and robust analytics platforms—necessary to support AI deployment at scale (Tehrani et al., 2024). These limitations are often compounded by fragmented legacy systems, which hinder the seamless integration of AI tools into existing marketing workflows (Daffner, 2024).

Comparative studies have shown a stark disparity between developed and developing nations in AI infrastructure maturity. While firms in advanced economies leverage AI for real-time personalization, automation, and predictive analytics, businesses in developing countries frequently encounter obstacles related to bandwidth limitations, cybersecurity vulnerabilities, and inadequate government support for digital transformation (Mubarok et al., 2024). In particular, small and medium-sized enterprises (SMEs) often face constraints related to cost, expertise, and vendor access, which stall AI integration despite high interest and perceived benefit (Weber et al., 2024).

Even among organizations with adequate physical infrastructure, **technological gaps** persist due to underdeveloped internal processes and lack of data governance. Studies emphasize that being “AI-ready” requires more than just hardware—it necessitates well-aligned systems for data collection, cleaning, integration, and real-time analytics (Uren & Edwards, 2023). Moreover, the absence of skilled professionals in AI strategy and operations limits the ability of marketing departments to move from experimentation to institutionalization (Chiekezie et al., 2024).

In Saudi Arabia and other Gulf economies, infrastructural progress is accelerating under government initiatives such as the National Strategy for Data and AI (NSDAI), yet challenges remain in standardizing technology access across industries and scaling digital literacy in the workforce (Alzahrani, 2024). Without targeted investments in digital infrastructure, data quality assurance, and AI-skilled labor, organizations may struggle to fully capitalize on the transformative potential of AI in marketing operations.

The integration of AI into content marketing strategies has fundamentally reshaped the skill landscape, requiring a blend of technical, cognitive, and adaptive capabilities. Organizations increasingly demand hybrid talent profiles that combine traditional marketing expertise with competencies in data science, AI tool management, and digital literacy (Mäkelä & Stephany, 2024). While AI can automate routine creative processes, it simultaneously increases the value of skills related to critical thinking, communication, ethics, and cross-functional collaboration—areas where human input remains irreplaceable (Huang et al., 2024).

Studies show that the most sought-after skills in AI-enhanced roles include machine learning literacy, data interpretation, platform integration, and algorithmic oversight. In particular, proficiency in tools like Python, marketing automation platforms, and AI-driven analytics dashboards is becoming a baseline expectation, even for non-technical roles (Samek et al., 2021). In this context, organizations are increasingly prioritizing continuous learning ecosystems and upskilling programs that prepare employees for an evolving AI-enabled work environment (Saba et al., 2024).

However, the talent gap remains significant, particularly in developing economies where access to AI education and training infrastructure is limited. Companies face difficulties in recruiting AI-savvy marketers, especially those capable of interpreting algorithmic outputs in ways that align with strategic communication goals (Merritt, 2024). Research shows that pre-existing disparities in human capital particularly the concentration of university-educated professionals in tech-forward firms play a defining role in early AI adoption success (Brey & van der Marel, 2024).

In response, forward-thinking organizations are adopting competency-based training models and AI-human collaboration frameworks that foster both adaptability and explainability in marketing operations (Karunakaran & Pradeep, 2024). These models emphasize not only acquiring hard skills but also developing meta-skills like problem-solving, emotional

intelligence, and resilience critical for navigating the uncertainties of AI transformation (Nekipelova & Nekipelov, 2022).

Organizations that have successfully adopted AI often report improved operational efficiency, personalization, and customer targeting, all of which contribute to measurable revenue growth and competitive advantage (Abuzaid, 2024). For example, AI implementation in business processes has been associated with productivity increases of up to 40% and cost reductions exceeding 30%, depending on industry and function (Er, 2024).

Small and mid-sized firms, in particular, are more sensitive to these costs and may perceive the AI transition as high-risk, especially when return on investment is delayed or uncertain (Maldonado-Canca et al., 2024). In such cases, pilot programs, phased rollouts, and vendor co-investment models have been recommended as ways to reduce adoption risk and demonstrate tangible benefits early in the process.

Change management plays a critical role in enabling the successful integration of AI systems. Unlike traditional IT upgrades, AI involves continuous learning and system evolution, which can generate anxiety, resistance, or skepticism among employees and managers alike. Studies stress the importance of aligning AI adoption with organizational culture, communication strategies, and leadership buy-in to mitigate resistance and ensure long-term success (Martins, 2023). Best practices include cross-functional teams, upskilling programs, and transparent impact metrics to manage expectations and support internal alignment.

Moreover, CBA is not purely economic organizations which must weigh reputational risk, employee morale, and ethical implications when calculating the true value of AI transformation. For example, hidden costs may arise from workforce disruption, unforeseen maintenance burdens, or poor customer response to overly automated experiences (Gordon, 2014). Forward-looking companies increasingly apply expanded CBA frameworks that incorporate social and strategic dimensions, allowing them to make more resilient and responsible AI investment decisions.

2.9 Chapter Summary

In this chapter, the literature review provided a comprehensive exploration of both the theoretical underpinnings and empirical insights related to the research topic. First, it outlined the main theoretical frameworks—namely Knowledge Management Theory, Information Processing Theory, and the Technology Acceptance Model—to illustrate how these

perspectives inform the adoption of AI in marketing and the measurement of content marketing effectiveness. Following this, the chapter discussed the role of AI as an independent variable, delving deeper into its subfields (e.g., machine learning, natural language processing) and highlighting how they can transform marketing practices through enhanced targeting, automation, and personalization. It then moved on to examine “content marketing effectiveness” as the dependent variable, emphasizing key metrics (such as engagement, conversion rates, and ROI) and pointing out the ongoing challenges in quantifying the full impact of content efforts.

Subsequent sections addressed both global and regional studies, underlining how existing research corroborates the growing significance of AI-driven strategies across varied markets. Building on these foundations, new sections on integrating AI into content marketing, ethical and regulatory considerations, and organizational challenges were introduced to reflect the latest scholarly and industry developments. Through real-world examples and recent literature, these sections demonstrated how AI-driven content creation, predictive analytics, and personalization tools can heighten the effectiveness of marketing efforts—while simultaneously highlighting the ethical, legal, and infrastructural complexities that organizations face in implementing such innovations.

Overall, this chapter underscores the interconnectedness of AI capabilities and content marketing strategies, establishing a clear link between the theoretical lenses, prior studies, and practical implementation factors. The insights gleaned here pave the way for the methodological considerations in the next chapter, where the research design, data collection methods, and analytical approaches are explained in greater detail.

Chapter Three:

Research Methodology

3.1 Introduction

In this chapter, the research methods used to study the effects of artificial intelligence (AI) on the content marketing effectiveness of companies in Saudi Arabia. The text research describes the processes of collecting data used in the research strategy, target population, sample functioning and study. In addition, it depicts the statistical functioning used for data analysis, including reliability and validity assessment.

3.2 Research Design

The research design provides a structured structure to arrange and execute the design check. It is guaranteed that the functioning and research goals selected have been aligned. Different research designs serve different objectives, these include the objectives of the study and research questions depending on the study's aims and the type of data necessary address the type of data required (Walker, 2005).

This study adopted the method of quantitative description to explore how AI affects material marketing efficiency. This approach is efficient in collecting and identifying the pattern within extensive numeric data. The study reflects the relationship between AI and various marketing aspects, including trends and direct unions. Iryani and Yulianto (2023) claim that descriptive design marketing provides collection and analysis of structured data to detect factors like ROI, consumer engagement and personalization. An online survey was conducted to collect accurate data for research purposes. The survey addressed the major aspects of material marketing effectiveness, including the financial results of campaign efficiency, audience engagement and AI-driven methods. This approach facilitates collection of quantitative data for statistical analysis aimed at highlighting important patterns and insights (Mustak et al., 2020). Both descriptive and inferior statistical techniques were employed for data analysis. Descriptive figures offered insight into defendant democracy and AI use, while inferior analysis revealed notable correlations and patterns within the dataset. These functioning allowed for intensive evaluation of the impact of AI on material marketing results and provided significant insights to increase marketing strategies (Chintalapati and Pandey, 2021).

3.3 Population of The Study

The population of the study comprises a particular group of people or entities to which research results are generalized or intended to be used. In quantitative research the groups were precisely defined to guarantee the validity and reliability of findings (Shukla, 2020). The study's population consisted of marketing professionals, managers, and business leaders in various industries. Where marketing practices incorporate AI, these individuals represent organizations that are using AI to improve content marketing performance across sectors, including retail, technology, financial services, and media, and must include diverse perspectives (Noranee & Othman, 2023). Widespread use of AI in various fields Results are guaranteed to be applicable to a variety of marketing contexts. The emphasis on businesses integrating AI into their marketing strategies indicates the growing importance of AI in data-driven decision-making and personalization initiatives in the business context. This ensures that the study results are rooted in real-world applications and, for organizations looking to increase their marketing efficiency through the adoption of AI, are applicable (Chintalapati & Pandey, 2021).

3.4 Sample Characteristic

A sample refers to a subset of the population that accurately represents the broader population, ensuring that the selected units encompass the diverse characteristics of the entire group (Shukla, 2020). To capture a wide range of perspectives on the role of AI in content marketing, the sample for this study includes participants with varying backgrounds and expertise.

Industry Sector: Participants are drawn from a variety of industries, including retail, technology, financial services, and media, which are recognized for their rapid adoption of AI-driven marketing strategies. This ensures that the findings reflect diverse industry practices and insights.

Role in Organization: The sample includes marketing professionals, IT personnel involved with AI tools, content strategists, and decision-makers responsible for implementing AI in marketing operations. This diversity ensures a holistic understanding of AI's impact across different roles.

Experience with AI: Participants have varying levels of familiarity with AI, ranging from beginners exploring AI's potential to seasoned experts who have integrated AI into their marketing practices. This diversity in experience allows for a comprehensive evaluation of AI's benefits and challenges.

3.5 Sample Size Determination

Sampling techniques can be classified into two primary categories: probability sampling methods and non-probability sampling methods. The process of sampling is fundamentally rooted in random selection, which guarantees that each individual within the target population possesses an equal opportunity for selection. In contrast, non-probability sampling is based on non-random selection, which is frequently influenced by factors like convenience or accessibility (Alvi, 2016). This study employs a convenience sampling method, which is categorized as a type of non-probability sampling. Convenience sampling, known as accidental or opportunity sampling, is selected for its practicality in accessing participants who are readily available and willing to engage. This method offers significant benefits, especially when the target population encompasses a wide range or when logistical limitations hinder the feasibility of random sampling (Noranee & Othman, 2023). This study involved engaging marketing professionals and business leaders in Saudi Arabia, selected for their accessibility and their active participation in AI-driven content marketing strategies.

3.6 Data Collections Procedures

This study is based on primary data. Saunders et al. (2015) said that several data collection tools, including examinations, questionnaires, interviews, focus groups, and checklists, might be used to get primary data. A questionnaire is an instrument used to collect data, including a series of statements or inquiries that participants must respond to by either recording their answers or selecting from predetermined options (Brown, 2001). Brown (2001) asserts that the questionnaire is among the most often used data collection tools in quantitative research, owing to its simplicity in design and dissemination. Consequently, it facilitates rapid, efficient, and cost-effective data collecting from a substantial number of study participants. Consequently, the researcher opted for a self-administered, closed-ended questionnaire disseminated online using Google Forms.

3.7 Method of Analysis

The data collected were analyzed using SPSS version 27 for the research questions and hypotheses that were to be verified. Descriptive statistics that addressed hypotheses and research questions.

The next descriptive and inferential statistical tests will be employed to examine hypotheses:

- In computing the means and standard deviation of the data, an understanding of its central tendency and variability is gained which assists during initial stages of data exploration and explanation.
- The reliability of the research instruments was measured in detail with the use of Cronbach's Alpha test because this test calculates the internal consistency of the measures taken and also ensures the dependability and reliability of the data collected. Cronbach's Alpha establishes credibility in the findings by measuring the consistency of responses to different items within the research instruments.
- The explored relationships with the study variables were examined with the use of the Pearson's correlation coefficient. This coefficient provides a means to quantify the strength and direction of linear relationships which helps to understand potential relationships between the variables being investigated.
- Additional steps to further understand the relationships between independent and dependent variables was done through simple linear regression which allows for hypothesis testing and model building. The assumption with simple linear regression is that there will be changes in the variable when another variable changes and it tries to confirm if there is a cause-and-effect relationship between them.

3.8 Measurement's Scale

This study used a five-point Likert scale as the main measurement instrument. The answer options range from 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, to 1 = strongly disagree. Likert scales are recognized for their ability to provide detailed insights into participants' opinions. This makes it suitable for evaluating subjective variables in quantitative research (Chintalapati & Pandey, 2021).

Table 1 Measurement Standards

Scale	Measurement
-------	-------------

Strongly agree	5
Agree	4
Neutral agree nor disagree	3
Disagree	2
Strongly disagree	1

This research used a survey to evaluate the impact of AI on the content marketing effectiveness in private sector organizations in Saudi Arabia. The questionnaire has three primary parts with a total of 30 questions. The first part includes demographic data, such as age, gender, educational level, job title, industrial area, year of marketing experience and proficiency with AI technology. These inquiries provide a relevant understanding of the background of the participants and their degree of contact with AI in marketing.

The second section focuses on AI integration and content marketing effectiveness. The questions in this section were adapted from Ferikoğlu & Akgün (2022), Shaily & Emma (2021), Alexandrov (2010), Khrupovych & Borysova (2021), and Singh et al. (1990).

3.9 Pilot Study

To check the research tool validity and reliability, a pilot study was constructed from outside of main sample from the study population included 30 marketing employees, marketing professionals from the private sector's organizations in Saudi Arabia.

3.10 Validity and Reliability Tests

- **Reliability Test**

According to Blumberg, Cooper, and Schindler (2005), reliability plays a critical role in ensuring consistent outcomes with uniform values. It evaluates the consistency, repeatability, precision, and trustworthiness of research findings (Chakrabartty, 2013).

Reliability indicates measurements free from errors, thereby ensuring consistent measurements over time and across different items within research instruments. Cronbach's alpha (α) is among the widely adopted measures of internal consistency, highlighted for its

utility in assessing the internal consistency of research instruments, as demonstrated in Table 2, which provides scores and interpretations of Cronbach's alpha.

Table 2 Cronbach Alpha (α) Reliability Test interpretation

Cronbach's Alpha (α)	Interpretation
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: (Mallery & George, 2000).

Table 3 Cronbach's Alpha test

Dimension	No. of items	Cronbach's Alpha	Interpret
Artificial Intelligence	10	0.95	Excellent
Content Marketing Effectiveness	10	0.858	Good
Overall reliability	20	0.946	Excellent

Table 3 illustrates the overall reliability of the study instrument, which stands at 0.946, indicating excellent reliability. This value is deemed sufficient to ensure the reliability of the instrument. Additionally, the analysis reveals that the "Artificial Intelligence" dimension achieved the highest Cronbach alpha value of 0.95, classified as excellent, whereas the "Content Marketing Effectiveness" dimension attained the lowest Cronbach alpha value of 0.858, which is good. These findings validate the reliability of the study tool, as evidenced by the values presented in the table.

- **Validity Test**

Validity is ensuring that the study measure captures the intended concept without undesired traits (Miller, 2012). To test the validity for the questionnaire, it has been used Pearson correlation coefficients between the total score of the questionnaire and each item in the questionnaire; see Table 4.

Table 4 Person correlation coefficients between each statement and questionnaire total score

Artificial Intelligence		Content Marketing Effectiveness	
Statement No.	Pearson	Statement No.	Pearson
AI_01	.793**	ConMarEff01	.909**
AI_02	.837**	ConMarEff02	.907**
AI_03	.725**	ConMarEff03	.928**
AI_04	.596**	ConMarEff04	.838**
AI_05	.730**	ConMarEff05	.545**
AI_06	.753**	ConMarEff06	.362*
AI_07	.915**	ConMarEff07	-.055
AI_08	.794**	ConMarEff08	.432*
AI_09	.875**	ConMarEff09	.503**
AI_10	.905**	ConMarEff10	.266

*Statistically significant at level ($\alpha=0.05$)

**Statistically significant at level ($\alpha=0.01$)

Table 4 shows that all Person correlations are statistically significant at levels ($\alpha=0.05$ and $\alpha=0.01$) except the items (ConMarEff07, and ConMarEff10). These two items will be deleted from the main sample since it is not statically significant correlated with the questionnaire total score. Results in table show that Person correlation coefficients ranged between (0.362-0.928). This means that validity is proved for the study tool.

3.11 Chapter Summary

This chapter examines the research methodology employed in this study. The discussion commenced with an examination of the methodologies employed in identifying the research type and the manner of its execution. The research was determined to be quantitative. Furthermore, it would employ a deductive approach to validate the applicability of the theory presented in Chapter two. The research adopted a descriptive design and utilized an online survey as its methodological approach. Data was collected through an online questionnaire distributed via Google Forms, resulting in the creation and analysis of a dataset comprising 350 participants. This chapter provided details regarding the construction of the study instrument and measurements. The subsequent section detailed the verification of the survey method's reliability and validity. The ethical considerations informing the data collection process were also finally listed.

Chapter 4

Data Analysis and Results

4.1 Introduction

The study aims to investigate the effect of AI on the effectiveness of content marketing in Saudi Arabia's private-sector enterprises. With a view to this, both descriptive and inferential statistical analyses have been made on the subjects' responses (for example, about the current research item) to ascertain the relationship between independent variables as well as dependent variables. In the present study, the Statistical Package for Social Sciences (SPSS) version 23 was employed. In this way, it helped the collection of data and the verification of research hypotheses analysis results.

4.2 Analysis Demographic Information

This section presents the results gleaned from the analysis of demographic data pertaining to the 350 participants who completed the study questionnaire. The findings are elucidated through the utilization of frequencies and percentages. Table 5 provides descriptive statistics concerning the demographic characteristics of the respondents.

Table 5 Descriptive statistics of respondents' demographic information

Variable	Category	Frequency	Percent
Age groups	18–24	60	17.1
	25–34	118	33.7
	35–44	122	34.9
	45 and above	50	14.3
Gender	Male	171	48.9
	Female	179	51.1
Position in company	Entry-level	86	24.6
	Mid-level	102	29.1
	Senior-level	75	21.4

Variable	Category	Frequency	Percent
	Executive	87	24.9
Education level	High School	96	27.4
	Bachelor's Degree	152	43.4
	Master's Degree	61	17.4
	Doctoral Degree	41	11.7
Industry Sector	Technology	123	35.1
	Retail	45	12.9
	Finance	66	18.9
	Healthcare	81	23.1
	Other	35	10

It was evident from Table 5 that most of the respondents, accounting for 34.9% and 33.7% respectively, were in the 35-44 and 25-34 age groups. The least representation at sample was 45 and above years old with 14.3% of sample size. Gender depiction is almost symmetrical, with more respondents 51.1% identifying themselves as Female, and 48.9% as Male.

The data of the companies analyzed indicates that the distribution of positions within the companies showed that Mid-level employees, at 29.1%, were most represented, followed by Entry-level and Executive positions at 24.6% and 24.9%, respectively. Senior-level employees make up 21.4% of the sample.

The most represented respondents were those with a bachelor's degree with 43.4% of the sample, followed by High School graduates with 27.4%, Master's Degree holders with 17.4%, and Doctoral Degree holders with 11.7%. The data indicates that the sample is highly educated with more than 70% of respondents who have at least a bachelor's degree.

In addition, the sample is primarily comprised of the Technology sector whose representation is 35.1%. Following it, the Healthcare sector occupies 23.1%, the Finance sector 18.9%, and the Retail sector 12.9%, while "Other" accounts for 10% of the sample.

Figure 4 illustrated that most of the sample were from 7-10 years of experience in marketing, followed with those with +10 years of experience comprising 26% of sample size, while lowest representing in sample was those with 1-3 years' experience in marketing with 15.71%.

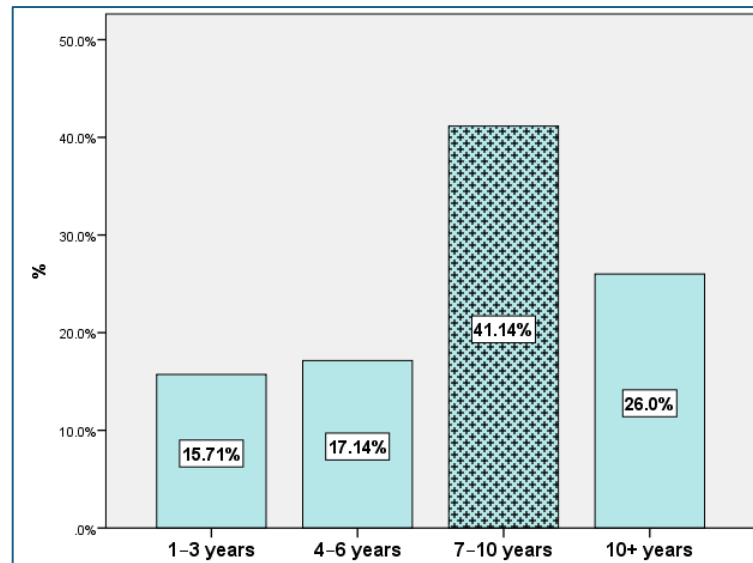


Figure 4 Sample distribution according to Years of Experience in Marketing

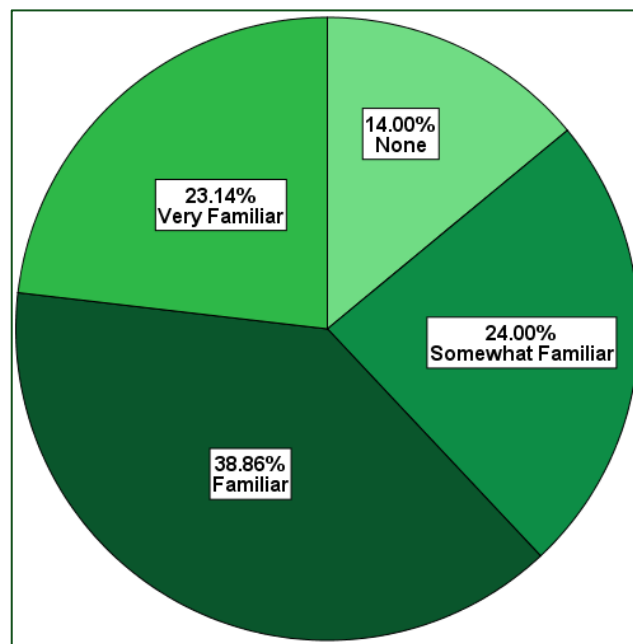


Figure 5 Sample distribution according to Experience with AI Technologies in Marketing

Figure 5 illustrated the distributing respondents according to their experience with AI technologies in marketing, the result indicated that most respondents, 38.86%, fall into the Familiar category, followed by Somewhat Familiar at 24%, and Very Familiar at 23.1%. The smallest group represented in study sample was None, with 14%.

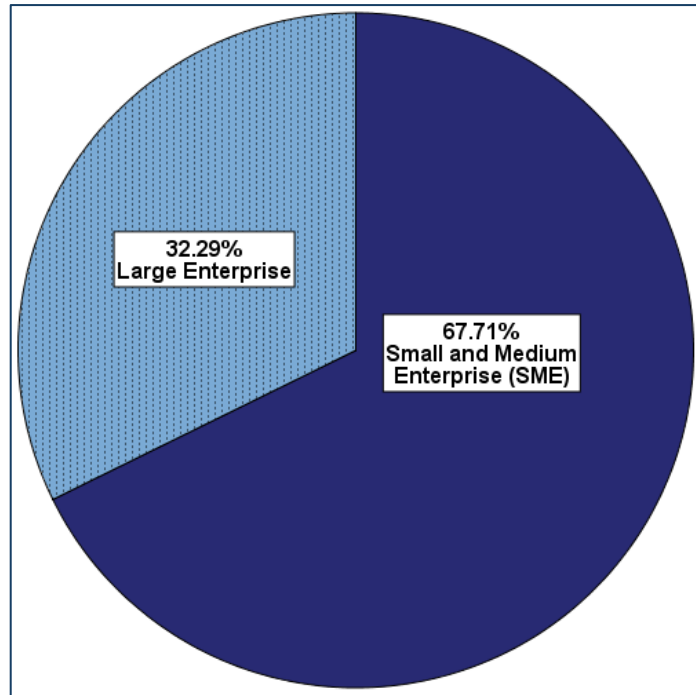


Figure 6 Sample distribution according to Type of Company

Figure 6 showed that majority participants fall into the small and medium companies' category with 67.71%. The category large enterprise comes next at 32.29%.

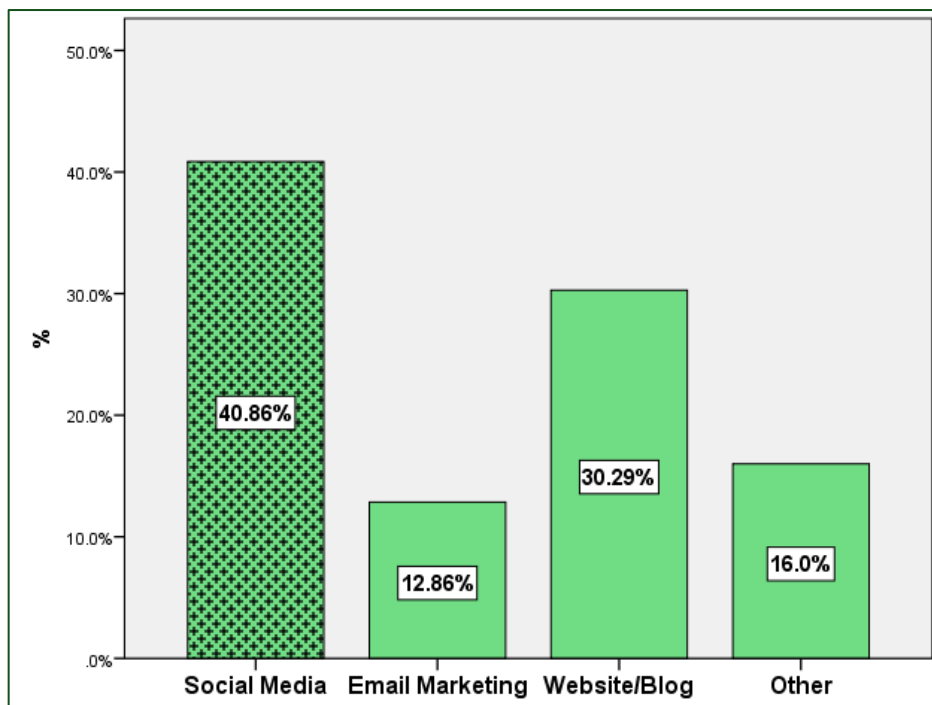


Figure 7 Sample distribution according to Primary Content Marketing Channel Used

Figure 7 showed that social media is the most frequently used channel, representing 40.86% of the sample. This is followed by Website/Blog at 30.29%, Other category at 16%, while Email Marketing comes last at 12.86%.

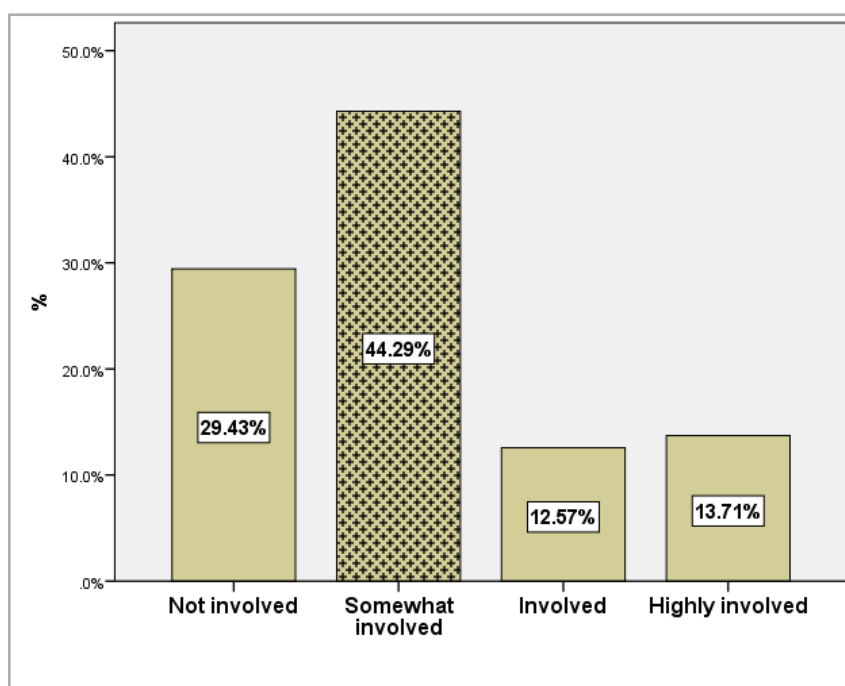


Figure 8 Sample distribution according to the Role in Decision-Making on Marketing Technologies

Figure 8 revealed that the largest group was Somewhat Involved, accounting for 44.29% of the sample, followed by Not Involved at 29.43%, next with Highly Involved at 13.71%, and involved at 12.57%.

4.3 Participants assessment of the (Artificial Intelligence, and Content Marketing Effectiveness) dimensions and it is corresponding items

Means, standard deviations, and frequencies of all dimensions and their respective items were extracted. Subsequently, these were arranged descending with item's and dimension's mean scores, and the standard deviations were also noted. The means of the items and dimensions are detailed in Table 6 using a standard 5-point Likert scale.

Table 6 Means level format of typical Likert five-level scale

Mean range	Scale
1 - 1.80	Strongly Disagree
1.81 - 2.60	Disagree
2.61 - 3.40	Neutral
3.41 - 4.20	Agree
4.21 - 5	Strongly Agree

4.3.1 Assessment Study Dimensions

Table 7 represent overall questionnaire dimensions ranked descending according to dimensions means.

Table 7 Dimensions ranked descending according to dimensions' means

Dimension	Mean	SD*	Rank	Scale
Content Marketing Effectiveness	3.56	0.691	1	Agree
Artificial Intelligence	3.50	1.052	2	Agree
Overall Questionnaire	3.53	0.837	Agree	

*SD (standard deviation)

Table 7 showed the overall ranking of questionnaire dimensions based on their means. The dimension labeled "Content Marketing Effectiveness" ranked first with mean score of 3.56 (indicating agreement), accompanied by a standard deviation of 0.691, while the dimension "Artificial Intelligence AI" was ranked next with mean score of 3.5 (also indicating agreement), with a standard deviation of 1.052. **The overall mean score of the questionnaire was 3.53 (indicating agreement), with a standard deviation of 0.837.**

4.3.2 Assessment independent variable

Table 8 shows participant's assessment for study independent variable (Artificial Intelligence).

Table 8 Participants assessment independent variable

Measurements	SDis. (1)	Dis. (2)	N. (3)	Ag. (4)	SAg. (5)	Total %	Mean ±SD	Rank
Artificial Intelligence AI					Agree		3.5±1.052	
AI integration has improved the efficiency of our content creation process.	30	46	33	121	120	350	3.73±1.29	1
	8.6	13.1	9.4	34.6	34.3	100		
AI-driven analytics provide valuable insights into customer preferences.	29	40	41	143	97	350	3.68±1.225	2
	8.3	11.4	11.7	40.9	27.7	100		
The use of AI has enabled us to more effectively target specific customer segments.	35	61	42	139	73	350	3.44±1.272	8
	10.0	17.4	12.0	39.7	20.9	100		
AI-based tools have enhanced the personalization of our marketing content.	33	54	36	138	89	350	3.56±1.278	4
	9.4	15.4	10.3	39.4	25.4	100		
Implementing AI has increased our overall content marketing performance.	32	44	37	151	86	350	3.61±1.238	3
	9.1	12.6	10.6	43.1	24.6	100		
AI has allowed for more timely responses to customer feedback and behaviors.	30	57	62	128	73	350	3.45±1.228	7
	8.6	16.3	17.7	36.6	20.9	100		
Our organization has observed a significant cost reduction due to AI in content marketing.	32	65	37	134	82	350	3.48±1.282	6
	9.1	18.6	10.6	38.3	23.4	100		

Measurements	SDis. (1)	Dis. (2)	N. (3)	Ag. (4)	SAg. (5)	Total %	Mean ±SD	Rank
AI-driven content recommendations have increased engagement across platforms.	30	82	57	103	78	350	3.33±1.287	9
	8.6	23.4	16.3	29.4	22.3	100		
AI in content marketing has minimized the need for direct human intervention.	31	60	46	117	96	350	3.16±1.236	10
	8.9	17.1	13.1	33.4	27.4	100		
Our organization has seen clear ROI from implementing AI-driven content marketing strategies.	30	46	33	121	120	350	3.53±1.295	5
	8.6	13.1	9.4	34.6	34.3	100		

* (SD = standard deviation, SDis.= Strongly Disagree, Dis.= Disagree, N.=Neutral, Ag.= Agree, SAg.=Strongly Agree).

Table 8 showed that the item “AI integration has improved the efficiency of our content creation process” comes first according to participant’s assessment with Mean ± SD. (3.73±1.29), while “AI in content marketing has minimized the need for direct human intervention” comes last with Mean ± SD. (3.16±1.236).

4.3.3 Assessment Dependent Variable

Table 9 shows participant's assessment for “Content Marketing Effectiveness” dimension.

Table 9 Participants assessment for Content Marketing Effectiveness

Measurements	SDis. (1)	Dis. (2)	N. (3)	Ag. (4)	SAg. (5)	Total %	Mean ±SD	Rank
Content Marketing Effectiveness					Agree		3.56±0.691	
Our content marketing efforts align well with customer needs and preferences.	27	56	45	142	80	350	3.55±1.221	5
	7.7	16.0	12.9	40.6	22.9	100		

Our content consistently drives high engagement across various platforms.	30	71	52	130	67	350	3.38±1.242	7
	8.6	20.3	14.9	37.1	19.1	100		
Our organization's content marketing strategies effectively foster stronger customer relationships.	27	56	35	152	80	350	3.58±1.22	4
	7.7	16.0	10.0	43.4	22.9	100		
Customers report high satisfaction with our brand due to the relevance of our content.	37	73	63	120	57	350	3.25±1.252	8
	10.6	20.9	18.0	34.3	16.3	100		
Our content effectively communicates our brand's values and mission.	18	63	84	117	68	350	3.44±1.143	6
	5.1	18.0	24.0	33.4	19.4	100		
The timing and delivery of our content consistently meet customer expectations.	14	49	72	144	71	350	3.6±1.081	3
	4.0	14.0	20.6	41.1	20.3	100		
Our content marketing efforts positively impact our sales and conversion rates.	7	38	69	149	87	350	3.77±1.006	2
	2.0	10.9	19.7	42.6	24.9	100		
We receive consistently positive feedback on the quality of our content.	9	24	48	163	106	350	3.95±0.973	1
	2.6	6.9	13.7	46.6	30.3	100		

* (SD = standard deviation, SDis.= Strongly Disagree, Dis.= Disagree, N.=Neutral, Ag.= Agree, SAg.=Strongly Agree).

Table 9 shows that Items “We receive consistently positive feedback on the quality of our content” comes first with Mean ± SD. (3.95±0.973), while the item “Customers report high satisfaction with our brand due to the relevance of our content” comes last with Mean ± SD. (3.25±1.252).

4.4 Inferential Analysis

For testing the relations between independent and dependent study variables, Pearson correlation analysis used. Table 10 shows Pearson correlations analysis between all research variables.

Table 10 Pearson Correlations analysis

		Artificial Intelligence	Content Marketing Effectiveness
Artificial Intelligence	Pearson Correlation	1	.739**
	Sig. (2-tailed)		.000
	N	350	350
Content Marketing Effectiveness	Pearson Correlation	.739**	1
	Sig. (2-tailed)	.000	
	N	350	350

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

From Table 10 showed that there was a statistically significant correlation between the study variables. Pearson correlation coefficients was $r = 0.739$. This value suggests a strong positive relationship between the two variables under consideration. Evans (1996) states that correlation coefficients from 0.60 to 0.79 are classified as strong. This reinforces the idea that increases in one variable will most likely cause increases in the other.

4.5 Hypothesis Testing

The hypotheses developed as step of the study of providing answers to research questions and study problem.

4.5.1 Result Of Testing The Study Hypothesis H

H: “Artificial Intelligence positively affects Content Marketing Effectiveness”

For validating the study hypothesis, the researcher conducted the relationship between independent variable (Artificial Intelligence) on (Content Marketing Effectiveness) as dependent variable. As seen in table 10, and since Pearson correlation coefficient ($r = 0.739$), then there is statistically significant positive relation between two variables at significant level

($\alpha < 0.01$). To conduct the nature of this relation between the two variables, simple linear regression used, see table 11.

Table 11 Simple Linear Regression Analysis to examine the impact of Artificial Intelligence on Content Marketing Effectiveness

Model		Unstandardize d Coefficients		Standardized Coefficients	T	p-value	R^2
		B	Std. Error	Beta			
1	(Constant)	1.867	.087		21.538	.000	0.55
	Artificial Intelligence	.485	.024	.739	20.439	.000	

a. Dependent Variable: Content Marketing Effectiveness

$$\text{Content Marketing Effectiveness} = 1.867 + 0.485 \times \text{Artificial Intelligence}$$

Table 11 showed that the regression coefficient of the independent variable Artificial Intelligence was equal to (0.739) with T-test was equal to (20.439) which was statistically significant at (0.05) level since the value of T-test was greater than (1.96), also since the p-value = 0.000 which was less than the statistical level (0.05). The determination coefficient $R^2=0.55$ illustrated that the variable Artificial Intelligence interpreted about 55% of the variance in Content Marketing Effectiveness. So, ***Artificial Intelligence positively affects Content Marketing Effectiveness since ($\beta=0.739$) was positive.*** Accordingly, H was satisfied.

4.6 Summary

In this chapter, it had been delved into the analysis of the collected data, employing descriptive statistics encompassing means, standard deviations, and frequencies. Furthermore, inferential statistics were employed, focusing on Pearson correlation coefficient and simple linear regression. The result of this analysis revealed the fulfillment of the study hypothesis.

Chapter five

Discission

5.1 Introduction

This chapter provides a critical discussion and analysis of the study findings on the effect of AI on the effectiveness of content marketing within private sector organizations in Saudi Arabia. The report begins with a summary of significant results obtained from data analysis, then engaged in discussion of their implications within the structure of current literature. In addition, the chapter emphasizes scholars' research and the contribution of study in practical commercial applications. The obstacles of the study are outlined to refer to the findings and suggested to inform future studies and industry practices. The chapter concisely presents the major deductions of research, emphasizing the importance of AI-operated material marketing in the changing digital environment of Saudi Arabia.

5.2 Summary of Findings

- The study examined the effect of AI on content marketing effectiveness in Saudi Arabia's private sector organizations. The findings confirmed a strong positive correlation ($r = 0.739$, $p < 0.01$) between AI usage and improved content marketing performance. Regression analysis further indicated that AI accounted for 55% of the variance in content marketing effectiveness, supporting the main hypothesis that AI enhances marketing strategies. This research investigated the impact of AI on the efficacy of content marketing inside private sector firms in Saudi Arabia. The results performed an important positive association ($R = 0.739$, $P < 0.01$) between the use of AI and increased material marketing performance. Regression analysis has shown that AI contributed 55% of the variation in content marketing performance, confirming the primary base that AI improves marketing strategy.
- The regression analysis results indicate a significant and positive impact of artificial intelligence on content marketing effectiveness. A one-unit increase in AI usage leads to a 0.485 increase in effectiveness, with a strong standardized beta coefficient of 0.739. The relationship is statistically significant ($p\text{-value} = 0.000$), and the model explains 55% of the variation in content marketing effectiveness, suggesting AI plays a crucial role in enhancing marketing strategies.

- The distribution of respondents shows varying levels of familiarity with AI technologies. While 38.86% of participants reported being familiar with AI, 24.00% had limited familiarity, and 23.14% considered themselves highly familiar. However, 14.00% had no knowledge of AI technologies, highlighting a mix of expertise levels within the sample group.
- The findings reveal differing levels of involvement in marketing technology decision-making. The largest group (44.29%) reported partial involvement, while 29.43% had no role in decision-making. Additionally, 13.71% identified as highly involved, and 12.57% were somewhat involved, indicating that while many have a say in decisions, a significant portion remains uninvolved.
- The findings indicated that AI clearly enhances material growth efficiency, audience's business and ROI. The AI-driven analytics and automation enabled the marketers to adapt the content, increase distribution and elevate consumer interaction, resulting in an increase in conversion rate. The report has increased such as advanced implementation costs, data of data privacy and lack of experienced workers, who have disrupted AI adoption in some areas.
- The results of the study confirmed the technology acceptance model (TAM), information processing theory (IPT), and Knowledge management theory (KMT), confirming that AI improves customer targeting in decision making, information distribution and marketing. Despite the various advantages of AI, the adoption of enterprises is necessary to fully use their capacity in content marketing for enterprises.

5.3 Discussion

- The study's results confirm AI is positive and significantly affects content marketing efficacy in the business field of Saudi Arabia. Hypothesis H1: AI enhances content marketing efficacy, strongly confirmed by statistical research. These findings match with other research that outlines AI's contribution to marketing efficiency, adaptation, and improvement in engagement. Several studies support the beneficial effects of AI on marketing. Halebik and McKay (2019) found that AI-powered digital content marketing has clearly enhanced customer engagement, trust, and value, confirming the study's results that AI enhances material marketing efficacy. Mustak et al. (2020), underlining the importance of AI-operated analytics in consumer behavior forecasting, strengthened the conclusion of this study that AI features a more sewn and data-informed marketing

strategy. Devanport et al. (2020) proved that AI-operated automation improves the efficiency of production and spreading, supporting the claim that AI adapts marketing processes and reduces operational expenses.

- The results confirmed the Technology Acceptance Model (TAM), revealing that AI adoption is easily affected in its perceived utility and integration in marketing plans, similar to the conclusions prepared by Na et al. (2022) In its study on AI adoption in commercial contexts. Similarly, Information Processing Theory (IPT) was confirmed as AI's ability that comprehensive consumer data enabled firms to increase marketing strategy, as seen Kong et al. (2023). In addition, the Knowledge Management Theory (KMT) was confirmed, as AI demonstrated its ability to proliferate material spread and knowledge-sharing mechanisms aligning with the findings of the Bag et al. (2021).
- The study also detected obstacles for adoption of AI, which is in line with the issues exposed in pre-studies. Alattas (2023) indicated that adequate implementation costs and lack of experienced individuals disrupt AI deployment in Saudi enterprises, with a difficulty in our research. Similarly, Alshahrani et al. (2021) underscored that the apprehensions on data protection and legislative boundaries disrupt AI integration, a feeling echoed by the participants in our study. In addition, Al-Baity (2023) stated that enterprises often avoid using the dues of AI, which, for the apprehensions about the dissolution of the established marketing structure, reflects the results of the study, which reflects the results of the study that showed resistance to change as a key challenge.

Despite these challenges, the overall effect of AI on the efficacy of material marketing is most positive. The integration of AI- driven adaptation, automation and future analysis has shown efficacy in improving customer engagement, brand loyalty and ROI. This study confirms previous research that supports AI's contribution to increasing marketing success, while it also recognizes that adoption obstacles for firms are necessary to fully use AI's abilities. Future studies need to examine ways to reduce these problems, especially within the Saudi Arabia market, where digital changes are a primary target of Vision 2030.

- According to the survey results, experience levels ranged from beginners to experts, which likely affects the adoption rate and the sophistication of AI application in content marketing efforts. This aligns with findings by Alvarez-Milán et al. (2018), who emphasized the critical role of skill depth in leveraging AI to optimize customer engagement and automate content delivery effectively.

- The survey highlighted varying degrees of involvement, with a significant proportion of participants being somewhat involved in these decisions. This involvement is pivotal as it allows for better alignment of AI tools with strategic marketing objectives, ultimately enhancing content personalization and engagement. Basri (2020) supports this by demonstrating that strategic involvement in AI decisions leads to improved performance in content marketing within small and medium enterprises in Saudi Arabia

5.4 Research Implications

The findings of this study have considerable impact for academics and marketing sectors, especially within the commercial field of Saudi Arabia. This study theoretically increases the current body of knowledge on AI-driven content marketing, enhances existing models. The study presents the actual evidence that the AI improves content adaptation, automation and engagement, confirming the previous research, providing the relevant novel insight to the Saudi market.

Practically, the results indicate that organizations can significantly improve their marketing strategies with the use of AI solutions. AI-driven content marketing facilitates efficient resource distribution, data-informed decision making and increase in audience engagement, resulting in an increase in ROI. Organizations using AI for material production, spread and adaptation are ready to gain a competitive lead, especially in digital-centered areas such as e-commerce, banking and technology. Nevertheless, challenges include advanced implementation costs, data security issues, and lack of skilled personnel to promote widespread use must be resolved.

For policymakers and industry leaders, this research underscores the need for investment in AI education, training programs, and regulatory frameworks that ensure ethical AI usage in marketing. With Vision 2030 prioritizing digital transformation, the integration of AI into marketing strategies aligns with national objectives, supporting economic growth and technological advancement in Saudi Arabia. Future policies should focus on incentivizing AI adoption, ensuring data security regulations, and bridging the AI skills gap to enhance the effectiveness of digital marketing practices.

This study highlights the need for governments and professional leaders to invest in AI education, training initiatives and regulatory structures that guarantee the use of moral AI in marketing. Vision 2030 emphasizes digital changes, and the use of AI in marketing strategy

in line with national goals, promotes economic growth and technological progress in Saudi Arabia. Future governments should prioritize promoting AI use, establish data safety standards and improve AI skill gaps to improve the efficacy of digital marketing strategies.

5.5 Research Contributions

This study contributes significantly to educational literature and practical applications, especially to clarify the function of AI in increasing material marketing effectiveness within private sector firms in Saudi Arabia. This study provides the required insight for scholars, organizations and policymakers by examining the correlation between AI and marketing results.

5.5.1 Academic Contributions

This study contributes to the academic discourse on AI-driven content marketing by addressing the limited research on AI's impact within Saudi Arabia's private sector. While AI has been widely studied in global marketing contexts, its influence on content marketing effectiveness in emerging economies has remained largely unexplored. The study expands theoretical knowledge by validating key models, including the Technology Acceptance Model (TAM), Information Processing Theory (IPT), and Knowledge Management Theory (KMT), within the Saudi business landscape. The findings confirm that AI enhances content personalization, automation, and audience engagement.

The study enhances academic debate on AI-driven content marketing by examining studies about the impact of AI in Saudi Arabia's commercial field. Although AI's global marketing contexts have been extensively examined, its impact on content marketing efficacy in developing countries is mostly ignored. Research enhances the theoretical understanding by confirming essential principles such as Technology Acceptance Models (TAM), Information Processing Theory (IPT), and Knowledge Management Theory (KMT) in terms of Saudi corporate environment. The results are valid that the AI material improves optimization, automation and the busyness of the audience.

The study results match with Alattas (2023) and Alshahrani et al. (2021), who identified similar challenges in Saudi Arabia's digital change initiative. This analysis reflects significant obstacles for AI implementation, including elevated prices, data privacy issues and the need for skilled personnel, so enriches the discourse on AI preparation in emerging economies. This

research refers to the status of AI within Saudi Arabia's Vision 2030 framework, so enrich the global understanding of the development of AI-operated marketing strategies in digitally developed economies.

5.5.2 Practical Contributions

This study provides significant insight to businesses, marketers and policymakers to use AI-driven material marketing techniques. Research has confirmed that AI incorporates high engagement rates, increased customer loyalty and ROI. Private sector companies in Saudi Arabia can use these insights to enhance their AI-driven marketing strategies, so data-driven decision making, future stating analysis and optimizing content refinement.

This paper identifies significant challenges for AI adoption, including technical ability and lack of regulatory ambiguity. Businesses can use these insights by investing in AI training programs and cultivating internal competencies to integrate AI efficiently in marketing processes. These results highlight the need of policymakers to provide organized AI governance, regulatory framework and government incentives to promote the use of AI while protecting moral data practices and consumer trust.

5.6 Research Limitations

This study provides significant insights into the influence of AI on content marketing effectiveness inside private sector firms in Saudi Arabia; Nevertheless, some limitations should be recognized. These limitations can affect the normality, purpose and range of the results of the study.

A primary limitation is the geographical emphasis of research. The study is limited to private sector institutions in Saudi Arabia, indicating that the results may not be completely relevant to other areas or areas with different technical infrastructure, regulatory environment and consumer habits. Subsequent research can carry forward this study or comparative analysis with Western economies where AI integration is more developed in marketing.

Another limitation is the dependence on quantitative research methods, especially survey-based data acquisition. This technique provides statistical evidence of the correlation between AI and material marketing efficacy, although it fails to provide wide qualitative insight into the experiences, obstacles and perspectives of AI adoption. Later research may include

interviews or case studies to gain a more sophisticated understanding of AI's work in marketing.

In addition, the time scope of the study presents a limit, which has been given quick development of AI technology and digital marketing trends. Research shows the effects of AI based on data collected on a defined time frame, shows that recent developments in AI tools, machine learning models and marketing automation software in the recent events not addressed by this study material marketing efficacy Can affect Longitudinal Research Monitoring AI deployment will provide more perfectly insight into its permanent impact throughout the time.

Another challenge in variation has inequality in AI levels across organizations. The survey includes organizations performing different degrees of AI adoption and proficiency, from early adopters to people with AI integration. This variability may have affected overall results, complicating the assessment of AI's complete capacity in firms with sophisticated AI capabilities. Future studies should check the impact of AI inside some industrial areas to give more customized suggestions.

Lastly, data privacy and ethical ideas may have affected respondents' answers, given that AI-operated marketing meets the use of processing and personalization algorithms of consumer data. Some participants may be reluctant to reveal the entire scope of use of AI due to business regulations or regulatory apprehensions. The inclusion of these moral issues in the next research can improve the accuracy and openness of AI studies in marketing.

5.7 Recommendation

1. Organizations in Saudi Arabia's private sector should prioritize AI adoption in content marketing strategies to enhance engagement, personalization, and return on investment (ROI). Businesses should invest in AI-powered content creation and analytics tools, enabling data-driven decision-making and personalized customer experiences. Additionally, firms should train marketing teams in AI literacy and digital transformation skills, ensuring employees can effectively leverage AI-driven insights.
2. Organizations in the private sector of Saudi Arabia should prioritize the use of AI in material marketing strategies to enhance engagement, adaptability and return on investment (ROI). Businesses should invest in AI-operated material production and analytics solutions to enable data-informed decisions and increase customer

experience. In addition, organizations should instruct marketing employees in AI literacy and digital change skills, to ensure that workers can be effectively used.

3. Saudi Arabia government and regulatory officials should encourage AI adoption to motivate private sector enterprises to adopt AI in their marketing efforts. Tax encouragement, financing for AI-run innovation, and AI skill development initiative will accelerate AI application in many fields. In addition, the government needs to implement equal AI standards and data privacy laws to protect moral AI use and customers' information in marketing practices.
4. Future research should explore AI adoption in content marketing across different industries and regions, allowing for comparative analysis and a deeper understanding of industry-specific AI challenges. Researchers should also examine AI's long-term impact on consumer behavior, trust, and brand loyalty, as AI-driven marketing continues to evolve.
5. Companies should consider gradual AI integration, starting with automation in content distribution and customer segmentation before scaling advanced AI solutions like predictive analytics and machine learning models. Furthermore, businesses should establish clear data privacy policies and ethical guidelines for AI-driven marketing to maintain consumer trust and regulatory compliance.
6. Policymakers should also collaborate with universities and research institutions to develop AI-focused educational programs, equipping future professionals with the necessary skills for AI-driven marketing. Given Saudi Arabia's Vision 2030 initiative, aligning AI adoption in marketing with the broader national digital transformation agenda will enhance the country's global competitiveness in AI and technology sectors.

5.8 Conclusion

This study investigated the impact of AI on content marketing effectiveness in Saudi Arabia's private sector organizations. The findings confirmed that AI significantly improves content marketing strategies by enabling automation, personalization, and data-driven decision-making. The study also identified barriers to AI adoption, including high implementation costs, data privacy concerns, and a lack of skilled personnel, which must be addressed for AI to reach its full potential in marketing.

The research validated key theoretical models, using the TAM, IPT, and KMT, confirming that AI positively influences content marketing effectiveness by improving efficiency, customer targeting, and engagement metrics. The statistical analysis demonstrated a strong positive correlation ($r = 0.739$, $p < 0.01$) between AI usage and content marketing success, reinforcing the study's primary hypothesis.

While AI adoption in marketing presents significant opportunities, challenges related to cost, infrastructure, and ethical concerns must be addressed. Businesses are encouraged to gradually integrate AI-driven tools, focusing on automated content distribution and predictive analytics, while policymakers should implement AI regulations and incentives to accelerate adoption. Future research should explore AI's long-term effects on consumer trust, brand loyalty, and industry-specific applications to expand knowledge in this evolving field.

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Appendix

Online Questionnaire

“The Impact of Artificial Intelligence on Content Marketing effectiveness in Saudi Arabia’s Private Sector Organizations”

Introduction: This questionnaire is designed to evaluate the effects of Artificial Intelligence on content marketing effectiveness in Saudi Arabia's private sector organizations. Your participation will provide valuable data to understand AI's role in the effectiveness in the content marketing in Saudi Arabia. This survey has 30 questions, which takes 5 minutes to complete it. Thank you.

Section 1: Demographic Information

1. Age

- ☐ 18–24
- ☐ 25–34
- ☐ 35–44
- ☐ 45 and above

2. Gender

- ☐ Male
- ☐ Female

3. Position in Company

- ☐ Entry-level
- ☐ Mid-level
- ☐ Senior-level
- ☐ Executive

4. Education Level

- ☐ High School
- ☐ Bachelor’s Degree
- ☐ Master’s Degree
- ☐ Doctoral Degree

5. Industry Sector

- ☐ Technology

- Retail
- Finance
- Healthcare
- Other (Specify)

6. Years of Experience in Marketing

- 1–3 years
- 4–6 years
- 7–10 years
- 10+ years

7. Experience with AI Technologies in Marketing

- None
- Somewhat Familiar
- Familiar
- Very Familiar

8. Type of Company

- Small and Medium Enterprise (SME)
- Large Enterprise

9. Primary Content Marketing Channel Used

- Social Media
- Email Marketing
- Website/Blog
- Other (Specify)

10. Role in Decision-Making on Marketing Technologies

- Not involved
- Somewhat involved
- Involved
- Highly involved

The following questions are designed to assess your perceptions of Artificial Intelligence (AI) integration in content marketing and the effectiveness of content marketing strategies in your organization. Please indicate your level of agreement with each statement based on a scale of 1 to 5, where:

- 1 = Strongly Disagree

- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

Your responses will help us better understand the role and impact of AI in enhancing content marketing within private sector organizations in Saudi Arabia. Thank you for your insights.

Section 2:

Variable 1: AI

11. AI integration has improved the efficiency of our content creation process (Ferikoğlu & Akgün, 2022).
12. AI-driven analytics provide valuable insights into customer preferences (Shaily & Emma, 2021).
13. The use of AI has enabled us to more effectively target specific customer segments (Alexandrov, 2010).
14. AI-based tools have enhanced the personalization of our marketing content (Khrupovych & Borysova, 2021).
15. Implementing AI has increased our overall content marketing performance (Singh et al., 1990).
16. AI has allowed for more timely responses to customer feedback and behaviors (Shaily & Emma, 2021).
17. Our organization has observed a significant cost reduction due to AI in content marketing (Ferikoğlu & Akgün, 2022).
18. AI-driven content recommendations have increased engagement across platforms (Alexandrov, 2010).
19. AI in content marketing has minimized the need for direct human intervention (Khrupovych & Borysova, 2021).
20. Our organization has seen clear ROI from implementing AI-driven content marketing strategies (Singh et al., 1990).

Variable 2: Content Marketing Effectiveness

21. Our content marketing efforts align well with customer needs and preferences (Ferikoğlu & Akgün, 2022).
22. Our content consistently drives high engagement across various platforms (Shaily & Emma, 2021).
23. Our organization's content marketing strategies effectively foster stronger customer relationships (Khrupovych & Borysova, 2021).
24. Customers report high satisfaction with our brand due to the relevance of our content (Alexandrov, 2010).

25. Our content effectively communicates our brand's values and mission (Ferikoğlu & Akgün, 2022).
26. The timing and delivery of our content consistently meet customer expectations (Singh et al., 1990).
27. Customer trust in our brand has increased due to effective content marketing (Khrupovych & Borysova, 2021).
28. Our content marketing efforts positively impact our sales and conversion rates (Alexandrov, 2010).
29. We receive consistently positive feedback on the quality of our content (Ferikoğlu & Akgün, 2022).
30. Content marketing significantly contributes to long-term customer retention for our brand (Shaily & Emma, 2021).