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The Effect of the Content Marketing Strategy of Gaming Companies on Customer Attitude and Attraction

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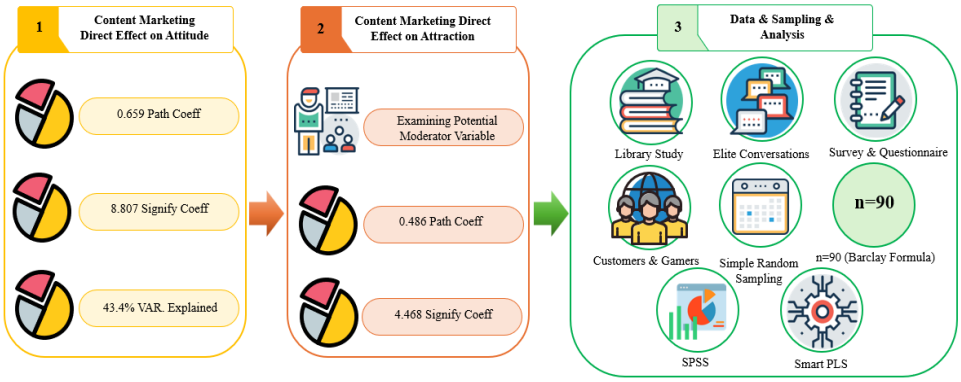
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ABSTRACT

This study investigates the effect of gaming companies' content marketing strategies on attitudes and customer attraction. This study uses the customer attitude variable as a moderator variable to examine whether customer attitude as a moderator variable reduces customer attraction or not. To collect information in the field of theoretical foundations and identify the components, the practice of library study, and conversation with the elite of the area, to collect information related to the hypothesis test, the survey method and questionnaire distribution have been used. In terms of data collection, it is quantitative, and in terms of research, the technique is descriptive-correlation. The statistical population of the present study includes customers and gamers. To determine the minimum required sample size, Barclay et al. Formula were used. In this regard, 90 samples were collected and analyzed by a simple random sampling method. SPSS software was used to describe the data, and Smart PLS software was used to investigate the causal relationships between variables. Findings showed that content marketing strategy directly affects customer attitude with a path coefficient of 0.659 and a significance coefficient of 8.807. The value obtained for the coefficient of determination shows that 43.4% of the changes in the customer attitude variable are due to the content marketing strategy. Also, content marketing strategy directly affects customer attraction with a path coefficient of 0.486 and a significance coefficient of 4.468.



1. Introduction

"Content marketing" or content marketing strategies is one of the newest marketing strategies that seek to attract and retain customers by producing and distributing valuable, relevant, and credible content [1]. Content marketing is a technique in internet marketing that makes and builds relevant content pertinent to the business to create interaction and discussion and change and improve consumer behavior to attract profitable customers. Note that this trend has become an integral part of marketing today. The product of this strategy is to gain customer loyalty [2]. Content marketing strategy focuses on change and innovation in producing high-quality content. Content marketing strategy is a way to create the right content to attract, retain and interact with the audience for a long time. This type of marketing is defined as understanding the audience's interests and attracting profitable customers to bridge the gap between customers and companies [3].

Nowadays, with the increase of companies in business on the one hand and the increase of customers' awareness of the choice of goods, on the other hand, it has doubled the competition to attract and retain customers among businesses. This has led to an increase in the use of new strategies to advance in the competition. Content marketing is considered a new strategy in marketing that

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most businesses today are moving towards using it. Content marketing focuses on changing and improving the behavior of potential customers and turning them into loyal customers by producing and delivering valuable content. The main goal of content marketing is brand awareness and strengthening, encouraging, and turning potential customers into dedicated and passionate buyers, something that every industry and business needs [4]. In other words, the customer is shown enough valuable and relevant content to change the customer's behavior and persuade him to buy a product or upgrade an existing service [5]. One of these businesses is the gaming industry. In recent years, computer games have become a big business. According to the Software Entertainment Institute, making a best-selling game like GTA: San Andreas will cost about $ 3 million to $ 5 million, plus $ 10 million in advertising and marketing.

Advertising and creating a positive atmosphere for a game usually begins in the design and development stages of the game. Gaming companies send designers and public relations managers to trade fairs worldwide to promote their latest games. In Iran, too, the gaming industry has grown a lot in recent years, both quantitatively and qualitatively; Games designed on the mobile platform, in particular, have a wider audience due to the unique design features of these games and the ease of access. According to reports published by Direc, the number of Iranian gamers in 2015 is estimated at 23 million; However, none of the active industries and fields of work in Iran have such a consumer market! Thus, it can be said that 15% of the country's total population is constantly playing; According to these reports and statistics, the importance of gaming and game-making can be realized (virgool). Gaming companies usually excel at producing excellent content marketing and have gained the ability to promote their products through radio and television, using communication methods with their consumers. The existing research focuses on content marketing strategy and concepts, especially in enterprise-to-enterprise and gaming companies that are powerful in content production. Marketing, especially content marketing, is one of the activities. They ignore their main marketing strategies. Therefore, the researchers decided to examine the impact of content marketing strategies of gaming companies on customer attraction and attitude.

1.1. Content

Content is a web page designed in the form of text and data. Good content is the key to attracting customers, retaining them, and getting more traffic from those customers [6]. Content is defined as anything that is created and submitted to a website, including words, images, or other things that exist [7]. The content explains everything a user comes to read, learn, see, and experiment with [8]. In the general definition, content refers to any unit of information presented digitally and managed electronically. This content can be made available to the public in any form: web pages, images, videos, animations, documents, PDFs, and information stored in databases [9].

1.2. Content marketing

Content marketing is one of the attractive marketing techniques for producing high-quality and relevant content for informing and educating people. Content marketers focus on creating, publishing, and sharing valuable content. Content is usually provided in articles, blogs, online books, movies, data, and images [10]. Content marketing strategy focuses on creating a valuable experience. People help each other in this regard; helpful publishing content strengthens the connection and positioning as a leader in that field. This content is highly engaging and shareable and helps the customer find your service or product [11]. Gil Appel [12], in their research paper entitled "The future of social media in marketing," mentioned that the rise of social media affected marketing practice and consumer behavior. He also stated that marketers use digital platforms such as Instagram & Facebook to their audience [13]. In content marketing, the content produced should be entirely relevant to your products and services so that users can read them to understand the benefits, services, disadvantages, and other explanations needed to sell products and services and from this Decide to use or buy them. This technique, which can persuade users to purchase using the site's content, is called content marketing. Content marketing is a marketing technique in which valuable and relevant content is created and distributed to attract, reach and engage a well-understood and well-defined target audience to attract a profitable customer. Content marketing is the art of communicating with actual and potential customers without selling [14]. The three essential elements in content marketing are 1. content, 2. customer engagement 3. goals [15]. Some authors argue that content marketing is the first pillar of content marketing, meaning that content marketing means producing quality content that is unique, relevant, valuable, dynamic, and company-related to competitors. Content must: 1. generate interest, typify information, and educate customers. 2. Express all the identified values of the company in terms of uniqueness, consistency, Quality, and relevance [16]. Customers have undeniably become part of the process of creating valuable content through interactions with the company. This has led to the overcoming of conventional communication methods for advertising due to technology and the Internet. For this reason, a company's content management system should have a customer-centric perspective, be consistently adapted to the needs, interests, and preferences of consumers, and reflect the necessary content [15]. The final essential element of content marketing is achieving the ultimate goals. In this regard, companies use content marketing in the web world to support their multiple business goals such as branding, customer acquisition, and retention (customer loyalty) [16]. Content marketing is a targeted form of repetitive business activity that involves producing targeted, high-quality content for identified audiences, taking into account the return on investment related to the value and perception received. In the first goal, you bring business awareness to your new and growing audience by providing valuable, unique, and helpful content with the bigger goal of achieving measurable business value. The ultimate goal of content marketing is almost always to buy products or services. The measurable commercial value of content marketing can take many forms, including:

- Improving search marketing performance will ultimately lead to financial gain.
- The direct commercial value of the website (visits, sales, revenue).
- Increase brand awareness.
- Shorten the shopping cycle.
- Trust, authority, and skill-building.
- Identify and retain potential customers.
- Increase regular customers and support for frequent purchases.
- Sales increase.
- Gain returns, loyalty, and customer support [17].

1.3. Content Marketing Measurement Criteria

There are criteria for measuring the success of using content marketing in a brand's business. These criteria can be summarized in three categories: 1. consumption criteria, 2. sharing criteria, 3. sales criteria.

The first criterion examined is the consumption criterion. A metric that helps a marketing manager measure the amount of website traffic for a particular brand. Use this metric to measure website traffic related to a specific brand. It can be found that the content created by the marketing department has been able to attract customers and increase a brand's reputation. High traffic indicates high Quality, helpful content, and therefore customer visits. Some of the most prominent features for measuring usage metrics are 1. Page count, 2. Page retention time 3. Downloads. Content marketers use usage metrics for the following reasons:

1) Its features are easily measured by various software such as Google Analytics.
2) Useful statistical information is obtained from the Analysis of these features.

The sharing criterion is the second criterion to be considered. This criterion measures the level of content sharing by customers with their friends on social networks and websites. This criterion has a direct impact on the relationships between users of a website. The sharing criterion is very effective in increasing the brand reputation of a social network. Therefore, this measure is a helpful tool to measure the success of using content marketing to attract customers. Some of the most measurable features of a website sharing criteria are 1. Like, Twitter sharing 2. Incoming emails 3. Inbound links. This class of features helps measure content dissemination among many customers within a brand's network and website. However, unlike consumption benchmarking features, sharing benchmarking features do not provide any factual documented information from the Analysis. The final criterion under consideration is the sales criterion. This criterion evaluates the impact of content marketing on brand performance and efficiency. In other words, it helps marketers understand the impact of content marketing, identify customer engagement tricks and sales goals. Some of the essential features to measure the usefulness of a sales metric on a website are 1. Measuring online and offline sales, 2. Customer loyalty 3. Sales discount. Despite the importance of this class of criteria characteristics, they are often less identified and used by marketers [16].

1.4. Content marketing strategy

Content marketing strategy can be defined as a sub-strategy to achieve the overall company strategy and communication strategies [18]. Content marketing strategy can be defined as aspects of content marketing, including distribution channels, persona and message development, style guide, and short-term and long-term goals [19]. Content marketing strategy focuses on change and innovation in producing high-quality content. Content marketing strategy is a way to create the right content to attract, retain and interact with the audience for a long time. This type of marketing is defined as understanding the audience's interests and attracting profitable customers to close the gap between customers and companies [3]. Content marketing strategy is the act of planning to create, deliver, monitor, and update valuable content [19]. Content marketing strategy means having a plan and proper management of content marketing plans. In 2017 it was announced that marketers who have a written and traditional design would be more successful and face fewer challenges in marketing (Content Marketing Association, 2017).

1.5. general steps in content marketing strategies

1. **Specify the persona**. Pay attention to how you talk to the audience, what they like to hear, how you reach them, and their demographics and social class. Note that you are generating content for your new, loyal and ideal audience. So you have to be very careful with what content you target your target audience.
2. **What should you publish?** You need to look at the content through the columns, each of which is a question, an idea, or a type of content that you can and are going to present to your audience. These columns help you understand what kind of content is most influencing your audience. For example, for a healthcare company, the following three columns can be selected: Health is Happiness (case studies and customer experiences), Feed Your Mind (articles and infographics), See your doctor once in a while (news and announcements).
3. **Assess the content.** Content measurement determines whether the content produced is in line with the content strategy or not. Which copywriter made the best content, and which content and channel were the most effective. You should know that anything that cannot be measured can not be improved. Measurable goals with the help of the intelligent model (1- Express your goals accurately, clearly, and transparently. 2- Define the motivation of your goals. 3- Be realistic in choosing the plan. 4- Set your primary objectives. 5. Measure the goals).
4. **In which channel should we publish the content?** Once you know whom you are producing content for, you can identify where they can be found. Redirect any of your audiences to one of the channels. For example, try to listen to your podcasts on Twitter, email members to the newsletter, loyalists to Instagram. To attract more of your audience, use the same content on several channels in different ways. For example, the text in the blog, the same summary in the telegram, in the form of an infographic on Instagram, a selected and influential sentence on Twitter, and an engaging introduction to sending via email.
5. **When should we publish?** Too much content is as harmful as too little content. In this regard, use the content calendar.
6. **Why should we produce content?** To be successful in content marketing, you need to set measurable goals. For example, identify specific outputs you want to get from any content (Edit Group website 2017).

1.6. Customer attraction

Attraction in the word means to persuade, to draw towards oneself. So customer attraction can be called creating a desire to buy in people who face our products as a customer, or in other words, the process of engaging the customer to motivate them to buy more. In the market culture, the actions and facilities that the organization creates to induce the need to buy more in the customer are called customer attraction [21]. Cutler defines customer attraction and satisfaction as the feeling of pleasure or frustration of comparing the performance of a product or the result of its work according to his expectations[22]. In general, customer attraction can be defined as conveying a message to the market, finding a potential customer, and turning it into an actual customer [23].

1.7. Customer attitude

Attitude is one of the most common constructs measured by marketing researchers. Why is the attitude so popular? Because marketing decision-makers are interested in it. Why are marketing decision-makers interested in it? Because these people believe that there is a very close relationship between the way a person thinks (their attitude). There is what they do (their behavior). However, why do we examine people's attitudes instead of their behavior unless decision-makers are interested in people's behavior or attitudes?

There are several reasons why marketers focus on attitude rather than behavior:

1. Marketers may not have access to observing or reporting people's behavior. Behavior may occur over a long period or in a private setting, so observation is not only impossible but highly appreciated. Also, sometimes behavior itself is part of the nature of people that one does not want to report but will answer questions about its attitude.
2. Sometimes, behavior cannot be reported because it has not yet happened. Marketers looking better to determine the combination of features of a new product should ask consumers questions about the degree of enthusiasm for these features from a consumer perspective because the product has not yet been produced.
3. Attitude arises from the long-term organization of perceptual, cognitive, and emotional processes and taking into account some of the characteristics of the environment in which the person is, as a result of a person's attitude, feelings, thoughts, and reactions to his reactions to Shows the environment. Attitudes from the point of view of Hawkins et al. Have three characteristics, which are: 1. Attitudes are generally relatively stable and continuous. 2. Each attitude is related to an issue, a person, situation, or event. 3. Attitudes are based on evaluation [24].

1.8. Experimental background

Rezvani [25] investigated using content marketing to revisit the website in emerging Internet businesses. The results showed that content marketing with the role of modulating the Quality of the website, quantity, and also the Quality of site content; The significance of the effect of all three variables on the intention to visit the site is confirmed at a 95% confidence level and also, based on standardized coefficients, the path between the variables: content marketing and the intention to revisit the site, the amount of site content and the purpose to visit the site and finally Quality of site content and intent to visit the site, it can be seen that the content marketing variable of 46%, the quantity of site content of 19% and the Quality of site content of 60%, explain the changes of the intention to visit the site and the effect They are cheerful and meaningful.

Ghanbarzadeh [26], in a study, examines the effect of content marketing on the desire to buy online in Irancell. The research results indicate the positive impact of content marketing components (intrinsic elements, formal elements, media elements, effectiveness measurement elements) on the desire to buy Irancell customers online.

Lalian [27], in a study, examines the effect of site content marketing on customer attraction with the mediating role of trust and loyalty of the site's customers. The results show that site content marketing has a positive and significant effect on customer attraction. It was also found that the information dimension and site design dimension have a positive and significant impact on customer trust, information dimension and site design on customer loyalty, and site design on customer attraction. Another result of the research was the positive and significant effect of customer trust and loyalty on customer attraction. It was also found that the information dimension of the site does not have a substantial impact on customer attraction by considering the mediating variables of customer trust and loyalty. Finally, the site design dimension has a positive and significant effect on customer attraction through the mediating variables of customer loyalty and trust.

Lofgren [28] examined how the content marketing process is implemented in shopping malls and showed that the content marketing process is not achievable for some businesses, as presented in the relevant texts. In other words, although the content marketing process presented in the texts is desirable and similar to the content marketing process in the shopping centers understudy, due to limited resources, it is not possible to implement some of its steps.

Hanninen [29], in a study, examined how to implement a content marketing strategy in companies and the future ahead. His results showed that the definition of content marketing depends on people's understanding of this concept. Content marketing as a communication marketing strategy provides valuable and helpful information to the audience to increase sales. Experts' views on the future of this strategy also showed that experts in this field agree on the importance of this strategy, its survival, and growth and expansion shortly.

Holliman and Rowley [30], in a study entitled Business Content Marketing of Companies to Business, concluded that content marketing as one of the marketing techniques could be used to build customer trust in the company's brand.

1.9. Introducing some gaming companies in Iran

1.9.1. Tod

Tod is an agile, talented, and young software developer who explores new ideas creatively with great perseverance to produce quality, high-quality products. Tod's group has grown out of a passion for mobile applications. The first Iranian market for Apple devices called "Sibcheh," "Fruit Craft" game card, as well as "Persiti" farm and urban games are the current products of this collection.

1.9.2. 229

At the beginning of 2012, the 229 game development team started operating as a free and independent game development team, leaving behind its first challenging year to develop further and its initial goals to the game development department. The computers of Shargh Youth Company were transformed and officially started its activities. Studio products can be divided into several categories: online multiplayer games and individual online games. Most of the games produced in this studio are easily playable on mobile phones, and several computer games are currently being made. The production of fun and fair games for different ages is one of the main emphases and one of the values of Game Studio 229.

1.9.3. Zhoorimaang

Zhoorimaang Entertainment Designers Group is an independent company of game, animation, and software industry experts. Zhoorimaang has been active in virtual reality, 2D and 3D animation, and content production for global markets. One of the most significant achievements of the game company is the driver, which entered the international game supply network with Green Light in 2015 and has sold in 77 different countries around the world, and is expanding its markets. As one of the oldest animation and game studios with

over a decade of experience, Zhoorimaang, by adhering to three fundamental principles, uses modern technology, speed in international production and development, has succeeded in keeping pace with modern technology. Become the most successful studio in the west of the country.

1.9.4. Balootgames

Balootgames game studio was formed in early 2016 with few young students interested in gaming, and in less than four months, the result of their first attempt was Mr. Mokh. It was marketed and well-received, which encouraged them to make newer games. After the brainstorming, other games such as Persson Person, Street Basketball, Tablecloth, Taxi, and Businessman have been released by Balootgames Studio so far. The members of Balootgames Studio are always trying to release better quality updates in the Iranian market and try to produce newer games according to the users' tastes and present them to the market.

1.9.5. White designers

White Designers Company was officially registered in 2014. One of the first executive projects is the 3D computer game of the Battle of Khorramshahr, which was personally designed and built-in 2007 and was accompanied by widespread introduction throughout the country. During the years 2009 to 2013, the company with activities in various fields of information technology and the definition of numerous research, development, and academic projects, to the technical and scientific knowledge required to build computer games at all levels as well as design And achieved the development of information technology systems centered on mobile phones and portable systems. With the development of the company's activities from 2014 to 2017, white designers became one of the well-known companies in the design and production of computer games in Iran.

1.9.6. Conceptual model of research

The present study examines the effect of content marketing strategy used by gaming companies on customer attitude and attraction. It also looks at whether people's attitude towards Iranian gaming companies has a decreasing and adjusting effect on their interest by examining the customer's attitude as a moderating variable [31].

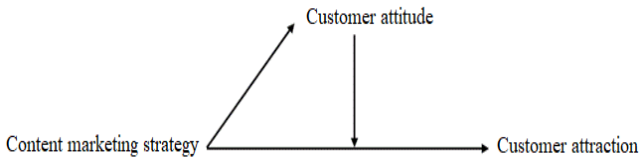


Figure 1. Conceptual model of research

Hypothesis 1: Content marketing strategy has a direct and significant effect on customer attitude.

Hypothesis 2: Content marketing strategy has a direct and significant effect on customer attraction.

Hypothesis 3: Customer attitude has a moderating and decreasing effect on customer attraction.

2. Materials and Methods

The present study is applied in terms of purpose because of using these results in gaming companies. To collect information in the field of theoretical foundations and identify the components, the method of library study, and conversation with the elite of the area, to collect information related to testing hypotheses, the survey method and distribution of questionnaires have been used. In terms of data collection, it is quantitative, and in terms of research, the technique is descriptive-correlation. The statistical population of the present study includes customers and gamers. The Formula of Barclay et al. Was used to determine the minimum required sample size. The minimum required sample size is 80. In this regard, 90 samples were collected and analyzed by simple random sampling. The Analysis of the data obtained from the present study consists of two parts. To describe the data, frequency charts and tables and central indicators and dispersion were used using SPSS statistics. Structural equation modeling with partial least squares approach and Smart PLS software were used to investigate the causal relationships between variables due to low sample size, abnormal data, subject hypotheses including moderators, and appropriate predictive power. The partial least squares method for evaluating structural equation models covers three parts: 1. The part related to measurement models 2. The structural part 3. The general aspect of the model [32,33].

3. Results and Discussion

3.1. Findings from descriptive statistics of respondents

Table 1. Descriptive statistics of research variables

Variable		Frequency	Percentage
Gender	Male	54	60
	Female	36	40
Age	Less than 20	4	4.4
	20-30	47	52.2
	30-40	27	30
	More than 40	12	13
Education	High school	5	5.6
	Diploma	4	4.4
	Bachelor	32	35.6
	Masters	37	41.1
	P.H.D	12	13.3
Marital Status	Single	63	70
	Married	27	30

According to the Table 1, 60% of the people who participated in this study are men and 52.2% of the people are in their 20s and 30s, and 41.1% in this sample have a master's degree, and 70% are single.

Table 2. Descriptive statistics of research metrics

Variable	Average	Middle	Minimum	Maximum	Standard deviation	Kurtosis	Skewness
Gender	1.4	1	1	2	0.49	-1.87	0.415
Age	2.522	2	1	4	0.788	-0.419	0.501
Education	3.522	4	1	5	0.969	0.705	-0.698
Marital status	1.3	1	1	2	0.458	-1.24	0.888
B1	1.478	1	1	5	1	4.453	2.283
B2	1.411	1	1	5	0.868	6.365	2.509
B3	1.367	1	1	5	0.836	6.306	2.58
B4	1.344	1	1	5	0.832	6.768	2.685
B5	1.478	1	1	5	0.934	5.314	2.315
B6	1.422	1	1	5	0.882	7.254	2.616
B7	1.7	1	1	5	1.027	1.353	1.449
N1	1.911	2	1	4	0.915	-0.865	0.534
N2	1.956	2	1	5	0.906	0.209	0.728
N3	2.056	2	1	5	1.026	-0.221	0.64
N4	2.089	2	1	5	1.082	-0.031	0.785
N5	2	2	1	5	1	0.211	0.814
N6	1.856	1	1	5	1.06	0.079	0.978
N7	1.522	1	1	5	0.922	3.676	1.969
N8	1.533	1	1	5	1.067	2.219	1.867
J1	1.7	1	1	5	0.994	1.112	1.398
J2	1.878	1	1	5	1.104	0.083	1.053
J3	2.08	2	1	5	1.222	-0.539	0.777
J4	1.844	1	1	5	0.956	0.486	1.214
J5	1.556	1	1	5	1.34	3.011	1.857
J6	2.067	1	1	5	0.958	-0.45	0.947
J7	1.756	1	1	5	1.055	0.329	1.052
J8	1.767	1	1	5	-	1.386	1.409

Descriptive statistics of research metrics show that in the discussion of content marketing strategy, the rate of people's participation in social networks and sharing of compelling content is lower than average, which indicates low participation of people and Few are willing to pay to use Iranian games. A study of customer attitudes measures shows that people believe that Iranian games have poor graphics and scenarios. Also, the study of customer attraction metrics shows that people are very unfamiliar with Iranian companies and games.

3.2. Findings from the analytical statistics of the respondents

Table 3. Results of validity and reliability

Variable	Cronbach's alpha	Combined reliability	Reliability of References	Convergent validity
Content marketing strategy	0.953	0.962	-	0.782
Customer attitude	0.932	0.944	-	0.681
Customer attraction	0.924	0.939	-	0.658
B1	-	-	0.827	-
B2	-	-	0.831	-
B3	-	-	0.956	-
B4	-	-	0.957	-
B5	-	-	0.927	-
B6	-	-	0.906	-
B7	-	-	0.767	-
N1	-	-	0.798	-
N2	-	-	0.862	-
N3	-	-	0.921	-
N4	-	-	0.909	-
N5	-	-	0.793	-
N6	-	-	0.797	-
N7	-	-	0.786	-
N8	-	-	0.715	-
J1	-	-	0.776	-
J2	-	-	0.865	-
J3	-	-	0.902	-
J4	-	-	0.841	-
J5	-	-	0.739	-
J6	-	-	0.799	-
J7	-	-	0.671	-
J8	-	-	0.873	-

Table 4. Divergent validity

Modifier of customer attitude	Customer attitude	Customer attraction	Content marketing	Variable
0.529	0.528	0.615	0.827	B1
0.62	0.478	0.614	0.831	B2
0.647	0.519	0.673	0.956	B3
0.782	0.608	0.71	0.958	B4
0.696	0.659	0.72	0.927	B5
0.726	0.637	0.67	0.907	B6
0.457	0.655	0.705	0.767	B7
0.37	0.553	0.776	0.685	J1
0.394	0.636	0.865	0.697	J2
0.307	0.698	0.901	0.616	J3
0.385	0.659	0.841	0.466	J4
0.563	0.624	0.739	0.549	J5
0.361	0.655	0.798	0.663	J6
0.366	0.65	0.671	0.464	J7
0.549	0.731	0.873	0.767	J8
0.229	0.791	0.62	0.443	N1
0.229	0.853	0.641	0.458	N2
0.365	0.915	0.703	0.572	N3
0.325	0.903	0.649	0.47	N4
0.254	0.782	0.644	0.481	N5
0.364	0.802	0.606	0.551	N6
0.597	0.797	0.67	0.619	N7
0.606	0.731	0.701	0.677	N8
1	0.457	0.509	0.723	Modifier variable

3.3. Measurement model indicators

According to the obtained values, it can be said that the variables and references have acceptable reliability and validity.

3.4. Structural model characteristics

In the Analysis of structural models using the partial least squares approach, there are three main criteria for structural testing models; 1. Significant numbers t, 2. Determination coefficient index R^2 and 3. Index Q^2

3.5. Significance coefficients 't'

Significance coefficients t at the 95% confidence level should be above 1.69.

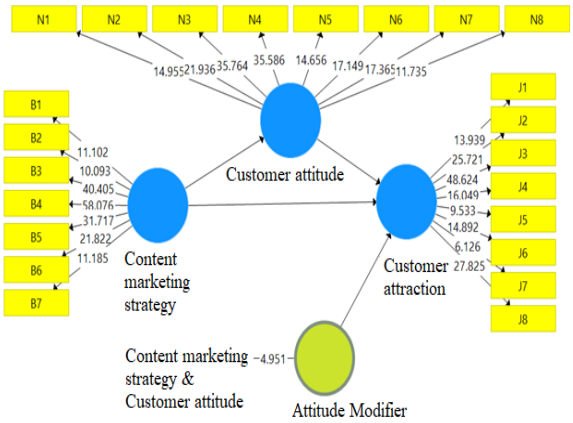


Figure 2. Significance coefficients t of research criteria

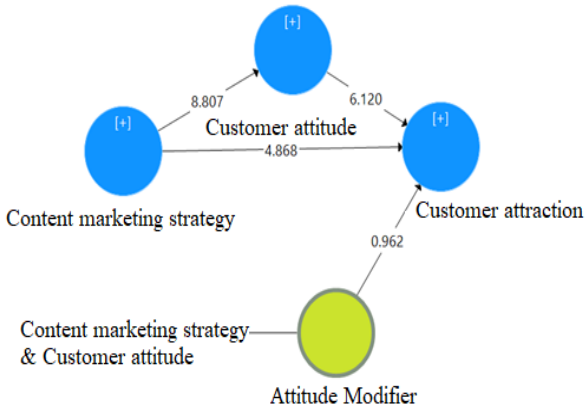


Figure 3. Significance coefficients t of research variables

3.6. Determination coefficient index R^2

The primary criterion for evaluating the endogenous variables of the path model is the coefficient of determination. This index shows what percentage of changes in the endogenous variable is made by the exogenous variable. The values of 0.67, 0.33, and 0.19 in the structural path model (internal) are described as significant, moderate, and weak, respectively.

Table 5. Coefficients for determining variables

	R Square	R Square Adjusted
Customer attraction	0.745	0.736
Customer attitude	0.434	0.427

3.7. Index Q^2

The criterion Q^2 is calculated only for the endogenous structures of the model whose characteristics are of the reflective type. If its value in the case of an endogenous form is zero or less than zero, it indicates. The relationships between the other structures of the model and that structure are not well explained, and as a result, the model needs to be modified. Regarding the intensity of the model's predictive power in endogenous forms, three values of 0.02, 0.15, and 0.35 have been determined, indicating the weak, medium, and strong predictive power of a structure against structural features.

Table 6. Index Q2

	Q^2	Predictive power
Customer attitude	0.269	medium
Customer attraction	0.468	Strong

3.8. Overall segment examination

3.3.1. Overall GOF fit

Table 7. GOF index

Variable	R^2	Q^2	GOF
Customer attitude	0.434	0.588	-
Customer attraction	0.745	0.549	-
Content marketing strategy	0.588	0.704	-
average	0.589	0.613	-

3.8.2. Hypothesis Testing

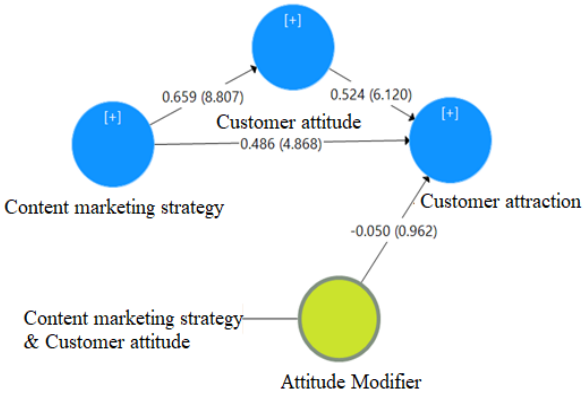


Figure 4. Path coefficients and significance coefficients t

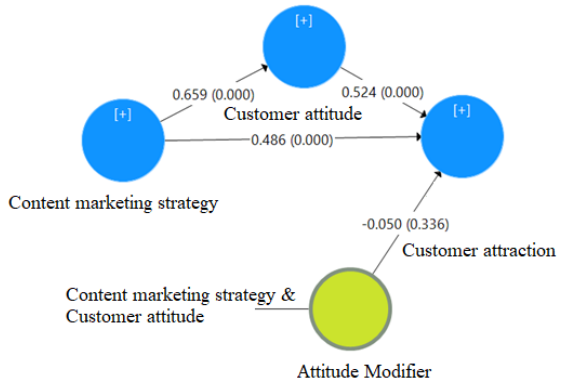


Figure 5. Path c Path coefficients and p-value significance coefficientsoefficients and significance coefficients t

Table 7. GOF index

Research Hypotheses	Path coefficient	significance coefficient	Reject / Confirm
Content marketing strategy has a direct and significant impact on customer attitude	0.659	8.807	Confirm
Content marketing strategy has a direct and significant impact on customer attraction	0.486	4.468	Confirm
Customer attitude has a moderating effect on customer attraction	-0.05	0.962	Reject

4. Conclusions

Hypothesis 1; Content marketing strategy, has a direct and significant effect on customer attitude with a path coefficient of 0.659 and a significance coefficient of 8.807 is accepted. The value obtained for the coefficient of determination shows that 43.4% of the variable changes in customer attitude are due to content marketing. Given this, it can be said that gaming companies can influence customer attitudes by focusing more on their content marketing and by improving their attitudes towards their games, new customers, and loyalty to Attract your business. Raise awareness in the community by holding public campaigns, appearing in the national media, installing banners for public awareness, and producing and distributing booklets about themselves and their achievements. Customer awareness is one of the basic principles of content marketing. In this way, a powerful visual strategy can help companies capture the attention of their online and offline audiences, engage them in a variety of ways, and become their loyal followers. Images can enhance your brand visibility, communication, and reputation.

Hypothesis 2; Content marketing strategy has a direct and significant effect on customer attraction with a path coefficient of 0.486, and a significance coefficient of 4.468 is accepted. The value obtained for the determination coefficient shows that 74.5% of the changes in the customer attraction variable

are due to content marketing. Given this, it can be said that gaming companies can use content with a greater focus on marketing to become more familiar and attract customers to their industry. Playing is a great way to get the online world to pay attention to your brand and products, simply because people love to participate in online contests and contests in hopes of getting some free merchandise, samples, or even coupons that They can be used in your store. By interacting and interacting more with your users on social networks, you can maintain them and attract new users. You can also make marketing through influential people part of your content marketing strategy. Use the social media manager. This group of people is looking to increase the number of followers on Instagram, attract them to business and turn them into customers. These people need to be fully acquainted with social media, create content regularly, and work well with other content producers and marketers. In the discussion of distribution, there is a gap between physical and virtual presence and purchase. You can close this gap and place distribution through stores alongside your other distribution channels by creating stores selling Iranian games.

Hypothesis 3; Customer attitude has a moderating effect on customer attraction with a path coefficient of -0.050. A significance coefficient of 0.962 is not accepted and shows that the moderator variable has no direct and significant effect on customer attraction. Therefore, the effect of customer attitude as a moderator is rejected, which indicates the lack of a reducing and moderating role of perspective on interest.

Author Contributions

All authors contributed equally to the conception, preparation, and writing of this manuscript.

Conflict of Interest

The authors, while observing publication ethics in the referencing, declare the absence of interest of conflict.

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