

Social Media Marketing Strategies and their impact on customer immersion: An exploratory study of the opinions of a sample of private university students in Babylon Governorate

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Abstract : The main goal of the current study is to measure the role of marketing strategies through social media represented by (entertainment, personalization, electronic, and trendy word of mouth) in customer immersion represented by (interest, comprehension, enthusiasm, Identity, and interaction) among a sample of private university students. In Babylon Governorate, the study sample consisted of (393) male and female students. Accordingly, the problem of the study was formulated in terms of the relationship between the variables included in the study, as a result of which the objectives of the study were determined, which were represented in the hypothetical plan, and the formulation of the special hypotheses that were measured in the package was crystallized. Statistical analysis of structural equation modelling using the least squares method (SPSS.V.26) & (AMOS.V.26). To analyze what was provided by the study administration, a set of statistical methods were used, represented by exploratory and confirmatory factor analysis, Cronbach's alpha coefficient, and the coefficient of determination (R²). The normal distribution of the data, the descriptive statistics represented by the arithmetic mean, the standard deviation, and the correlation coefficient. The results of the study showed a clear and important awareness of the relationship between marketing strategies via social media and customer immersion through descriptive analysis of the study variables, as well as the existence of a significant correlation and influence relationship. Positive statistical significance between social media marketing strategies and customer immersion, through showing the management of private universities in Babylon Governorate, directly and indirectly, in a way that ensures a high level of competitiveness, enhances sustainable institutional performance and raises the efficiency and productive effectiveness of the educational service, and thus achieves greater attraction for customers to purchase university scientific services.

Keywords: marketing strategies via social media, customer immersion, private universities in Babylon Governorate.

Introduction: On the other hand, social networking platforms have contributed to communication, transferring relationships, and exchanging knowledge through the content they provide, as well as the ease of use by users. YouTube, which counts 2.29 billion users, is a video platform that allows the creation of public and specialized channels for creating content in multiple fields by people using the simplest means available and presenting it to the public with attractive and innovative templates. As for Facebook, which is considered the most widely used social media outlet because it has 2.85 billion active daily users, it owns the means of communication, as it enables its users to create real or borrowed accounts or open specialized or general pages and groups that present different and diverse topics, materials, and content in all areas. Areas of Life While Instagram includes more than 1.38 billion monthly users and more than 500 million people, it is one of the social media platforms concerned with editing and uploading photos and video clips through what is published through the user's account on this platform. It also allows those photos and video clips to be easily shared via Other social media platforms, such as Facebook and Twitter - Higher education is considered one of the most important service sectors and one of society's most prominent manifestations of cultural progress. The current research dealt with the private sector, represented by some private colleges in the city of Babylon, as a sample for the research. From here, the research problem was launched to answer the extent to which the researched colleges realize the importance of the research variables, which are (marketing strategies). Through social media and customer immersion), and is there a relationship and influence between these variables? Hence, the importance of the research became clear in its intellectual, philosophical and applied dimensions. The applied dimension is embodied in stating the importance of research and investigation of the mechanisms used for marketing strategies via social media and an attempt to analyze and diagnose the role of marketing strategies via social media with their dimensions in the customer's immersion in the faculties researched. The research is a modest attempt to present and structure the accumulation of knowledge by clarifying the nature of the relationship between the variables investigated and choosing the higher education sector, which is one of the important and main sectors because it is considered a basic source of improvement and advancement of the scientific

and educational process to provide the country with personnel capable of solving its various dilemmas. The research aimed to present The most important intellectual and philosophical implications are the dialectics and consensuses in the viewpoints of researchers and thinkers about the research variables. It also aimed to analyze the relationship between the research variables in a descriptive analysis based on the literature through previous intellectual efforts and practical analysis of the impact of marketing strategies through social media as an independent variable and customer immersion as a dependent variable. In the research community, represented by private colleges, and deepening understanding of these topics in higher education, especially in private colleges, to come up with a scientific thought that brings together the most dimensions and concepts of research variables, which most researchers agreed upon and transferred to the Iraqi environment to be identified and invested by specialists in this field.

1- the methodology of the study

1-1- The problem and questions of the study

Private education in Iraq is facing increasing challenges in terms of the expansion of competition between private universities and colleges among themselves and between them and government universities after the implementation of the parallel education system, in addition to the entry of foreign universities into Iraq, as well as the desire of many Iraqi students to complete their studies in universities and colleges outside Iraq, which makes it imperative for universities and private colleges in Iraq to use contemporary methods to compete to respond effectively to these challenges.

One of the things that can be pointed out as a fundamental weakness in private education is the general impression within society towards this sector. Therefore, success in drawing a positive mental image that rises to the existing image of public and foreign universities is a motive that contributes to bringing about radical change, and this requires adopting an approach that contributes to achieving that.

In today's world, which relies heavily on social media, which has become part of the environment where you deal and interact, a large part of social media marketing strategies and customer immersion occurs within this environment.

After observing, observing and tracking the behaviour of a group of private universities and colleges in the media, including social media, we concluded that some universities and colleges use marketing strategies through social media to promote the educational service they provide, namely the University of Hilla College, the Private University, the University of the Future, and the Islamic University. Babylon Branch, Imam Al-Kadhim University College of Islamic Sciences, Babylon Departments). Accordingly, the next step was to conduct field visits to those universities and colleges and conduct several personal interviews, thus enabling the researcher to summarize the research problem with the following points:

1- The universities and private colleges surveyed do not have a conceptual framework for the method of marketing strategies via social media - despite their use of it - and they do not have knowledge of the strengths and weaknesses of this method, nor do they have sufficient clarity of the techniques that are used in marketing strategies via social media.

2- The universities and private colleges studied do not have a conceptual framework for customer immersion, as their lack of knowledge about it was noted. They also do not have a scientific measure to know the level of immersion of their students towards the educational service provided to them or their institution and the digital content on their sites via social media.

3- The investigated private universities and colleges do not know the following:

- The extent to which social media marketing strategies influence immersion

1-2- The importance of research

The importance of the research depends on the reasons for delving into the research topic, as well as the benefit achieved from the research results. Accordingly, we can divide the importance of the research as follows:

1- The novelty of the topic of marketing strategies via social media and the potential effects that result from using this method in terms of the power of persuasion and speed of spread and its ability to, directly and indirectly, influence consumers' purchasing decisions, and increase their desire to use the products offered in addition to being a better alternative, among other promotional methods, which are characterized by their high cost and involve a large percentage of waste in marketing efforts.

2- The issue of customer immersion has become of great importance after the spread of social media, and therefore, reaching a group of immersed customers is equivalent to building a crowd of supporters for the organization, promoters of its products, and defenders of its reputation. Thus this may be considered a great gain that business organizations are trying to achieve.

3- Directing the interest of the researched universities and private colleges to the style of marketing strategies through social media and how its techniques work, thus giving these institutions a greater ability to use it in a way that serves their promotional work.

4- Drawing the attention of the researched universities and private colleges to a case of customer interaction with the organization, which is customer immersion, and its impact on the reputation of that institution, and contributing to the promotion of its educational service.

1-3- Research objectives

In light of the research problem that has been diagnosed, the research objectives can be determined by the following points:

1- Introducing the researched universities and private colleges to the concept of marketing strategies via social media and their strengths and weaknesses, and clarifying the techniques used in this method, all by presenting a conceptual framework for marketing strategies via social media.

2- Diagnosing which social media marketing strategies are used most by the researched universities and private colleges.

3- Increasing the understanding of the researched universities and private colleges with the concept of customer immersion, as well as providing a scientific measure of the level of immersion of their students towards the educational service provided to them and their institution and their Brand, and all of this is through presenting a conceptual framework of customer immersion.

4- Reaching the level of customer immersion towards the educational service, institution and Brand belonging to the universities and private colleges under investigation to conduct research on it and identify the order of the dimensions of customer immersion in terms of their degree of strength.

5- Answering ambiguous matters regarding the universities and private colleges investigated, in the language of numbers, about the correlation and influence of the research variables.

6- Build two multiple linear regression models specific to customer immersion with marketing strategies via social media.

1-4- Study model

After presenting the study's problem, importance and objectives, the next step is to formulate the study hypotheses, which requires building a hypothetical scheme for the study that expresses the nature and type of the relationship between the variables. Building the hypothetical scheme for the study requires presenting a group of previous cognitive efforts and, thus, the result of a group of previous cognitive efforts represented by a study (Hashem., 2011). & Al-Rifai) As a starting point for the current study, the study model can be designed with an independent variable reality (marketing strategies activities via social media) represented by (entertainment, customization, electronic word of mouth, and modernity), which in turn was adopted as a scale based on common usage. For research: (Kim & Ko, 2012:1480), (Godey et al., 2016:2) (Gautam & Sharma, 2017:6), (Seo & Park, 2018:38), ((Bilgin, 2018:136), (Ardiansyah & Sarwok, 2020:161 (Ebrahim, R.S. 2020:10), (Cheung et al. 2020:697), while (J Rani et al. 2022:134) was adopted, (Rani et al. 2022:134) (Ebrahim et al. 2023:255), while the dependent variable (customer immersion) was represented by three dimensions of (interest, comprehension, enthusiasm, Identity, and interaction), which in turn was adopted as a scale (Maree & Van, 2021:8). Figure (1) shows the hypothetical diagram of the study.

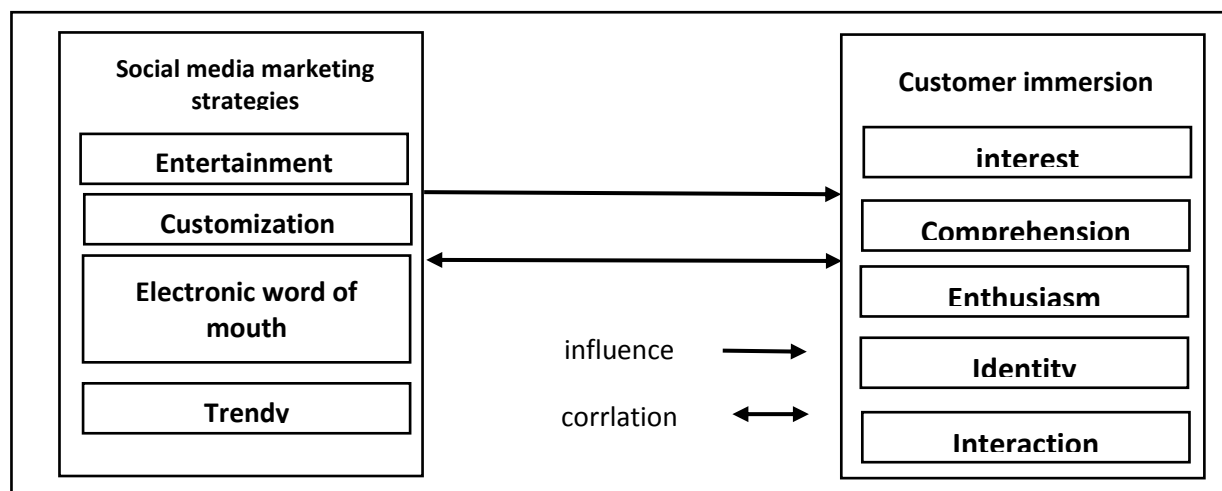


Figure (1) Hypothetical diagram of the study

1-5- Study hypotheses

1- Direct impact hypotheses:

A - The sixth main hypothesis (1H): There is a direct, statistically positive effect of marketing strategies via social media on customer immersion in its dimensions.

The following sub-hypotheses emerge from it:

- The first main hypothesis (H1-1): Entertainment has a direct, statistically positive effect on customer immersion in its dimensions.
- The second main hypothesis (H1-2): Customization has a direct, statistically positive effect on customer immersion in its dimensions.
- The third main hypothesis (H1-3): Electronic word of mouth has a direct, statistically positive effect on customer immersion in its dimensions.
- The fourth main hypothesis (H1-4): There is a direct, statistically positive effect of modernity on the customer's immersion in its dimensions.

1-6- Limitations of the study

The field of application of the study is as follows:

Spatial boundaries: represented by the private universities in Babylon Governorate, which are (University of Hilla College, Private University, Future University, Islamic University of Babylon Branch, Imam al-Kadhim College of Islamic Sciences, University of Babylon Departments)

Human limits: employees of the surveyed universities mentioned above.

Time limits: represented by the period associated with the beginning of research on the study problem, collecting information and sources about its variables, and designing and distributing the questionnaire tool. This period extended from January 19, 2022, until January 8, 2024.

1-7- The study population and sample and the response rate

The private universities in Babylon Governorate were selected as a group for the current study. The sample represented students from the private universities in Babylon Governorate under study, where the number of individual students reached (25,000) male and female students, according to statistics taken from the records of the directors of registration and student affairs in the universities mentioned above to Determining the appropriate sample size, the following equation was used, mentioned by (Steven K. Thompson, 2012:59) to determine the sample size:

$$n = \frac{N \times p(1-p)}{\left[\left[N - 1 \times \left(d^2 \div z^2 \right) \right] + p(1-p) \right]}$$

N= Community size

z= The standard score corresponding to the significance level is 0.95 and equals 1.96

d= The error rate is 0.05

p= The ratio of availability of the property and neutrality equals 0.50

Based on this, it appeared that the optimal sample size was (378) students, so (430) questionnaires were distributed to a random sample, and after (416) questionnaires were retrieved, it was found that the number of questionnaires suitable for statistical analysis reached (393) questionnaires suitable for statistical analysis, which is the largest. The required number, as the researcher wanted the sample to represent the population best.

2-Theoretical framework and review of relevant literature

2-1- Marketing via social media

Whether traditional or modern, marketing is based on social media platforms and other technologies provided by technological developments, it occupies an essential part of the concerns of organizations worldwide, and the focus and effort of researchers have been on developing an appropriate definition for it that reflects its concept.

Kotler has defined it as a combination of science and art that creates, innovates, and discovers methods that satisfy customers' needs. Through it, one can identify customers' unsatisfied needs and then work to satisfy them,

identify the audience's characteristics, and study it sufficiently to enable it to be targeted correctly. Marsasi .,2023: 196))

As for marketing through social media, it expresses the means that allow companies to communicate with consumers easily and quickly. From a company's point of view, the mere participation of customers in their activities through social media will generate positive effects to the same extent as traditional means. (Seo & Park, 2018:38) What (Alalwan et al., 2017: 1179) defined as a dialogue that is often initiated by (consumers or the public) or (an activity, product, service) that is circulated between the parties above to begin the disclosure process About some promotional information through communications so that it allows learning from the experiences and uses of others, which benefits various parties (Alalwan et al., 2017: 1179). Commercial marketing events or operations use platforms to positively influence consumers' purchasing behaviour (Chen & Lin, 2019:1). Marketing activities through social media are considered an effective tool for developing customer relationships. In contrast, others consider that participating with customers through social media is marketing through social media. It benefits companies and positively affects customers' property rights, enhancing customer loyalty and increasing purchase intention for its products and services (Choi et al., 2016:772).

Social media marketing is ongoing activities conducted through a third party, namely social media, used to market and promote a product or service. Companies and individuals can set organized and appropriate promotional goals for their products and services through this medium. Enhancing the Brand by presenting it comprehensively to the public (brand awareness) will increase public confidence and improve the company's position on search engines (Yuliant et al., 2023:402). Therefore, marketing procedures via social media, including Before companies, is extremely important for two reasons:

1- The influence of consumers on their products, their Brand, and the impression they leave on other consumers. These platforms greatly influence trust and purchase intention by facilitating the dissemination of knowledge and experience.

2- Companies use it as a platform on which direct marketing actions are carried out. In this sense, social media has pushed the boundaries of time and space in the company's interactions with current and potential customers and enhanced the feeling of closeness. (Bilgin,2018:129)

According to the rule (1-9-90) for social media users, 90% of users view the published content, while 9% of them interact and add a comment or like. At the same time, only 1% of users intend to add new content. According to this, users are classified Social media into active viewers, users, and participants. (Seo & Park, 2018:37)

Social media has provided a marketing engagement zone involving users, organizations and brands in which news is generated, friendships and connections are made, and followers are built. This new area enhances organizations' performance, achieves business goals, and increases annual sales. It also provided the possibility of two-way communication between organizations and stakeholders. Through this new space, the business is promoted, and this new area helps the organization to develop the Brand and give it the desired fame. It can make its promotion strategy more efficient and effective within this new environment. (Siddiqui & Singh,2016:72).

2-2- Dimensions of marketing via social media

In line with this spread of these dimensions, five dimensions will be adopted (entertainment, customization, interaction, electronic word of mouth, and modernity) to be measured in this study. Based on a study (Kim & Ko, 2012: 1480).

1- Entertainment: A form of entertainment and a means of attracting the audience's attention or making them happy. In the new era of social media, the term entertainment refers to the emerging industry of local online content producers working alongside local legacy media industries and global media, including platforms, intermediaries and fan communities (Cunningham & Craig, 2019:2). Using social media, especially when using gaming technologies, provides users with a sense of fun and entertainment, which encourages them to come back and purchase. Entertainment positively influences consumer attitudes, leading to increased association between brands and consumers (Kim & Ko, 2012: 1481).

2- Customization: The level of customization describes the degree to which the service is customized to meet the individual's preferences. By personalizing their positioning, brands can personalize services and cater to the customer, building stronger brand affinity and loyalty. In social media, personalization refers to the target audience for posted messages. There are two types of posts, depending on the level of message personalization: personalized message and broadcast. The personalized message targets a specific person or small audience (such as Facebook posts). The broadcast contains messages aimed at anyone interested (Such as Twitter tweets) &(Godey et al., 2016:3).

3- Electronic Word of Spoken (E-WoM): Electronic Word of Spoken (WOM) refers to verbal exchanges between an actual or potential customer or between other individuals, such as a service or product provider, independent experts, family, and friends (Sosanuy et al., 2021 :3). These connections can be positive or negative (Bootsunran et al., 2021:3)

4- Trendiness: Trendiness refers to how a brand communicates current, modern, and trendy information about its product. Trendy information includes updates related to the Brand and new ideas about it (Ebrahimi et al. 2022:5), which marketers and contributing consumers present to build awareness. Among consumers and to enhance loyalty (Cheung et al. 2021:4).

2-3- the concept of customer immersion

The researchers' effort and interest focused on defining the concept of customer immersion as a strategic necessity through which marketers seek to increase sales growth, achieve a competitive advantage, increase profitability, and increase the market share of the organization's products. They worked to increase customer interaction because it leads to enhanced satisfaction and loyalty, leading to customer immersion. The Brand and the organization through which customers contribute to the innovation and development of new products. (Hollebeek et al.,2019:1)

Interest in immersion has emerged and been addressed in many scientific fields, such as community studies and organizational psychology. This concept has emerged as one of the major concerns in the field of marketing, as it indicates that customer immersion is achieved as a result of emotional and practical motivational motives.

(Diem Khacm et al.,2021:2).

In 2005, the term customer immersion was used in marketing literature, after which its use has increased significantly since that time until now. What has helped to increase the focus on it is the development of communications and Internet technologies that have invaded all aspects of the lives of organizations and individuals alike.

(Brodie et al.,2011:2).

The word immersion is defined as the state of being completely absorbed in something (Oxford Dictionary).

Sociologists have addressed immersion as a form of connection - spatial and temporal - in an entity characterized by active and deep participation in the present moment or as a feeling of complete absorption and surrender in the practice of an activity to the point of forgetting oneself and one's surroundings.

Blumenthal & Jensen (2019:159).

Customer immersion is expressed as a state of mind that affects the individual's behaviour in different contexts. It has been researched and studied by various sciences (psychology, human resources) as it expresses the interactive relationship between two basic issues (goal and subject).

2-4- Dimensions of customer engagement

The dimensional model is as shown in the following :

1- **Attention:** Attracting the customer's attention is considered an important dimension of the customer's immersion, along with the individual's mental perceptions and attention, through which we can work to transform customers from ordinary customers into immersed customers. This is reflected in considering immersion as a psychological state resulting from directing attention towards specific incentives when we Block out sensory information and unintended stimuli in the environment surrounding the individual (Bracken et al., 2014:3); this prevents (external shifting of attention) away from the intended event or activity, as the degree to which the client's attention is focused determines their level of immersion. (Agrawal et al., 2020:3,4)

2- **Absorption:** Absorption refers to a psychological state of the customer that is higher than mere attention, as it is a high level of focus and absorption by the individual in a brand. (Rather & Sharma,2017:4) (Dwivedi,2015:101)

3- **Enthusiasm:** Enthusiasm represents a high and strong level of fanaticism, emotion, and interest on the part of a customer in a brand, with a strong focus on participating in its activities. It is the degree of excitement and interest on the part of a customer toward a brand. (599: Harrigan et al., 2017) Enthusiasm is the level of excitement and focused interest by the customer in participating in the organization's offers or interacting with service providers. The positive excitement is directed toward later immersion in the company's offers or products. (Rather & Sharma, 2017:4).

4- **Identity:** Defining a concept of the customer's Identity provides marketers with a deeper understanding of managing customer relationships. This understanding is based on (social identity theory), which considers that individuals transcend their identities to form a social identity. This theory explains and interprets the customer's behavioural intention and explains the reason behind Their ability and desire to associate with companies. It expands this connection to include various types of relationships between the customer and the Brand. The customer's Identity includes the basis for a construct that is specific to suiting the Identity and matching it with the individual (Ashraf et al., 2017:3). Identity is formed through the customer's classification of himself and others in Different social groups. Thus, he has formed a social Identity that goes beyond his Identity. Customer identity (supported by social identity theory and self-categorization theory) is when an individual sees himself as intertwined with and conforming to the characteristics of the group. (Rather et al.,2019:199)

5- Interaction: Interaction is the exchange of ideas, opinions, and feelings about a common topic with others. (Kuvykaitė & Tarutė, 2015: 655), The world of marketing has witnessed a major transformation in terms of the disappearance of the traditional boundaries between the customer and the suppliers, and it has become an increasingly

interconnected market. The role of the customer today is no longer limited only to a passive end user. Still, rather he has begun to contribute proactively through his interactions with the company or Brand or stakeholders in shaping the company's offerings and activities and in creating value (Hollebeek et al., 2018:330).

3-Practical framework

3-1- The apparent validity of an instrument:

It is also called the reliability of the arbitrators. To identify the apparent validity and suitability of the measurement tool and measure its suitability to the required variables, the researcher presented a tool. To study in its initial form a number of specialized arbitrators, including professors in the field of specialization and workers in Iraqi universities, as shown in Appendix (1), to ensure the apparent validity of the tool and the extent of clarity of each statement in terms of the content of the wording and correction, and the statements that should be corrected, in light of the opinions expressed. The arbitrators: The researcher made the amendments that were agreed upon by (81%) of the arbitrators, and the scale was formulated in its final form.

3-2- Questionnaire stability or scale stability tests:

Reliability refers to ensuring that the answer is the same if the tool is repeatedly applied to the same sample at a different time. It means the breadth of the study scale and the stability of the results. The value of the reliability of the scale ranges between zero and the correct one, and the closer the value of the reliability coefficient is to the correct one, the higher the stability. The reliability coefficient using (Cro-Nebach's alpha), which studies indicate is acceptable for values greater than 70% in order to be accepted statistically in administrative and behavioural research (Nunnally & Bernstein, 1994). After conducting the application of the test, it became clear that all axes gave acceptable results individually and together. As shown in the Table below.

Table (1) Reliability and validity coefficient

the scale	Value (Crone Alpha)
Entertainment	%78.9
Customization	%82.6
Electronic word of mouth	%87.8
Trendy	%89.6
Social media marketing strategy	%84.73
Interest	%95.40
Comprehension	%94.30
Enthusiasm	%96.70
Identity	%92.10
Interaction	%87.70
Customer immersion	%93.24

Source: Prepared by the researcher based on the outputs of the SPSS program.28

It is clear from the Table above that the values of the Cro-Nbach alpha coefficient ranged from (78.9% - 96.70%), and this indicates that the answer will be the same if the tool is repeatedly applied to the same sample at a different time for the variables and dimensions of the research.

3-3- describes and diagnoses the study's metrics and analyzes its results

3-3-1- Summary of the variable of social media marketing strategies

It is noted from the following Table that the best dimension was represented by the personalization dimension, with a coefficient of variation of (18.7%), a high arithmetic mean, and a trend toward agreement of (3.91) and a standard deviation of (0.732), which means that private universities in Babylon Governorate are interested in improving their capabilities in personalization. Through the use of a website on social media, available at all times and places, this generated a relative interest of (78.2%). This variable was measured through four dimensions whose arithmetic mean ranged between (3.89-4.00) and at a high level with relative agreement ranging between (77.8%) -80.0%), and the results showed a fluctuating coefficient of variation ranging between (18.7%-21.6%).

Table (2): Statistical description of the social media marketing strategies variable

Paragraph	Mean	Answer direction	Answer Level	S.D	Relative importance %	Availability level	C.V%
Entertainment	4.00	I agree	High	0.792	%80.0	Good	19.8%
Customization	3.91	I agree	High	0.732	%78.2	Good	18.7%
Electronic word of mouth	3.91	I agree	High	0.845	%78.3	Good	21.6%
Trendy	3.89	I agree	High	0.785	%77.8	Good	20.2%
Total social media marketing strategies variable							

3-3-2- Descriptive analysis of the dependent variable (customer immersion)

This paragraph is concerned with describing and diagnosing the dimensions of the independent variable (customer immersion) as an influential variable and analyzing its results, which are represented in five dimensions (interest, comprehension, enthusiasm, Identity, interaction) distributed over (27) paragraphs. The paragraphs of this analysis are arranged according to the coefficients of variation; the lower coefficient of variation indicates consistency in the response of the study sample members and vice versa. These dimensions were interpreted according to the following:

3-3-3- Summary of the customer immersion variable

It is noted from the following Table that the customer immersion variable obtained an arithmetic mean of (3.71), with a standard deviation of (0.8708). An overall coefficient of variation (25.1%), which shows the interest of the researched universities amounting to (74.2%) in the customer immersion variable, indicating that the best dimension The dimension of interest was represented by a coefficient of variation of (21.4%), a high arithmetic mean trending towards agreement of (3.65), and a standard deviation of (0.779), which means that students of private universities in Babylon Governorate spend a lot of time thinking about the content of their university’s social media. This generated a relative interest of (72.9%). This variable was measured through five dimensions whose arithmetic mean ranged between (3.57-4.04) and at a high level and with relative agreement ranging from (71.5%-80.9%). The results also showed a fluctuating coefficient of variation ranging from (21.4). % -25.1%).

Table (3): Statistical description of the customer immersion variable

Paragraph	Mean	Answer direction	Answer Level	S.D	Relative importance %	Availability level	C.V%
Interest	3.65	I agree	High	0.779	72.9%	Good	21.4%
Comprehension	3.71	I agree	High	0.852	74.3%	Good	22.9%
Enthusiasm	4.04	I agree	High	0.945	80.9%	Good	23.4%
Identity	3.58	I agree	High	0.881	71.6%	Good	24.6%
Interaction	3.57	I agree	High	0.897	71.5%	Good	25.1%
Total customer immersion variable							
	3.71	I agree	High	0.870	74.2%	Good	25.1%

Source: Prepared by the researcher based on the outputs of the program (spss.v.28)

3-4- Hypothesis testingThe fourth main hypothesis (H1): The fourth main hypothesis states (There is a statistically significant effect of marketing strategies via social media on customer immersion).To test this hypothesis, a structural model was built that explains the nature and type of relationship between marketing strategies via social media and customer immersion. The Figure below adopts an explanation of the structural structure of the direct impact of marketing strategies via social media on customer immersion. The Table below indicates that the more private universities pay attention In Babil Governorate due to the importance of marketing strategies via social media, the better customer immersion improves. In other words, increasing marketing strategies via social media by one unit leads to an improvement of one standard weight of (0.643), a critical value of (14.546), and a standard error of (0.072). This means that increased interest in marketing strategies via social media in the universities studied leads to an increase in customer immersion through the use of social media, which easily saves time, as well as providing services tailored to the site and using content on the private social media site Hadith.

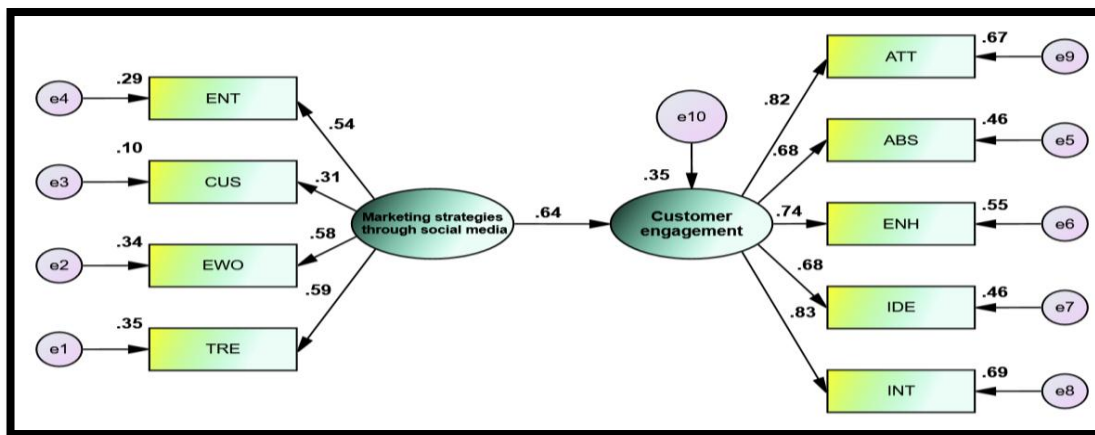


Figure (2): Structural model of marketing strategies via social media regarding customer immersion

Source: Prepared by the researcher based on the outputs of (AMOS.V.25)

The results of the Table below indicate that marketing strategies via social media contribute to explaining an amount of (0.348) of the variance occurring in customer immersion, while the remaining value is due to factors not included in the study.

Table (4) Final results of the direct effect between social media marketing strategies and customer immersion

Path		Standard estimate	S.E	C.R	R2	Sig.	
Social media marketing strategies	0.643	Customer immersion	0.643	0.072	14.546	0.348	0.000

Source: Prepared by the researcher based on the outputs of the statistical package (AMOS.V.25).

The following sub-hypotheses emerge from the main hypothesis:

1- The first sub-hypothesis (H1-1): The first sub-hypothesis states (There is a statistically significant effect of entertainment on customer immersion in its dimensions (interest, comprehension, enthusiasm, identity, interaction).

The Table below shows that the more private universities in Babylon Governorate pay attention to entertainment, the better customer immersion. In other words, increasing entertainment by one unit leads to an improvement of one standard weight of (0.562), a critical value of (4.678), and a standard error of (0.083), which means The increased interest of private universities in Babylon Governorate in entertainment leads to an increase in customer immersion through the development and preparation of data about the services and products provided by the researched universities through social media, making it enjoyable for students and users.

2- The second sub-hypothesis (H1-2): The second sub-hypothesis states: (There is a statistically significant effect of customization on customer immersion in its dimensions (interest, comprehension, enthusiasm, identity, interaction).

The Table below indicates that there is a significant effect of customization on customer immersion in its dimensions (interest, comprehension, enthusiasm, Identity, interaction)

That is, the more private universities in Babylon Governorate pay attention to customization, the better customer immersion. In other words, increasing customization by one unit leads to an improvement of one standard weight of (0.529), a critical value (6.990), and a standard error (0.122), which means that increasing The interest of private universities in Babylon Governorate in customization leads to an increase in customer immersion through the design of the social networking site of the universities researched, which provides wonderful summary data that users are interested in.

3- The third sub-hypothesis (H1-3): The third sub-hypothesis states: (There is a statistically significant effect of electronic word of mouth on customer immersion in its dimensions (interest, comprehension, enthusiasm, identity, interaction).

The Table below indicates that there is a significant effect of electronic word of mouth on customer immersion in its dimensions (interest, comprehension, enthusiasm, Identity, and interaction).

That is, the more private universities in Babylon Governorate pay attention to electronic word of mouth, the more customer immersion increases. In other words, increasing users' electronic word of mouth by one unit leads to an improvement of one standard weight of (0.588), a critical value of (11.321), and a standard error of (0.118), which means that the increased interest of private universities in Babil Governorate in the electronic word of mouth of users leads to an increase in customer immersion by enhancing the desire of users to transfer information about products or services from the website of the researched universities on social media among themselves.

4- The fourth sub-hypothesis (H1-4): The fourth sub-hypothesis states (There is a statistically significant effect of modernity on customer immersion in its dimensions (interest, comprehension, enthusiasm, identity, interaction).

It is noted from Table () that the more private universities in Babylon Governorate pay attention to modernity, the better customer immersion will be. In other words, increasing modernity by one unit leads to an improvement of one standard weight of (0.607), a critical value of (8.909), and a standard error of (0.078), which means that increasing interest in modernity in the researched universities leads to an increase in customer immersion with information that is shared on the social networking site of the modern researched universities.

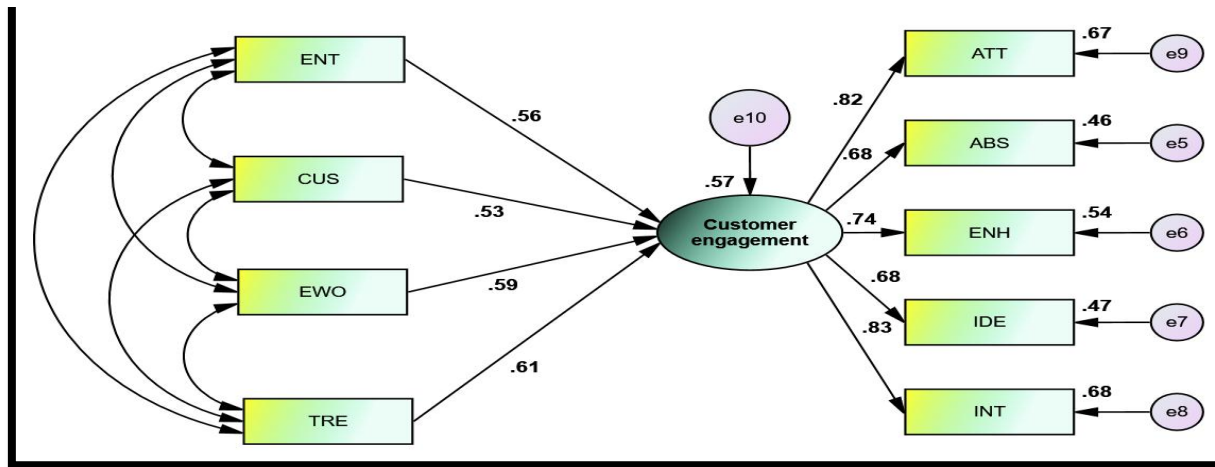


Figure (3): Structural model: Dimensions of marketing strategies via social media in customer immersion with its dimensions (interest, comprehension, enthusiasm, Identity, interaction)

Source: Prepared by the researcher based on the outputs of (AMOS.V.25)

As you review the results of the Table below, the dimensions of marketing strategies via social media contribute to explaining an amount of (0.573) of the variance occurring in customer immersion. At the same time, the remaining value is due to factors not included in the study.

Table (4) Final results of the direct effect between the dimensions of marketing strategies via social media on customer immersion with its dimensions (interest, comprehension, enthusiasm, Identity, interaction)

Path			Standard estimate	S.E	C.R	R2	Sig.
Entertainment	<---	Customer immersion	0.562	0.083	4.678	0.573	0.000
Customization	<---	Customer immersion	0.529	0.122	6.990		0.000
Electronic word-of-mouth	<---	Customer immersion	0.588	0.118	11.321		0.000
Trendy	<---	Customer immersion	0.607	0.078	8.909		0.000

Source: Prepared by the researcher based on the outputs of the statistical package (AMOS.V.25).

4- the conclusions.

- 1- The interest in the components of marketing strategies via social media (entertainment, customization, electronic word of mouth, and modernity) was high, as most of the respondents' answers to most of the items were in agreement. This indicates that there is a high awareness by students of the components of marketing strategies via social media in The universities studied all express the availability of the impact of the components of marketing strategies through social media.
- 2- Good attention and care by the administration of private universities in Babylon Governorate to achieve customer immersion (interest, comprehension, enthusiasm, Identity, interaction), as most of the answers of the study sample were in agreement, and this gives a clear indication that the administration of the universities investigated is striving to obtain Achieving customer satisfaction in general and students in particular within its activities and events.
- 3- It is clear from the analysis of the correlations between marketing strategies via social media and customer immersion that they were moderate, positive, and significant. This indicates that increasing interest in the components of marketing strategies via social media in the universities studied leads to enhanced customer immersion.
- 4- The results of the statistical analysis showed that there is a strong, significant, and high relationship between digital content creation and customer immersion, which is an indication that the administration of private universities in Babylon Governorate if it wants to achieve customer immersion, must keep pace with new developments in the dimensions of the digital content industry.
- 5- It is clear from the results of the statistical analysis that there is a positive and significant correlation between the components of marketing strategies via social media (entertainment, customization, electronic word of mouth, and modernity) and digital content creation in the universities studied. This indicates the language of harmony that expresses the aspiration to pay attention to the dimensions of the strategies. Marketing through social media leads to further consolidation of the digital content industry in the minds of current users and increases their satisfaction and immersion in the researched universities.

6- The increasing interest in entertainment by designing an interesting website for the universities studied on social media positively affects achieving high interaction for users in general and students in a way that leads to customer immersion.

7- The administration of the investigated universities providing custom data on the social networking site through its portal has a positive effect on enhancing customer immersion.

8- Paying attention to electronic word of mouth by following up on all negative and positive comments and benefiting from them to enhance the positives and reduce distractions for the universities studied positively enhances customer immersion.

9- Modernity is influenced by the administration of private universities in Babylon Governorate creating modern content on their social networking sites, which contributes to enhancing customer immersion.

5- recommendations

1- 1- The researcher recommends that the researched universities design the content on their social networking sites to suit their users and be highly interesting to them to increase their well-being and thus increase their immersion.

2- 2- It is necessary for the universities under study to pay attention to providing concise and clear data of interest to users on their social networking sites, and to avoid jargon, vulgarity and expressions in the content of their publications to increase the immersion of their users.

3- The researched universities must design their websites on social media to allow easy browsing and be available at any time.

4- The researched universities must periodically and continuously monitor the oral and written conversations of current and potential student users on social media sites and benefit from them to enhance their university services and address some of the causes and deviations to enhance their satisfaction.

5- The researched universities must update the content on their social networking sites periodically and continuously.

6- It is recommended that the researched universities update the information that was shared on their social networking site periodically and continuously in order to keep pace with the developments occurring therein to avoid boredom for their users and to inform them of everything new and up-to-date regarding their services and activities.

7- It is recommended that the researched universities to review and revise their publications by specialists in the field of language for spelling and grammatical errors.

8- Ensure that the universities under study ensure that their posts on social media are objective and up-to-date.

9- The investigated universities are keen to use different methods to convey ideas (texts, films and images) for their publications.

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