International Journal of Research in Industrial Engineering

Paper Type: Research Paper

Developing a Content Marketing Model with Goal to Improve Brand of Countrywide the Banking Industries

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Abstract

The current research has been done pursuing the goal to present a content marketing model with brand improving approach in banking industries. This study is applied in terms of goal and survey- exploratory concerning the approach. The statistical community is made up of a group of experts including the senior executives of the banking industries, academic faculty in marketing and marketing consultants acquainted with the banking industries who were posed in-depth interview. Selecting the experts and their interviews continued until reaching theoretical saturation and then stopped. In this research, snowball sampling method was used and this process continued until the researcher reaching theoretical saturation. And ultimately, the study finished with interviewing 9 experts. Since the data-driven theory has been utilized in this research, collecting the data has been mainly done by in-depth and unstructured interview. Finally, after three steps known as open, axial and selective coding, the conceptual model has been designed based on the paradigm model.

1 | Introduction

For companies, brand serves as an image and identification required to be used to discern its attractiveness, quality and presentation, and as a distinctive symbol and competitive with other ones. The importance and impact of the brand in the short term is to introduce utility and service in the mind of the consumer. But, in the long term, it guarantees the survival of services in the market. The desirable brand can draw the assured profits of commercial companies and shield the supplied products against negative competition and possible infringements. Brand helps firms to constantly think about their commitments to optimally supply products and stabilizing themselves in global markets and competing with the leading markets [1].

Since banking industries is one of the most important service industries in economic systems and service sectors. Therefore, strong brand allows banks to retain their customers better, to satisfy their needs and raise profit in this industry. For this purpose, one way is happen through successfully implementation and marketing management efforts, brand equity can be boosted by continuously communicating between bank and customers through granting value to customer and listening to their demands [2]. In the overcrowded space of business in banking industrie with thousands of competitors competing with each other for winning equal customers, it's vitally significant to actively attract your audience. The previous studies shown that the key to drive the audience' attraction and looking for prosperity in marketing is promoting and branding through content marketing. Content marketing is a widespread concept in the present time business community [3]. Pulizzi [4] maintained that this special concept is absolutely novel, but so far no relatively definite clear-cut definition has been provided. Pulizzi [4] defined content marketing as "marketing and the business process for creating and distributing valuable and convincing content to attract, reach and engage an audience with a totally distinct and well-perceived goal (pursuing the goal to drive profitable customer action)". Content marketing is virtually the process of producing, publishing, informing and sharing content established with the aim to attract customers and increase their desire to buy and use the product. This process ultimately creates revenue raise for the content producer. Your content should be of value for your audience. When an advertisement offers less value, they are simply overlooked and removed. But if the presented content is valuable, it intrigues the audience to read, watch or listen to the content [5]. At the moment, content marketing is so popular that is employed as an independent solution in hard marketing. Also, the growth of social media, which is available to many people, has simply the production and distribution of content. Thus, the content marketing has turned more critical than before. Familiarity with the probable changes of content and recognizing the right tools for new content production is the best way to increase preparedness for competing and succeeding in the future market. There are many reasons why companies take advantage of content marketing. Basically, these reasons resemble the same as the ones for other marketing actions. Based on the studies done by Järvinen and Taiminen [6], there are many benefits for organizations when using the content marketing. Since this approach is associated with content creation and distribution, organizations use this approach to target and attract their audiences by submitting content to them. This strategy focuses on changing and enhancing the behavior of the potential customers and turning them into loyal customers and buyers through the production of valuable content. In other words, the key objective of content marketing is awareness and brand improvement, encouraging the potential customers to get loyal and enthusiastic customers, the thing every business industry such as banking industries requires [7]. As one of the pull marketing strategies, content marketing can be utilized to build customer trust in the firm's brand [8]. Despite this, the early studies indicate that due to this area being novel and novice, it hasn't been discussed and investigated by the researchers as much as possible. The main issue in this research is to present a comprehensive framework to recognize the content marketing components and dimensions in banking industries.

Since the initial interviews with the senior executives of the banking industries of the country have revealed that in recent years, all active banks in the country were and are involved in identifying and utilizing some strategies to strengthen their own brand and in this direction, they have taken lots of effective and ineffective measures. While the studies suggest that most of the senior executives of the countrywide banks are ignorant of the power and effectiveness induced by content marketing in branding process and brand improvement.

According above mentioned, through a closer look at the above pointed discussion and the study backgrounds in the country banking industries, it's vividly understood that the field of content marketing in the Iranian banking industries suffers from lack of a far-reaching model with a brand fostering approach and the customers' intention to buy; since each of the previous studies addressed this issue merely from a specific aspect, and none of them exposed a holistic approach. Therefore, main advantages in contribution of this research follow as described:

I. Developing a model to promote the banking industries brand using content marketing. Because of the knowledge gained, few research has been made to show how content marketing has a positive impact on the banking industries customer relationship. Therefore, developing a model that can explain how content marketing in an organization improve the performance of its customer relationships is the most important advantage of this research.

II. Also, identifying the various dimensions of content marketing and the effectiveness of each variables using Grounded Theory in the banking industries is other important contribution of this research.

For this purpose, to realize the main contributions, it is necessary to consider the main question as follows for this research. Main question in this research is:

Q1: How is the content marketing model with a brand fostering approach in the banking industries in Iran?

Remainder the paper organized as: in Section 2, presented a literature review. In Section 3, presented proposed framework. In Section 4, results of the proposed framework are shown. Finally, in Section 5 presented a conclusion and suggestion further research.

2 | Literature Review

In this section, a historical review based on previous studies in the relevant field has been done. For example, Lin [9] presented a customer orientation and cross buying model. In this study denoted that customer orientation positively influences the cross-buying behavior of the customer. Rather in the path of the customer orientation influencing the cross-buying behavior of the customer, two variables as the relational selling behavior and the quality of this relationship play role as the mediating variable. Mehdizade Molabashi and Esmaili Kia [10], for identifying the factors affecting on brand, presented a conceptual model in the dominant environment of Iran. In this study, Delphi method conducted in three rounds. According to the Delphi method, 12 factors affecting content marketing were identified in Iran and were presented in the form of a conceptual model. This model can work as a guide for content producers to promote loyalty and encourage customers to buy. Moreover, the weighting of the factors has been suggested. Vosough et al. [11] investigated the impact of content marketing on customer relationship management strategy to improve customer satisfaction in E-business on social networking and websites. This study drawn results denote that content exerts a direct and undeniable impact on the comprehensive implementation of customer relationship management strategy in online and offline businesses in the present time world. Fallah and Najafi [12] considered three factors such as structural, content and context of social media marketing on business development. According to its findings, three factors structural, content and context of social media marketing have positive and significant effect on business development. Ahmad et al. [13] investigated impact of social media content marketing in healthcare brands. In this study discovered potential effects of social media content marketing on healthcare brands. Can and Kaya [14] considered effect of social networking sites addiction and the effect of attitude towards social network advertising. The results shown that the effect of habits and perceived ease of use on psychological dependence of the users on SNS is positive. Tseng and Wang [15] Perceived Risk (PR) influencing dual-route information adoption processes on travel websites are considered in this study. Results revealed that the perceived risk significantly increases information adoption by the customers. Toler Jr [16] presented a conceptual model according to structural equation modeling of advertising involvement, customer attitude and engagement for video advertising in social networking. Results implied that the influence of the advertisement presented in social media can directly affect the customer's attitude towards the brand and their attitude toward advertising and consequently, the customer's intention to buy will be affected. Hussain et al. [17] studied source credibility of word-of-mouth, perceived risk, and Adoption of Information by food product customers. The gained results indicated that the variables of expertness, objectivity, trustworthiness, and conformity exert impact on the perceived risk. Moreover, demonstrated that perceived risk itself affects the quality of discussing and commenting and the usefulness of information. Paulssen and Roulet [18] presented a framework for

social bonding as a determinant of capital sharing and cross-buying behavior in B2B relationships. The achieved results displayed that social bonding among the companies involved in the supply chain of light commercial vehicle manufacturing industry has significant effects on cross- buying behavior in B2B interactions. Jadiri Jabbarzadeh and Mousavi [19] compared effectiveness of content marketing and conceptual marketing from relational and non-relational customer's persective. Based on the results, all measurement indicators are at an acceptable level. Hussain et al. [17] investigated the customer online information adoption behaviors. For this purpose, effect of the electronic word-of-mouth advertising, advertising credibility influence the argument quality and the perceived risk are considered on the customer online behaviors. Results shown that the quality of argument and online opinions affect the customer's information adaption.

Taiminen and Ranaweera [20] presented a conceptual model for fostering brand engagement and value-laden trusted B2B relationships through Digital Content Marketing (DCM). The results demonstrated that fostering DCM can bring about positive effects on enhancing the brand engagement and valuable trusted relationships in B2B space. Bello et al. [21] investigated relationships and effects of perceived Corporate Social Responsibility (CSR), service quality, and customer satisfaction and Consumer Rights Awareness (CRA). The main purpose of this research is first, to examine the effects of CSR on service quality, satisfaction, and repurchase intention. Second, analyze the (unique) mediating effects of quality and satisfaction with service. And third, to determine the modulating effects of CRA on the relationship between perceived CSR and consumer responses. The findings shown that perceived CSR has direct and positive effects on service quality, satisfaction and repurchase intention. In addition, service quality and satisfaction (uniquely and respectively) mediate the perceived CSR induced effect on repurchase intention. Moreover, CRA mediates the effect of CSR on understanding the service quality and the repurchase intention.

Tian et al. [22] executed an experimental test of the impact of CSR on consumer repurchasing behavior. In this research, adopted an interdisciplinary lab experiment to investigate four different kinds of CSR practices on consumer's purchasing behavior and to understand their underlying mechanisms. The results shown that CSR exerting the maximum effect on the environmental domain for high-tech companies seeking to attract consumers and purchasing behavior. Besides, the results indicate the mediating role of consumers' trust in the CSR purchasing relationship. Naseri et al. [7] ranked the components of content production for their accurate evaluation for users as well as content providers and distributors including libraries and marketers. The content ranked in this research can encourage digital content producers and distributors to better evaluate the quality of digital content, attract better customers, and make more effective decisions about the quality of using digital content based on their specific goals. Sashi [23] designed a links matrix of inter-organizational partnerships between business network partners and digital communication proposals with the creation of shared value and inter-organizational partnerships. The results show that the relationships between network organizations may be determined by the degree of relationship exchange and inter-organizational links between them.

According to the above mentioned, there is no study in the literature that has studied a model in the field of content marketing with a brand reinforcement approach in the banking industries. Therefore, in this is designed. Then, fitting and explaining the content marketing model with a brand reinforcement approach in the banking industries is done. For this purpose, *Fig. 1* shows the conceptual model of the research, first a content marketing model with a brand reinforcement approach in the banking industries research.
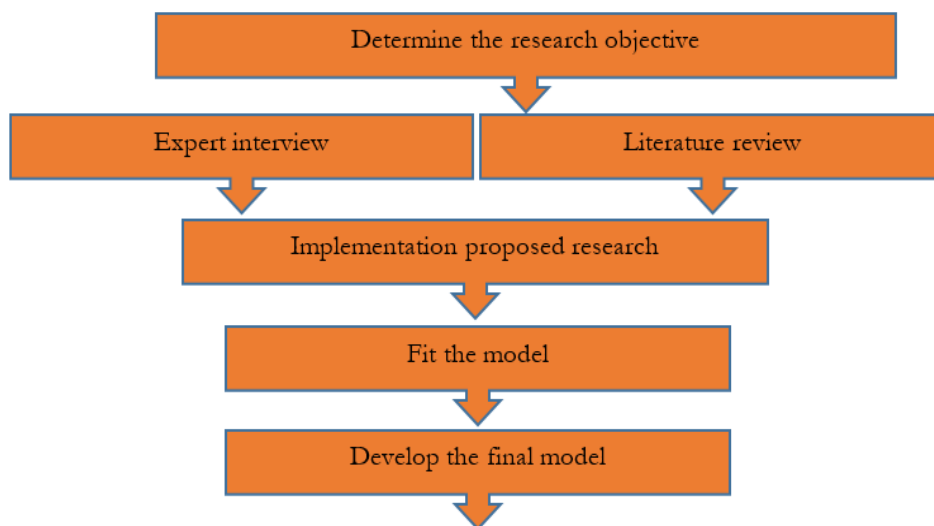
Fig. 1. Conceptual model.

3 | Methodology

The current research is applied in terms of goal and applied- exploratory considering the approach. Generally, the research method is done in two phases. In the first phase, a content marketing model with a brand reinforcement approach in the banking industries is designed. Then, in the second phase fitting and explaining the content marketing model with a brand reinforcement approach in the banking industries is done. For this purpose, snowball sampling was employed. This manner that the first expert was selected based on the primary surveys, and after the interview getting over with the first person, he was asked to introduce another professional individual(s) as the authorities in content marketing area with a brand fostering approach in the banking industries so that to help the study enrichment. This process continued until the research got theoretically saturated. It's worth mentioning that 15 interviews were conducted in the present research. Also, a case study of this research has been implemented among Bank Saderat Iran customers in Tehran. Finally, a content marketing model is designed with a brand reinforcement approach in the banking industry that this model is able to identify the factors affecting the brand reinforcement of a content marketing model with a brand reinforcement approach in the banking industry. In the *Fig. 2*, Phases of the model and input and output of each phase schematically are depicted.
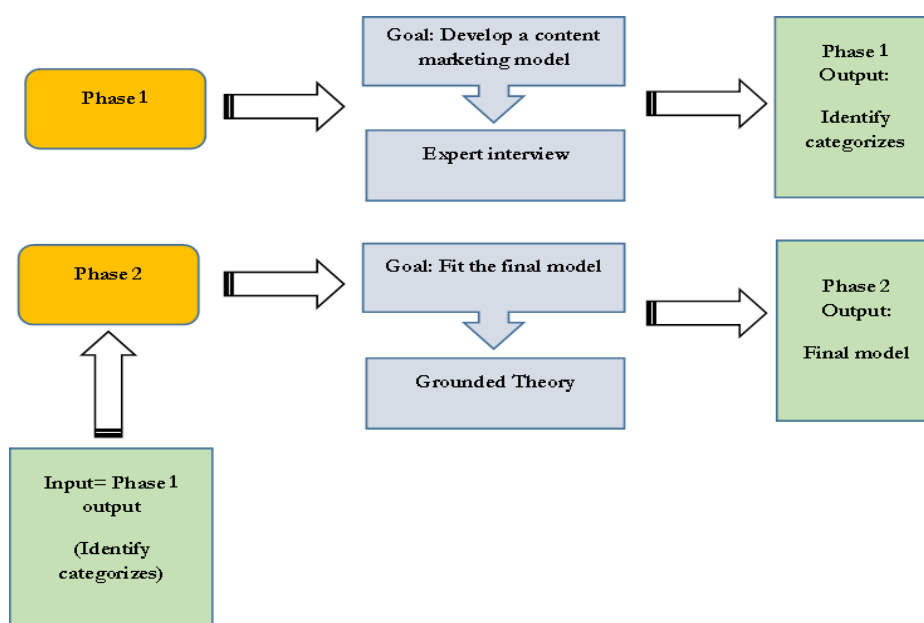

Fig. 2. Research methodology structure.

3.1 | Study Statistical Community

In this study, a group of experts including the senior executives of the banking industries, academic faculty in marketing and marketing consultants acquainted with the banking industries were considered as the statistical community. The desired characteristics of the experts included mastership in content marketing domain, mastery in the field of brand management, and acquaintance with the banking industries. *Table 1* shows the characteristics of the participants.

Table 1. Participants.

Variable		Value
Sex	Female	6
	Male	9
Age	≤30	3
	31 to 40	4
	41 to 50	4
	51≥	4
Education	Diploma	1
	B.Sc.	6
	M.Sc.	5
	PhD	3

3.2 | Data Gathering

Since the data-driven theory has been applied in this research, collecting the data has been mainly done by in-depth and unstructured interviews with marketing experts. In the interviews, the researcher made efforts to enter the discussion smoothly and win the initial trust of the interviewees, and indirectly pose the questions about the antecedents, contexts and consequences of content marketing with a brand fostering approach in the banking industries and thus the basic concepts in order to design the model. In this study to get assured of the interviews' validity, long-term involvement of the researcher in the research setting and his persistent observations in the research environment were used, including building trust with the subjects, learning the culture of that environment and controlling misunderstandings resulting from the researcher's or the informants' interventions. Also to get assured of the interviews' reliability, after each interview, the extraction codes were shared with the interviewee to make sure that the interview inferred codes by the researcher were congruent with the interviewee's inner tendencies.

3.3 | Data Analysis

In the present study, to analyze the interviews and to come up with the conceptual model of the research, the data-driven theory method (Grounded Theory) and three-step coding as open, axial and selective were applied.

4 | Data Analysis Results

4.1 | Open Coding

Open coding of the analysis is to identify and extract the initial concepts from the content of the interviews. Accordingly, after each interview, the researcher extracted and encoded the concepts existing in the interview manuscript. Overall, out of 9 conducted interviews, 109 initial concepts were extracted that were put together after being analyzed and then, crossing out the repeated concepts, 28 final concepts were identified, which can be seen in *Table 2* (Its' worth noting that the concepts attached codes are made up of a Latin letter and a number where the Latin letter (alphabetically) stands for the interviewee, and the number shows the extracted concept from that particular concept from the certain interview).

Table 2. Final concepts after analyzing interviews and crossing out repeated cases in open coding step.

Code	Concept
A,1,B4,E6	Appropriate content of advertising message requires the power to create and stimulate customer needs.
A2,B9,G5	You can't treat customers unethically and expect their loyalty.
A3,B1,F8,I7	In designing advertising messages' content, this has to be focused as to whether it can be applied as a leverage to push the customer to purchase banking services or not.
A4,F2	Customers' loyalty to brand is one of the critical indicators behind strong brand.
A5,E4	In the advertising messages' content, paying attention to the associations is a must so that to be applied to associate the brand in the audience's mind.
C7,D10,G10,G12	Viral marketing techniques can be used for promoting banking services.
A6,C10,I4	Different approaches have to be employed to drive customers' attention towards banking brand.
B2,D8	Advertising message content has to be sufficiently strong to persuade a person to buy a particular banking service.
C1,F9,G4,H4	You require to be able to promote the brand position in the minds of individuals in society.
A7,D7,G3	Customer's latent needs have to be of the content marketing goals.
A8,C8,D3,E5,F5,G6	In case of advertising policies not being based on ethics, you will lose customers' trust.
A16,B3,C15,G1,I2	Being the center of attention is a great help in branding.
A9,C11,E10	Advertising message content should be based on the service or brand related competitive advantage(s).
A10,G2,H9	Green marketing has to be taken seriously in content marketing.
B5,F4,I6	At the time being, social networking is a powerful advertising tool in the world banking industries.
A11,B6,C13,E12,F6,I3	Quality leadership in industry helps the brand's position.
A13,C6,E3	Advertising message content not matching the dominant culture of the society is considered a risk and a pestilence.
D11,E2,I1	Complying with ethics in marketing in the country banking industries is befitting, but there is still a lot of work to be done in this respect.
B7,C12,E11,E13,F13	Sometimes the message content works out more effectively with no sound and music.
D1,F3,H7	Unfortunately, one of the Iranian brands' weaknesses is overlooking the creation and boosting the associations.
C3,F10,E8,G11,H1	Care should be taken for what society and what culture the advertising message content is being designed.
A14,D4,E8,G11,H2	Today, society expects brands to consider social responsibilities.
A15,B11,C14,D6,E9	Social networks like Instagram, Telegram, etc. can convey the message to numerous defacto and potential customers at the lowest cost within the shortest time.
C5,D9,I5,F1	Utilizing colors in advertising messages should be done very intelligently.
B12,D5,E1,F7,G9,H5	Advertising messages should avoid exaggeration and directly highlight the banking service advantages to competitors.
A12,B13,C9,D2,E7,H3	Sometimes advertising content is so clever that it creates a need in customer.
B8,C2,F12,H8,G7	Music and voice messages are like a double-edged sword with both positive and negative effects.
B10,C4,H6,F11	Perhaps employing viral marketing in the banking industries today is a requirement rather than a competitive advantage.

4.2 | Axial Coding

In this step, deeply focusing on the identified concepts and recognizing their similarities and differences, efforts were made to group more general codes in the form of "categories" and the consistent and supporting concepts were grouped in more general categories. This resulted in 11 main categories along with the relevant concepts as seen in *Table 3*.

Table 3. Identified categories along with relevant concepts.

Row	Category (Axil Coding)	Concept (Open Coding)
1	Emphasis on ethics in marketing	In case of advertising policies not being based on ethics, you will lose customers' trust. Observing ethics in the country banking industries marketing is befitting, but there is a lot of work to be done in this respect. You can't treat the customers unethically and expect their loyalty.
2	Viral marketing based on social networks for brand propagation	Social networks like Instagram, Telegram, etc. can convey the message to numerous defacto and potential customers at the lowest cost within the shortest time. Viral marketing techniques can be used for promoting banking services. Perhaps employing viral marketing in the banking industries today is a requirement rather than a competitive advantage.
3	Promoting brand equity	We require to be able to promote the brand position in the minds of individuals in society. Quality leadership in the industry helps the brand's position. Customers' loyalty to brand is one of the critical indicators behind strong brand.
4	Advertising message's emphasis on competitive advantages	Advertising message content should be based on the service or brand related competitive advantage(s). Advertising messages should avoid exaggeration and directly highlight the banking service advantages to competitors.
5	Power of advertising message for creating need in customer	Sometimes advertising content is so clever that it creates a need in customer. Customer's latent needs have to be of the content marketing goals. Advertising message content has to be sufficiently strong to persuade a person to buy a particular banking service.
6	Societal attention to brand	Different approaches have to be employed to direct the customers' attention towards banking brand. Being the center of attention is a great help in branding.
7	Using associations in advertising message design	In advertising messages' content, paying attention to associations is a must so that to be applied to associate the brand in the audience's mind. Unfortunately, one of the Iranian brands' weaknesses is overlooking the creation and boosting associations.
8	Persuasive power of advertising message	Advertising message content has to be sufficiently strong to persuade a person to buy a particular banking service. In designing advertising messages' content, this has to be focused as to whether it can be applied as a leverage to push the customer to purchase banking services or not.
9	Considering social responsibilities	Today, society expects brands to consider social responsibilities. Green marketing has to be taken seriously in content marketing.
10	Advertising message being in harmony with the culture of society	Care should be taken for what society and what culture the advertising message content is being designed. Advertising message content not matching the dominant culture of the society is considered a risk and a pestilence.
11	Complying with principles of psychology in designing advertising message	Music and voice messages are like a double-edged sword with both positive and negative effects. Utilizing colors in promotional messages should be done very intelligently. Sometimes the message content works out more effectively with no sound and music.

This step of analysis is exclusively for the placement of the identified categories on a paradigm model which helps the researcher to get how to transpose the categories. The general structure of the paradigm is depicted in *Fig. 3*.
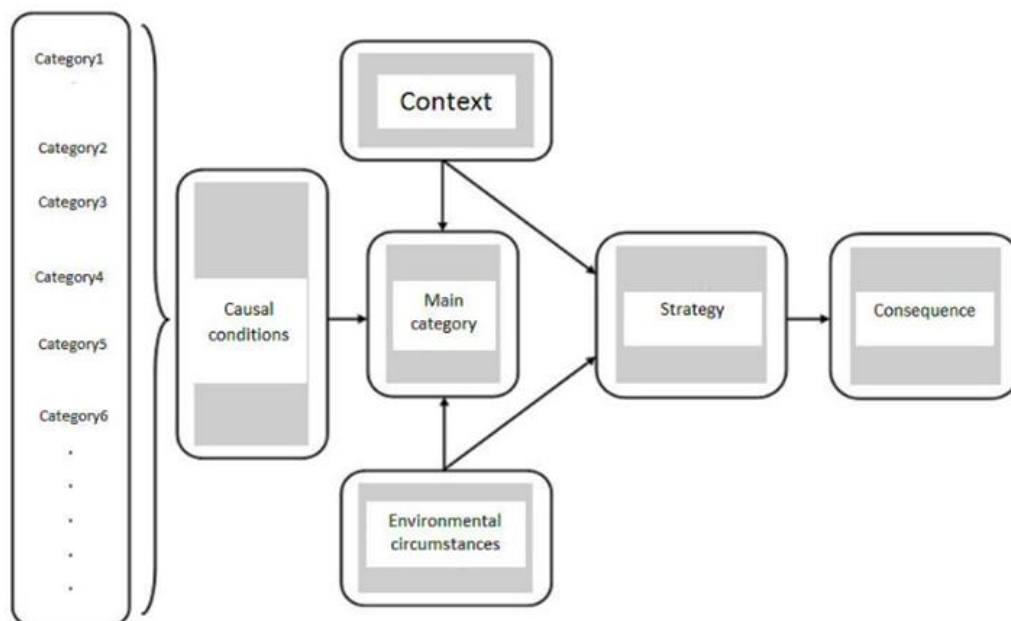
Fig. 3. Paradigm model.

In *Fig. 3*, main category (axis), is the core of the model that the concept and categories are created with it. Causal condition, is a set of conditions that cause or affect the phenomenon. Context, Indicates the special conditions in which the phenomenon (main category) is located. Environmental circumstances, are extensive structural contexts and external factors that can affect the main category and even strategies. Strategies, are actions that can turn the main category into consequences. Consequences: refers to the consequences of realizing the main category in the context of causal, environmental and contextual conditions and through specific strategies.

4.3 | Final Design of Conceptual Model

Pursuant to the identified categories and the structure of the paradigm model, the following categories were transposed in the model:

Main Category (Axial): It's the core of the conceptual model on the axis of which the concepts and categories are created. In the current research and considering the goals and the identified categories, the category "Society considering the brand" was viewed as the main and axial category. That means the conceptual model's core is in the center of attention of the bank's brand at society level.

Causal Conditions: Referring to a set of conditions out of which the phenomenon originates from or affects it. The categories connected with this dimension were determined as it follows:

   I.   Emphasizing ethics in marketing: this category points to the necessity and significance of abiding by certain ethical principles in designing advertising messages by banks.
  II.   Advertising message's emphasis on competitive advantage: this refers to the extent which the advertising message focuses on the competitive advantage of the service providing bank (rather than pointing out the futile ones).
 III.   Using associations in advertising message design: this category points to the creative use of brand associations in advertising message design's content.
 IV.   The persuasive power of the advertising message: this category is related to the potential of message content to persuade a customer to purchase banking services.
  V.   Complying with the principles of psychology in advertising message design: this refers to complying with the principles and standards of psychology of sound, music and color in the content of the advertising message.

The power of advertising message to create customer needs: this category is about the capability of the message content to mold and divulge the concealed needs of bank customers.

Contexts: Indicate the special circumstances in which the phenomenon (the main category) is located. In the present study, and with respect to the goals and the identified categories, the category "Advertising message matching the culture of the society "has been considered as the contextual category. The advertising message's compatibility with the culture of the society points to the extent by which the content of the promotional message matches with the culture and customs of the society. Therefore, emphasizing the following results is essential for the realization of context.

I. Adaptation of the advertising message to the culture of the community has a significant effect on the community's attention to the bank brand.
II. Adaptation of the advertising message to the culture of the community has a significant effect on viral marketing based on social networks in order to spread the bank's brand.

Environmental Circumstance: It's the context of a broad structure and external factors that can influence the main category and even the strategies. In the current research and concerning the goals and the identified categories, the category "Considering social responsibilities" has been termed as the environmental category. That means banks must pay attention to their social obligations under the societal forces and intelligently recount the actions taken in their ads. Therefore, emphasizing the following results is essential for the realization of environmental circumstance.

Attention to social responsibilities has a significant effect on society's attention to the bank brand.

Strategies: In this context and with definite mediating conditions, a specific set of strategies or measures is realized. In fact, strategies are the measures which can turn the main category into consequences. In this study and regarding the goals and the identified categories, the category "Viral marketing based on social media for propagating the brand" has been considered as the strategic category. This strategy refers to the necessity behind utilizing modern solutions and of course, the very common one, i.e., taking advantage of the power of social media like Instagram, Facebook, WhatsApp, etc. in providing advertising messages and promoting and fostering the brand. Therefore, emphasizing the following results is essential for the realization of strategie.

I. Adaptation of the advertising message to the culture of the community has a significant effect on viral marketing based on social networks in order to spread the bank's brand.
II. Community attention to the brand has a significant effect on viral marketing based on social networks in order to spread the bank's brand.
III. Paying attention to social responsibilities has a significant effect on viral marketing based on social networks in order to spread the bank's brand.
IV. Viral marketing based on social networks in order to spread the brand has a significant effect on promoting the brand equity of the bank.

Outcomes: It refers to the consequences behind the axial category being realized in the context of causal, environmental and contextual conditions and via well-defined strategies. In the present study, and regarding the goals and the identified categories, the category "Promoting brand equity" has been considered as consequential categories. That means if the causal conditions, the contexts, the main category, the environmental circumstances and the strategic (leading) conditions take place well, it's hoped that the brand equity gets promoted.

The following step is the transposition of the categories in the paradigm model, which led to the study conceptual model being identified. The main structure of this model is illustrated in *Fig. 4*.
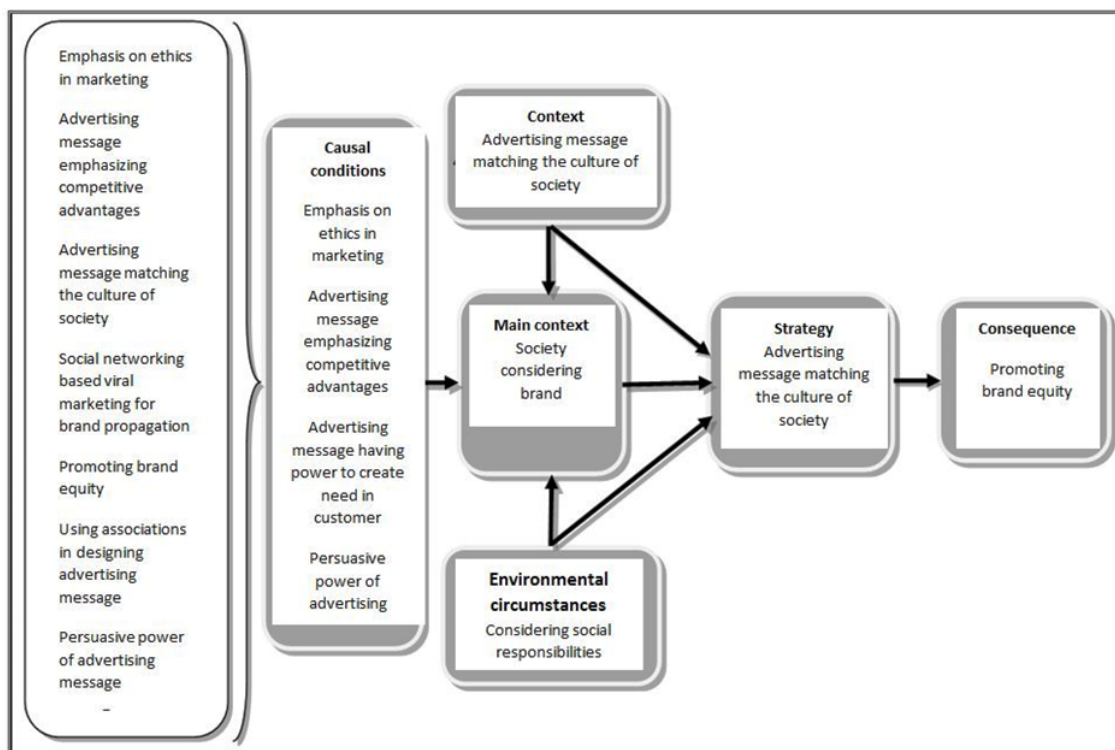
Fig. 4. Transposition of categories in the paradigm model's structure.

5 | Conclusion and Future Directions

In this research, we tried to achieve a conceptual model of step-by-step research by conducting interviews with a group of experts including senior managers of the banking industry, marketing professors and marketing consultants familiar with the banking industry, as well as applying the Grounded theory methodology. For this purpose, 9 interviews were conducted. During the interviews, as much as possible was tried to be questioning in a way that did not cause the respondent to be biased. It should be noted that after each interview, the researcher reviewed the text of the interview several times and discovered the basic concepts, extracted and coded them. Finally, there were 11 categories that formed the basis of the conceptual model of the research. In the final stage of the qualitative phase of the research, the categories derived from open and axial coding had to be placed on a paradigm model. Therefore, an important useful managerial implication in this research is eliminating considering the lack of an overall model for content marketing in the banking industry in Iran, considering the proposed framework in this research provides managers valuable knowledge to make decisions in the field of marketing. For example, according to the proposed model managers can identify key categories while creating a valid model for content marketing. In this case, by reinforcing the main factors, they can reinforcement the customer relationship. Regarding the experiences earned in the current study, the future researchers are recommended to test the study extracted model in a more comprehensive community and using the quantitative approaches such as structural equation modeling. Besides, the prospective researcher is advised to employ other methods including Delphi method, content analysis, meta-analysis, meta-synthesis and etc. for the modeling phase so that this way one of the major limitations of the present study, i.e., its time-consuming nature somehow gets eliminated.

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