# Content shared on social networks: What effect on the buying intentions of Moroccan consumers?

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**Abstract**— in recent years, the appeal of Internet users to different social networks continues to grow. Their impact on the behavior of Moroccan Internet users represent huge deal. This study aims to analyze the impact of content broadcast on social networks on the purchasing intentions of Moroccan consumers. This article will help to determine the factors that can influence the purchasing decisions of Moroccan consumers on the social media channel.

**Index Terms**— Communities, Content Marketing, Social networks, YWN theory.

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## 1 INTRODUCTION

Since the beginnings of the internet, consumer behavior has changed completely. The advent of technologies and innovations has led to the emergence of new forms of marketing. Global connectivity has challenged many theories specifically about consumer management; it has also changed the way companies respond to competition and customers. Today, competition and co-creation with customers are essential. Connectivity has accelerated market dynamics to the point where it is impossible for a company to remain isolated and rely on these internal resources to succeed. A company must realize that to win, it must collaborate with outside partners and even engage consumers (Kotler and Al, 2017). To this end, companies have to open up to their environment, to take advantage of new technologies and to gain a place in the digital economy. Among the most relevant tools of digital transformation, we cite social media.

The rise of these social media has profoundly changed the modes of communication and companies can no longer ignore their use. With the ever-growing popularity of these social media in the use of the internet, several companies have created pages in these media to communicate with their target audience. However, just being present is not enough to benefit from these new socialization tools. In the digital economy, customers socially connect to each other in community networks. Today, these communities are the new segments. Unlike traditional segments, consumers self-form communities with the boundaries they define themselves. The client communities are thus safe from spamming and irrelevant advertising. Worse, they will reject any attempt by a company to break through a network of relationships (Kotler and Al, 2017).

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Given these barriers, companies have to find new strategies that will allow them to break into these community networks. Content marketing is a real opportunity for businesses to erase these barriers to entry.

In fact, our study aims to analyze content broadcast via social networks and its impact on consumers purchasing intentions. To do this, we propose to develop in the first part a theoretical anchoring that will allow us to appreciate the notions of "digital social networks", "content marketing" then the factors that can influence the behavior of purchase of the consumer on the internet. In a second part, we will analyze the results gathered during a survey that we conducted among young Moroccan Internet users. The purpose of the second part will be to highlight the importance of content in the purchasing decisions of Internet users.

## 2 THEORETICAL APPROACHES AND RESEARCH HYPOTHESES:

Social networks have experienced a very significant acceleration in recent years. Today, they are present all over the world, especially Facebook, Twitter and Instagram, which have become one of the most important means of communication and news sources. They have reached such a scale that forced us to ask the same traditional question: if it is only a fad or if they have a real and strong utility, of a professional type, for individuals and even for brands.

Moroccan Internet users also benefits from this digital revolution, which offered them unprecedented opportunities for exchange with the different Internet users of the world. With the advent of new community sites on the Internet, the dialogue between brands and consumers is moving more and more towards social media: blogs, discussion forums and social networks...

To take advantage of this digital revolution, companies have opted for a content-oriented marketing strategy. That said content marketing represent the future of advertising and the digital economy. In this sense, social media has changed the

way content is distributed, today consumers have credible content created by other consumers in the same community as by the companies themselves.

## 2.1 Social networks
### Characterization of social networks:

The notion of the social or social networking network appeared in the mid-nineteenth century and made its first appearance in an article by the British anthropologist John A. Barnes (1954). It refers to a set of individuals and the relationships they maintain with each other.

A social network is also a community of individuals linked together by origins, interests, needs, similar or different points of view. In a broader sense, the term itself refers to the set of interactions established within one of these communities. (Friends, neighbors, colleagues, family, etc.)

Boyd and Ellison (2009) define social networks as web services that allow individuals to create a public or semi-public profile, articulate a list of users with whom they are in contact, view and browse the list of their contact and that of other users. The profile could relate to a virtual identity card of the individual user.

For their part, Lenhart and Madden (2007) define social networks as an effective way and a powerful channel through which consumers create a personal profile, build a personal network, and publicly display interpersonal comments.

Graham and Havlena (2007) have stated that social networks allow consumers to exchange quickly and easily opinions and product information with their contact without any temporal or geographical constraints.

### Difference between social media and social networks:

Today, when we talk about social network, we naturally hear virtual social network, so we think about all known websites in this area, including Facebook, Twitter, Viadeo, LinkedIn ... The virtual social network (Romain Rissoan, 2011), and more generally the social media, is a representation of the real social network in a virtual universe, represented mainly by internet. Thanks to this network, we can live and share all our daily actions with a group of individuals, in a virtual world.

However, we must dissociate between social network and social media. Known media such as television, radio and the press belongs to social media because they connect people with information. However, these media remain static since they do not interact with the spectators. The latter remain passive in front of these media.

Currently, these media have begun to make listeners react by SMS vote or by allowing them to participate in a broadcast through other means including e-mail or Facebook accounts. However, we use the terms network and social media every day and we tend to confuse them. Moreover, social media includes social networks as well as blogs, forums and question and answer platforms. In other words, social networks are only part of social media.

The definition given today to social media is the following: means of communication allowing social interactions and us-

ing technology and content creation (Romain Rissoan, 2011). This definition can also apply to the social network. Indeed, thanks to the new technologies, each individual can create his own message with personalized content including photos, videos, and any element likely to improve and enrich his message.

The network called social because it allows to exchange with other members registered on the same network: public or private messages, status, videos, photos, games, applications... The fundamental nature of the social network remains however the possibility of adding "friends", either strangers, acquaintances, co-workers, a work team, or family members, etc. and manage a list of contacts that is created automatically after acceptance of the add requests. Thus, under this simple name social media is actually hiding a variety of tools allowing Internet users different forms of relationships: express themselves, be entertained, share opinions, discover new friends and create a new network.

## 2.2 Content marketing:
### Definitions: The standard chronology

Although content marketing has remained in the shadow of traditional marketing given the lack of technology at that time, it has managed today to establish itself as an effective strategy especially with the rise of new technologies. Recently theorized, content marketing has existed for a long time.

Chaffey and Al (2000) define content as a text and graphic information design that forms a web page. Good content is a keystone to attract customers to a website and retain their interest while provoking repeat visits. Content marketing can also be the company's intranet content or the company's internet content, including databases and various types of knowledge (Keyes, 2006).

For their part, Pulizzi and Barret (2009) define content marketing as a marketing technique that consists of creating, publishing and distributing relevant, useful and valuable content to attract, acquire and engage a clearly defined target audience with objective of driving profitable actions and promoting business opportunities. Content marketing tends to have media rather than renting it. It is define as marketing process that attracts and retains customers by constantly creating content that aims to change or evolve consumer behavior.

Handley and Chapman (2010) argue that content marketing is all that an individual or organization creates or shares to tell their stories. The content is conversational, human and does not constantly seek to sell. It must be a state of mind that is both timid and encouraged.

Gunelius (2011) defines content marketing as a process of direct and indirect promotion of a company or brand through the benefit of a text, video or audio content at a time in online and offline. It can appear in long-form (blogs, articles, e-books and sound), in short-form (Twitter, Facebook, images ...), or in conventional form, (content sharing via Twitter or participate in an active discussion via comments on blog or through online forums).

Staler (2014) explains that content marketing is a dynamic technique aimed at attracting customers, it is a process of shar-

ing expertise and knowledge in order to attract potential customers and establish a relationship with them.

Ramos (2014) defines content marketing as a high-quality marketing technique, relevant content, educational, mobilizing to acquire the target audience.

Kotler et al. (2017) define content marketing as a marketing approach that consists of creating, organizing, distributing and amplifying interesting, relevant and useful content for a clearly defined audience group to create content conversations. Content marketing is also another form of branded and branded journalism that creates closer links between brands and customers. Ultimately, content marketing is about planning, creating, promoting, and monitoring performance for a targeted audience, always with the goal of customer satisfaction and revenue generation in mind.

## The contribution of content on social networks:

The characteristics of social media and their immense popularity have revolutionized commercial practices such as advertising and promotion (Hanna, Rohm and Crittenden, 2011). Social networks are original spaces. They can give rise to conventional top-down communication companions (one to many) but also change this vertical and unilateral communication towards a dialogue between the user and the brand (one to one) or even more between the Internet users themselves same (many to many). (Stenger and Lajoinie, 2011). However, consumers are less and less interested in traditional advertising, which puts enormous pressure on marketers. The challenge lies in spreading complex information through messages without overwhelming consumers.

The attitude of today's consumers has changed profoundly, the time of appreciation and reading of message has diminished a lot. The average attention span of humans has decreased from 12 seconds in 2000 to 8 seconds in 2013. Even more, this attention is destined to diminish in the future, because of the massive and overwhelming volume of messages constantly bombarding connected mobile devices that require immediate consumer attention (Kartajaya and Al, 2017).

Social networks have played a very important role in these changes. In the past, consumers were limited to commercials generated on traditional media because they did not have much choice. Today, with the advent of social networks, consumers have a wealth of content generated by businesses or even by other consumers that they find more credible and interesting. The idea is that content that is shared on social networks is voluntary and accessible on demand, unlike content that was shared on traditional media whose character is imposed.

At the social media level, consumers can now choose which content to discover and enjoy. Ads can no longer stop viewers, as the example of YouTube ads (True View), which precede videos, consumers can now ignore these ads after five seconds. If brands or advertisers fail to attract attention in the first five seconds, they cannot complain that consumers choose to ignore the rest of their content (Vandercammen and Al, 2017).

The use of social networks, especially via content marketing strategies, has become very useful in the marketing approach of brands, first by approaching Internet customers of their brands favorably thanks to direct and immediate contact. Then, they give brands the sense of innovation and taste of advertising, without spending too much money. Finally, social networks allow brands to benefit from word of mouth through the interconnections between their members. Brands must be very attentive and listen to advice, comments and publications left by users on the page of the brand.

Unfortunately, companies often transfer their content to social media without modifying it, considering that content is just a longer version of an advertisement. However, there is a clear difference between these two modes of communication, advertising represents the message the brand wants to convey to consumers. While content marketing disseminates the information that consumers will use to achieve their personal and professional goals (Setiawan and Al, 2017).

In order to ensure optimal consumer involvement, companies must take advantage of social media by creating content that, even if it does not contribute to the sale and promotion of the brand, the brand will be essential for consumers.

## 2.3 The factors of influence on the canvas:

In the digital world, when it comes to defending a brand or a product, not all consumers react in the same way. Some attribute a personal character, others a neutral judgment. In order to determine the attributes that determine the influence of buying intentions, we decided to focus on the YWN segment, that is, young people, women and cyber-citizens.

### The role of young people on social networks:

All marketers have agreed on the importance of young people in the marketing strategy of a company, especially on social networks. These young people now represent the largest part of the connected population. Even marketers whose products and services do not primarily target younger customers should be interested in this segment.

Setiawan and Al. (2017) claim that the influence of young people on the rest of the market is titanic, they represent the pioneers and the first-time adopters. Young people still tend to try something new, and test new products and services that other consumers find too risky. That is why companies need this segment to launch their new products. Not only do they try themselves, but they also push adults to change their minds and try out these novelties. They are also adaptive, young people adapt quickly to changes including globalization and technological progress.

Social networks has started with young people. Moreover, they will continue with this segment. Therefore, companies need to consider their importance. These roles of first-time adopters, forerunners and rule-changers lead to considering young people as essential for any brand that wants to succeed on social networks.

### The influence of women on social networks:

The intrinsic differences between men and women are a subject of study for both psychology and marketing. Many experts have expressed their point of view on women's marketing. As a result, many products, services and marketing campaigns commercialized specifically for women (Kotler, 2017). Generally, women play three roles. First, they are collectors of information, the customer journey of women completely different from men. While men opt for the short course, women always go back and forth. They tend to gather as much information as possible about the product or brand, or they can spend hours analyzing all the possible attributes to get the best deal. In social networks, women react in the same way, they search everywhere for any kind of information, then integrate and reassess if the next step is the right choice to make. Vandercammen et al. (2017) distinguish women as great dialogues; they do not hesitate to ask the opinions of their friends, their families and are often open-minded to receive the help of others. Social networks provide the perfect place for this process. The girls groups that now exist on social networks are typical for sharing information and experiences about brands and products.

Finally, women are actually household managers. Most household purchases follow women's agreement, in the sense that they care about the purchases and expenses of their homes. Now, with the appearance of Marketplace on social networks, many women have opted for this option in view of the low price and variety that this market provides them.

## The integration of cyber citizens:

Hauben (1992) is the first to define the term cyber citizens, which is derived from the Anglo-Saxon term Netizen, which is composed of Net (Internet) and Citizens (Citizens). According to the United Nations, the world's population comprises 3.4 billion Internet users, or 45% of the total population. That said, not everyone is a cyber citizens.

According to the research of F.S.T (Forrester's Social Technographic). There are a variety of social media users, including the inactive, viewers (those who watch and read online content), collectors (those who add tags to web pages and use RSS feeds), followers (those who connect and visit social media), critics (those who post reviews and comments online), and creators (those who create and publish content online). The types of people who deserve cyber-citizen status are collectors, critics and creators.

Cyber citizens can be very protective of a brand, which they are emotionally committed. They are very active on social media and do not hesitate to recommend brands and products that prefer. Cyber citizens are also editors of content, we call them citizens of the internet for the fact that they contribute to the development of it.

## 2.4 The research hypotheses:

The literature review allowed us to explain the comments made at the level of the general introduction. In fact, consumer behavior has changed over the years, thanks to the continuous development of new information and communication technologies, notably the web and the advent of social networks. This development has pushed companies to change their visions and therefore their strategies.

Social networks are a real lever for companies. The daily use of these platforms by the consumers pushes the companies to develop dedicated strategies in this direction. The theories developed around this term affirm the importance of these social networks for the digital strategy of an organization. Which pushes us to develop our first hypothesis:

**H1: Social networks can change consumer ratings on a brand.**

Content marketing represent the future of advertising and communication in the world. The interest is not only to improve the image of a brand, but also to create content that will serve consumers in the first place. However, this strategy, just like any marketing strategy, targets earnings interests for businesses. Our second hypothesis is:

**H2: Beyond its principle of serving the consumer, content marketing can be useful and push the consumer to try a brand or a product.**

Content shared on social networks can take many forms, but its informative purpose remains ignored. Notices, comments and brand notes can influence consumer-purchasing decisions. So our third hypothesis is:

**H3: Content developed on social networks can influence consumers' future purchasing intentions.**

## 3 RESEARCH METHODOLOGY:

Several authors claim that online consumer behavior is significantly different from offline behavior (Pavlou and Figensen, 2006).

Admittedly, the internet is an essential channel for the purchase but also for the purchase decision support. Many consumers use the Internet to find information before buying a product or service.

The purpose of the study is to analyze the impact of the content broadcast on social networks and its influence on the intentions of users. Specifically, we will attempt through this study to test whether the consumer can see his attitude evolve towards a company after seeing an advertisement, an opinion or an online comment.

## Data collection and survey design:

We received the data through a survey conducted in Morocco between the period of February 2018 and April 2018 on a random sample of 500 people. We conducted a questionnaire that is part of the quantitative studies. Then, we administered this questionnaire online on the Google Forms software.

Our sample consists of youths whom we randomly selected on social networks, where we created a public event designed specifically for the purpose of our survey, and we used the viral marketing recommendation technique to disseminate the

questionnaire to the public. This operation generated 28 erroneous observations due to the incompleteness and incompatibility of the responses. Therefore, we analyzed 472 operational responses representing a response rate of 94.4%.

We evaluated the responses using the SPSS 21.0 statistical software. We measured most of the variables on a nominal scale. We applied the simple frequency calculation for the data description and the KHI-2 test for hypothesis verification.

The tables below represent the characteristics of our sample. Women represent 73.3% against 26.7% of men. As for age, youth represent the large percentage of our sample, followed by teens who represent 6.8%, then adults with 2% as shown in Table 2. For the level of education, shown in the table 3, people with a Bac + 5 represents 36.7% of our sample, followed by people with a Bac + 3 with 36.7%, then Bac + 2 with 11.9% and after people with more than Bac +5 with 10%.

TABLE 1 : SEX

| | | Effectifs | Pourcentage |
|---|---|---|---|
| Valide | Femme | 346 | 73,3 |
| | Homme | 126 | 26,7 |
| | Total | 472 | 100,0 |

TABLE2: AGE RANGE

| | | Effectifs | Pourcentage |
|---|---|---|---|
| Valide | + de 40 Ans | 4 | ,8 |
| | De 20 à 25 Ans | 309 | 65,5 |
| | De 25 à 30 Ans | 91 | 19,3 |
| | De 30 à 35 Ans | 27 | 5,7 |
| | De 35 à 40 Ans | 9 | 1,9 |
| | Inférieur à 20 Ans | 32 | 6,8 |
| | Total | 472 | 100,0 |

TABLE 3: LEVEL OF STUDIES.

**The design of the questionnaire:**

We opted for closed questions to target the answers. The questionnaire answers the logic and the sequence of the hypotheses. We divided our questionnaire into seven themes, each of which dealt with a separate component:

The consultation of social networks: in this part, we tried to determine the most used social networks, the frequency of use of these social networks as well as the time devoted to their uses.

Influence of comments and opinions: In this section, we ex-

plained the relevance of online notices; the time spent reading these notices and the frequency of notices. Confidence in opinions: in this theme, we have shown the interest given to the opinions and comments as well as the perceived usefulness of these opinions.

Notices boost the act of purchase: in this part, we explained the role of the internet in purchasing, the influence of the opinions for purchases and the role of engines and social networks in the choice of products.

Purchase online through an online publication on social networks: in this part, we asked about purchases via social networks including publications.

Buy on Facebook: Since Facebook is the most well-known and used social network, we asked ourselves directly whether consumers buy from this network, and if the Facebook products attract them.

General information: This section deals with information concerning sex, level of education and age group.

## 4 RESULTS AND ANALYZES:

The results of our study express the comments made at the theoretical level. We based on two types of studies; we first tried to evaluate some variables by a simple calculation of average. In a second time, we tried to cross some variables whose character is nominal with the test Khi 2.

**Trust in opinions conveyed on social networks:**

*Do you trust or do you take into account the opinions posted on social networks?*

| | | Effectifs | Pourcentage |
|---|---|---|---|
| Valide | Bac | 13 | 2,8 |
| | BAC +5 | 173 | 36,7 |
| | BAC+2 | 56 | 11,9 |
| | BAC+3 | 163 | 34,5 |
| | Bachelier | 11 | 2,3 |
| | Lycien | 9 | 1,9 |
| | Plus que BAC+5 | 47 | 10,0 |
| | Total | 472 | 100,0 |
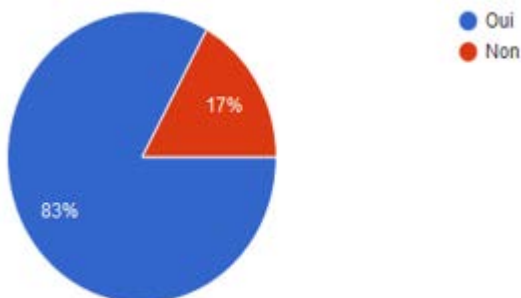
83% of respondents say they trust and take into account the opinions conveyed in the form of content on social networks. Against a minority of 17% who deny taking into account these opinions and comments.

*Have you already bought following an online publication on social networks?*
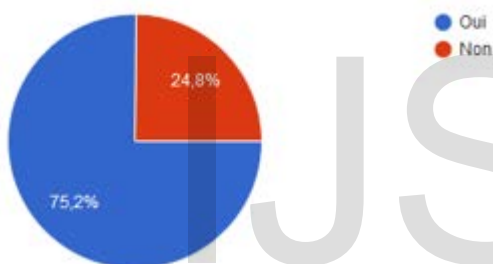


More than 75% claim to have purchased a product following publications on social networks, against 25% who deny having bought even after the broadcast of the content. Before making a purchase, Internet users learn online, by consulting the opinions of other consumers on social networks, blogs, or forums. Thus, for any brand or company, it is essential to monitor what consumers say about it on the Internet and social networks. Because in the case of criticism by customers, a quick and intelligent brand response to customers who complain will often reduce the scope and "extinguish the fire" that could have developed.

*Do you judge online reviews on a product?*
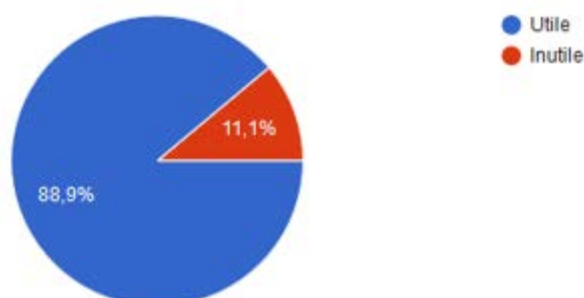
A large proportion of Internet users consider social media advisories to be more and more useful to learn about a product or to help them in their purchase decision. Thus, companies need to take into account the opinions and comments. These opinions can represent a threat or an opportunity for any brand. Consumers do not hesitate to ask the help of other Internet users about a brand or a product. On social networks, consumers feel united and helped.

*Do you think that the opinions of the Net surfers is a first vector in your decision of purchase?*
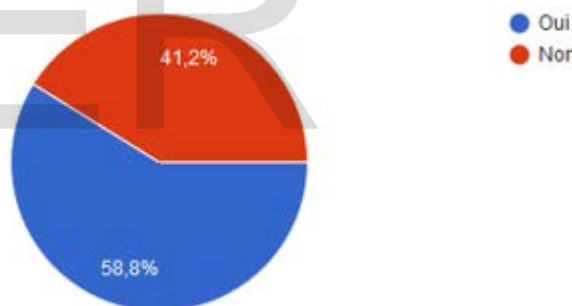


Other user opinions influences responders regarding their purchase decisions. Internet users pay close attention to ratings and reviews. These opinions or comments can have a significant impact on the turnover, customer loyalty and e-reputation of any business.

Thus, positive and negative opinions are of interest. Indeed, some consumers may forego a purchase after reading a negative opinion, as they can buy after reading a positive comment. Social networks have completely changed the nature of interactions between brands and consumers, thus having a direct impact on its current decision-making process. Indeed, the study found that social networks could change consumers' views of a brand or product. Therefore, **we accept H1:**

**H1: Social networks can change consumer ratings on a brand.**

**Intention to buy & trust online reviews:**

Trust is central to any exchange relationship. On the Internet, it becomes even more important because of the impersonal nature of the seller, the lack of face-to-face and the novelty of the means of transactions. The intention to purchase is primarily conditioned by trust in the seller and, in particular, the perception of his integrity and competence. To measure trust in an online seller, the number of likes, advertisements, or comments could be good indicators.

**Tests du Khi-deux**

| | Valeur | ddl | Signification asymptotique (bilatérale) |
|---|---|---|---|
| Khi-deux de Pearson | 31,154[a] | 1 | ,000 |
| Correction pour la continuité[b] | 29,400 | 1 | ,000 |
| Rapport de vraisemblance | 26,576 | 1 | ,000 |
| Test exact de Fisher | | | |
| Nombre d'observations valides | 472 | | |

The study found that trust in online reviews is a direct determinant of purchase intent.
The test is very significant (meaning <0.01).
The observed Khi-2 (31.154) is superior to the theoretical Khi-2 for a theoretical ddl of one Khi 2 given by the table is (3.84).

**Mesures symétriques**

| | Valeur | Signification approximée |
|---|---|---|
| Phi | ,257 | ,000 |
| V de Cramer | ,257 | ,000 |
| Nombre d'observations valides | 472 | |

An average relationship according to Cramer's V (V = 0.257) also reaffirmed with the juxtaposed sticks which confirms that the intention of purchase depends on the consumer's trust in the published opinions.



Diagramme en barres
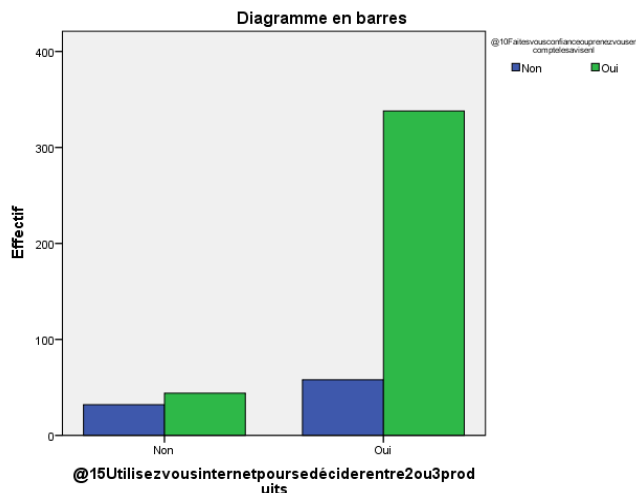
In sum, the favorable attitude towards published opinions influences consumers' online buying intentions. For this reason, notices and comments may encourage consumers to make new purchases. **Therefore, we accept H2:**
**H2: Beyond its principle of serving the consumer, content marketing can be useful and push the consumer to try a brand or a product.**

### Intention to purchase in the future & the opinions of users:

The study found that the opinions of Internet users represent a vector of purchase decision of some consumers.

**Tests du Khi-deux**

| | Valeur | ddl | Signification asymptotique (bilatérale) |
|---|---|---|---|
| Khi-deux de Pearson | 24,805[a] | 1 | ,000 |
| Correction pour la continuité[b] | 22,912 | 1 | ,000 |
| Rapport de vraisemblance | 20,342 | 1 | ,000 |
| Test exact de Fisher | | | |
| Nombre d'observations valides | 472 | | |

The test is significant (meaning <0.05).
The observed Khi-2 (24.805) is superior to the theoretical Khi-2 for a ddl of one theoretical Khi 2 given by the table is 3.84.

**Mesures symétriques**

| | Valeur | Signification approximée |
|---|---|---|
| Phi | ,229 | ,000 |
| V de Cramer | ,229 | ,000 |
| Nombre d'observations valides | 472 | |

An average relationship according to the Cramer V (V = 0.229) also reaffirmed with the juxtaposed sticks which confirms that the intention to buy online in the future depends on the consumer's confidence in the published opinions.
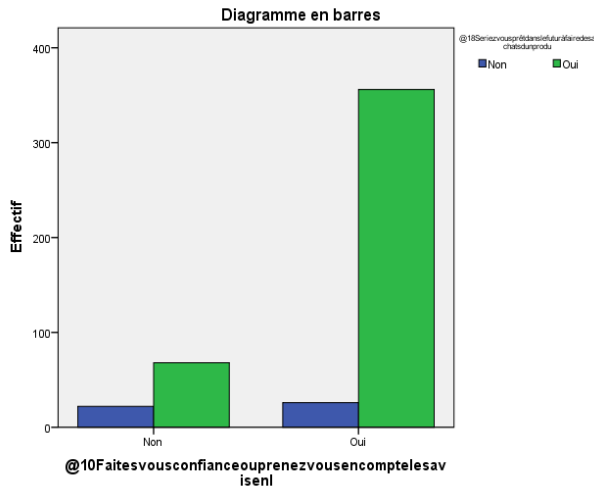
From this effect, **we accept H3:**
**H3: Content developed on social networks can influence consumers' future purchasing intentions.**

## Summary of results:

Beyond the theoretical aspects developed, the field survey conducted among Internet users, as well as the quantitative analysis of the data that we have collected, has shown that:
Social networks can represent a new way for Moroccan companies to reach new consumers and understand their needs. Thus to achieve gains and profits, which directly leads to better performance.
Customer reviews that gather customer comments posted on social networks are an important issue for brands that can represent a powerful business lever for them. Consumer opinions influence the purchase decision. Indeed, the customer relies on comments from other customers.

In other words, customer reviews can encourage him to buy an item he had not considered at all. Alternatively, on the contrary, dissuade him from making the purchase. While a product received a majority of positive reviews, nearly two-thirds of new customers had a positive impression of the product, as revealed by several statistical surveys.
Ultimately, the results obtained, even preliminary and limited, allow considering with some optimism the role of content marketing for any company.

The inclusion of social media by companies as a marketing tool or means of creation with the customer is mandatory. The real-time dialogue with customers that social media provides is a source of competitiveness. This dialogue offers an additional channel of interaction between the consumer and the brand in the same way as the point of sale, the call center, the mail etc.

In the end, social networks have become increasingly important in the communication strategy of companies. They represent the perfect answer to this need for discussion and exchange that consumers are experiencing.

## 5 CONCLUSION AND FUTURE RESEARCH:

### The scientific contribution:

A billion and a half of Internet users uses social networks... A reality that companies must take into account, because this is a powerful vehicle for communication, collaboration and value creation. If Facebook and Twitter have become unavoidable, new players like Google+, Foursquare or Pinterest are also making their way.
Internet and social networks have profoundly changed the way companies perceive their environment. Information has never been so accessible and fast: data about customers or suppliers, the competitive or legal environment, calls for tenders or product comments... everything is at hand, provided to know and master the tools to collect, disseminate and use information.
The advent of Web 2.0 forces companies to change their attitude towards consumers. It is no longer enough to launch a major advertising campaign to give a brand image, we must prove to consumers the value of this brand and it is not a simple thing to do. As a result, content marketing has proven effective in terms of reaching consumers and spreading the right message at the right time. Social networks are the world's leading content providers, a reality that companies need to understand and benefit from.
Arming yourself to manage the community can have a number of important benefits for a business. First, it helps to make the brand more human and therefore more accessible to the target, by developing a real relationship between the company and the individual. Secondly, this shortens the response time to the messages, since the company is better prepared to receive them, which results in less frustration for people who encountered the company and increase the capital of the company. Sympathy towards this one. Ultimately, this will help to engage and retain its target and will have a long-term profit on the company's revenues.
Confronted with a massive adoption of social networks by consumers, Moroccan companies must use web and customer relationship specialists to implement social response strategies on social networks, these specialists or web advisors will be the spokespeople for the brand on the web.
Although our research is part of the ongoing work that seeks to apply the analysis of social networks to management sciences, and more particularly to Marketing, we have focused our attention on a still little explored point namely the importance of content marketing in the era of social media.
However, Moroccan companies must exploit the social media that offer them new prospecting options, to directly contact a multitude of people and create or federate a community around its products or brands.
Indeed, while the consequences of networks have led to much research, little work seeks to analyze what determines the characteristics of the network of individuals.

## Future research:

Our research has highlighted a number of explanatory points about content marketing and influencing factors on the internet. However, future research can focus on new strategies such as inbound marketing, which is part of web marketing strategies. This concept has caused many anchors lately including its application on social networks. Ultimately, inbound marketing can replace all the existing web strategies, giving way to new avenues of research.

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