



IMPACT OF CONTENT MARKETING TOWARD CUSTOMER ONLINE ENGAGEMENT

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Abstract: Content marketing evolves to be powerful marketing tactic in the digital, fast moving, information driven world. It is not a new strategy but more efficient in market. Content marketing has become the standard in today's market. Information that provides through content marketing is helpful, interesting, important for market and problem solving in market trend. Content marketing has created benefits for a researcher. Content marketing practise used to get a competitive edge on the market competition. And traditional marketing decreases in effectiveness content marketing effectiveness is increase. Content marketing is creating customer value for a marketer. Company who does not use content marketing they not follow industry. Research will be based on primary as well as secondary data. Respondents will be from different area of state and country. The research methodology will be of descriptive nature and with all the software data analysis by Excel and SPSS in the questionnaire and tabular for. The conclusion will be the online customer are engaging through a content marketing and there are following social media for that content.

Index Terms - Component, formatting, style, styling, insert.

I. INTRODUCTION

Content marketing is important and beneficial for a market and industry. Social media marketing is also part of content marketing and social media is the power house in marketing world. And content marketing is challenging for a marketer and marketing doing company because content marketing is different from other, they have a new challenge for marketing company. The researcher has research most viral content on social media and seen that content after they create different content for their marketing to do a good business. These contents have gone a domestic scale of one website then spread to the whole world wide web through social networks and other communications. The content-based marketing is already have applied around the world for so many years. Using social media currently is create better image and brand value in market for company and give rise to a marketer. Some content is not popular in market but that content has a so much potential in their area. Involving with content marketing strategy and tactics with input from the experts in the field.

Precious, all are differentiated based on their different feature in terms of content, risk, and term etc. Nobody can predict what happens with content marketing creator and their uses of audience in social media.

II. OBJECTIVES:

- For this analysis, awareness and perception level will be measured in important areas that as;
- 1.To make more people aware of our brand by sharing useful content.
 - 2.To get more people to visit our website and show up higher in online searches
 - 3.get more likes, comments, and shares on our social media posts.
 - 4.To collect email addresses and potential customer information by offering valuable stuff.

III. LITERATURE REVIEW

Gupta (2012) examined the concept of customer engagement, process of customer engagement and how engagement drives business success. Author stated that “customer 30 engagement denotes engagement of customers with one another, with a company or a brand”. The foremost step for engagement can be either consumer or organization drove. The medium of engagement can be online or offline. It was explored that giving customers a voice, motivating them to participate, interact and develop intimacy in different ways help in engaging customers

Park & Allen (2013) identified that responding to online reviews and problems of customers can play a vital role in engagement of customers in hotel industry. The scope of this study was related to four high-end hotels in the western United States and the way they interact with customers with the help of social media. It was found that two of the inns routinely reacted freely on visitor’s grumblings, despite the fact that the other two almost never posted answers to visitor’s grievances—even though they monitored and reacted to those grievances. It was also found that online review responses have an important source of information for hotel managers in order to engage customers.

Chen & Rabb (2014) followed a seven-step process in order to develop a customer participation scale and investigate its reliability and validity. The scale furnishes experts with valuable components that could upgrade their communications with clients through encouraging the last’s mandatory role in administrative conveyance.

Kotler (2000) stated that personal selling is a helpful tool for interacting with both current and potential customers. Personal selling entails a two-way conversation between a customer and a seller with the goal of influencing the consumer's purchasing choice

Chan et. al. (2014) explored the concept of customer engagement in the context of online brand communities. Authors developed a research model in order to identify impact of user engagement on loyalty. An online survey of 276 brand community members was done. Results denoted that revealed that customer engagement mediates relationships between customer loyalty and community characteristics.

IV. RESEARCH METHODOLOGY

There are various studies undertaken on this subject matter around the world but there is limited study in India and hence, to understand relation between content marketing and customer engagement to a content marketing.

Type of **Research Design** is descriptive research was used to study this project.

The **Data Collection method** was done by the use of google forms as well as use of journal, old Research paper.

Sampling unit was taken of social media including major apps and sampling period from August, 2023 to March, 2024.

Sampling size for the study purpose was taken 200

Data analysis of the collected data was done through use of SPSS software. It also includes tests of Chi-Square method for hypothesis testing.

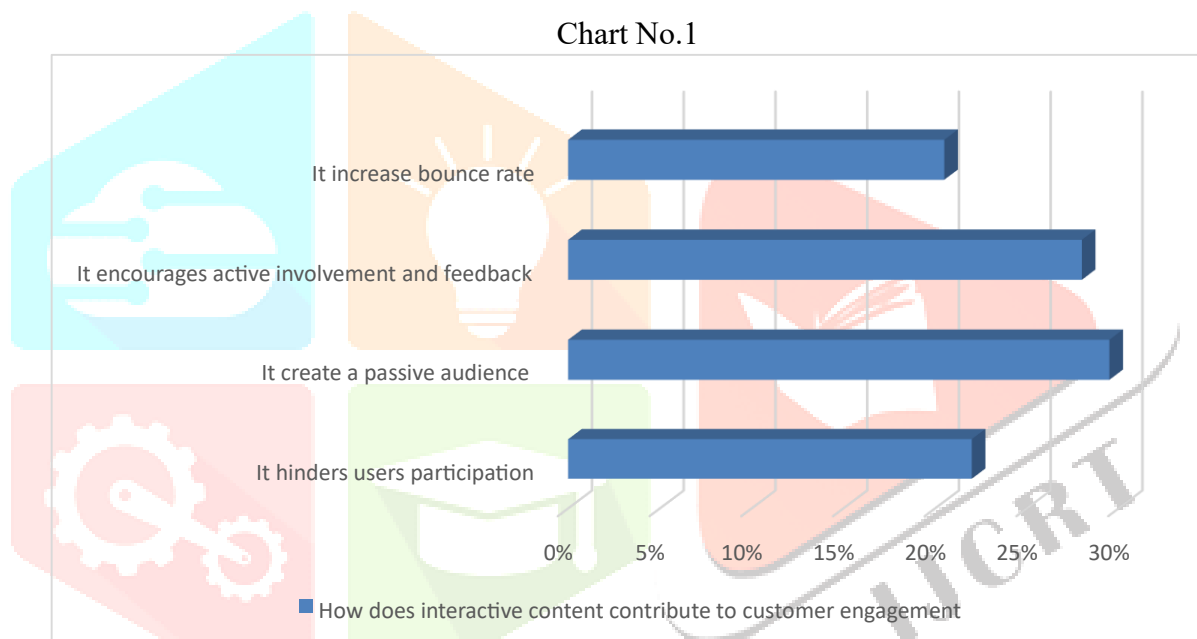
It is assumed that content marketing has followed by a which segment of people and consumer and that was positive or negative.

Hypothesis of the study are:

H0: There is no significant relationship between impact to used social media app for engage with a younger audience on the basis of gender.

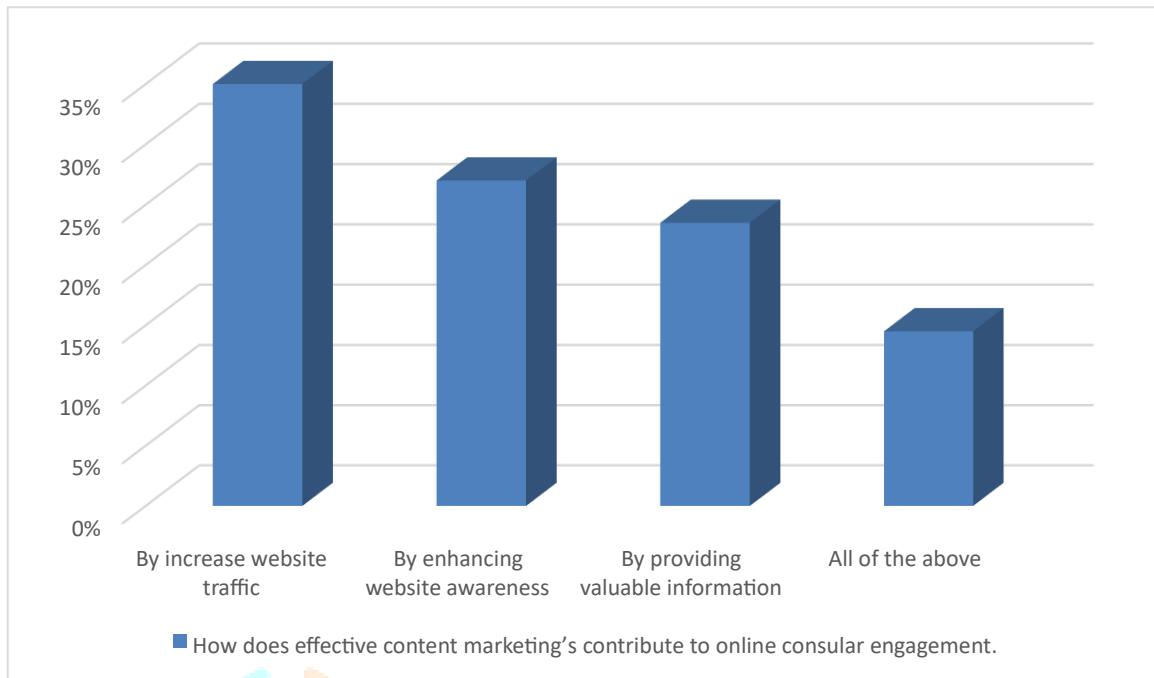
H1: There is no significant relationship between gender and utilizing content marketing on consumer engagement. H2: There is significant relationship between gender and online contribution to online customer.

IV. DATA ANALYSIS & INTERPRETATION



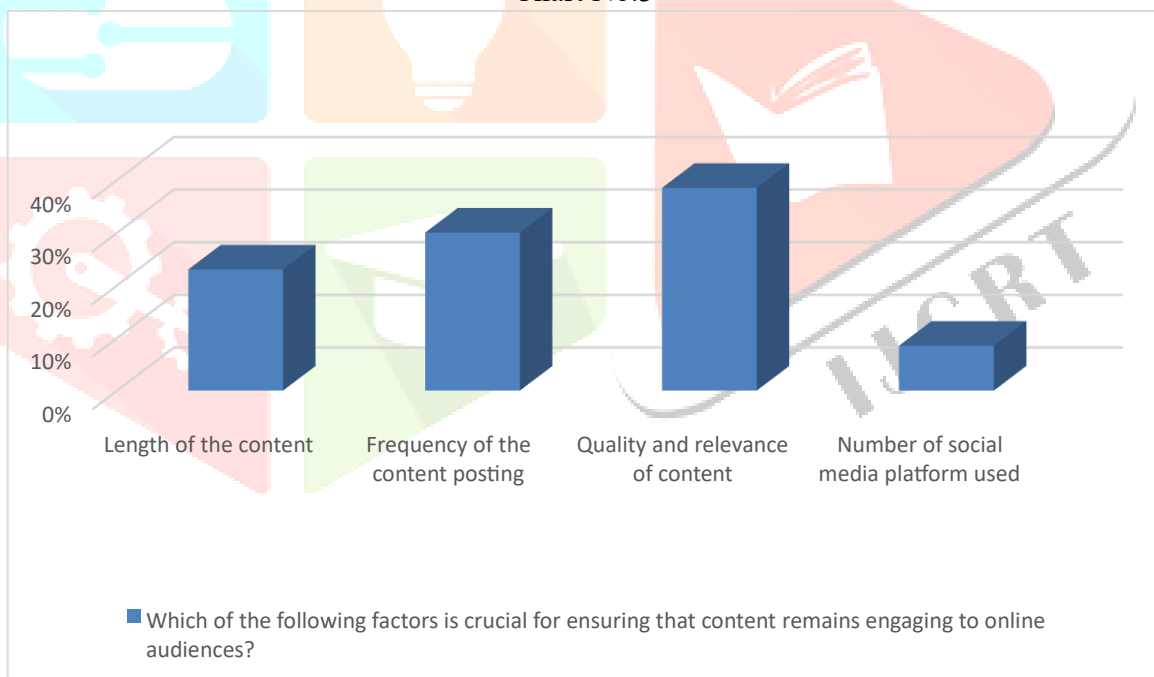
Out of total respondent the significant people believe that content contribution to customer engagement it creates a passive audience for a company in social media.

Chart No.2



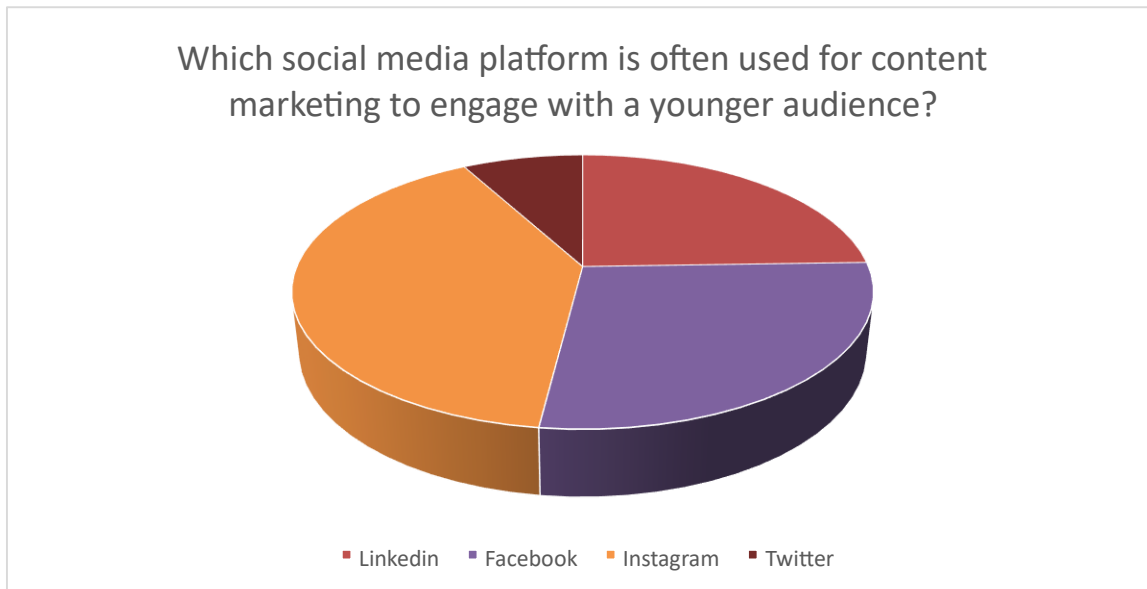
Most of the people believe that effective content marketing contributes to online engagement through increase website in social media.

Chart No.3



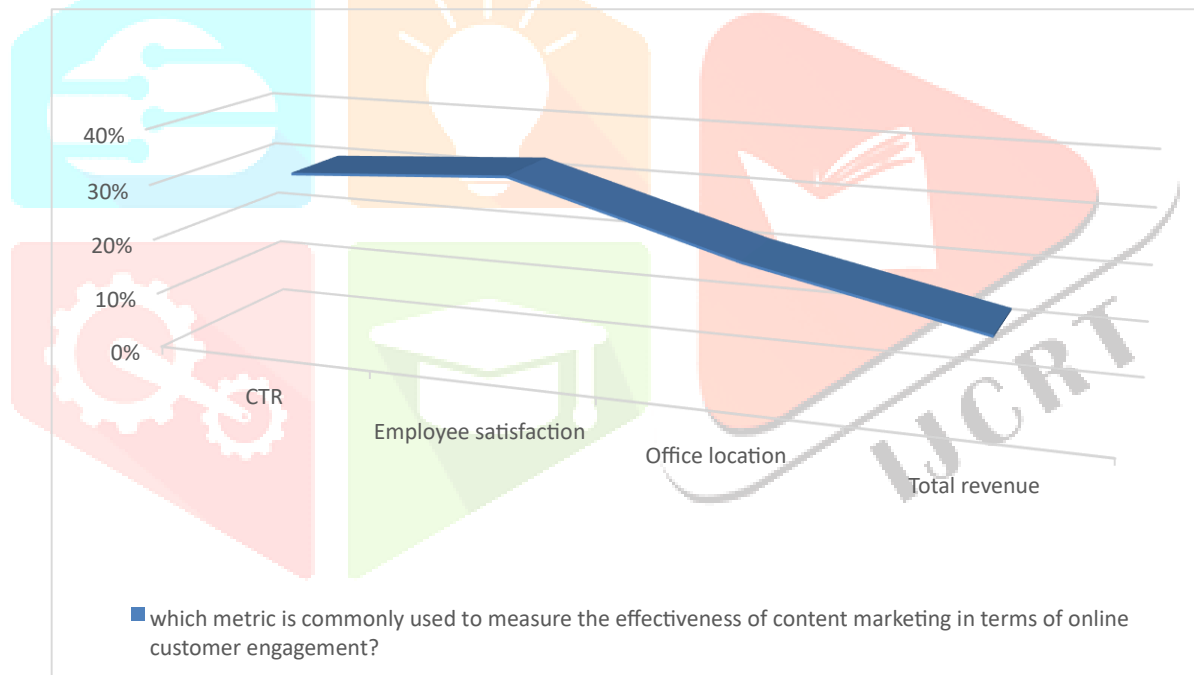
The quality and relevance of content are crucial factor for ensuring that content engaging to online audiences in social media.

Chart No.4



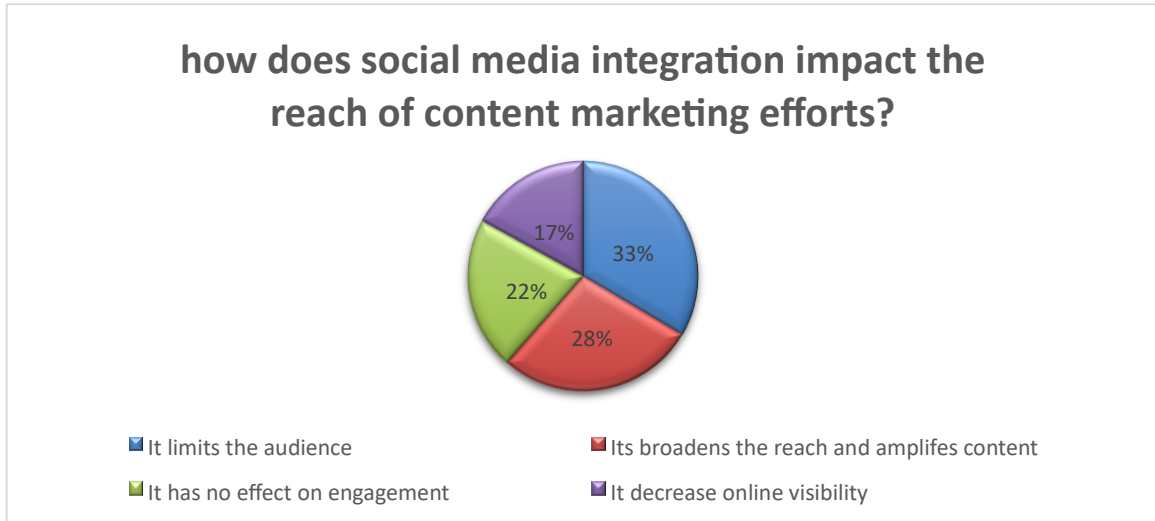
The most of the respondent believe that Instagram platform used for content marketing to engage with a younger audience.

Chart No.5



Out of total respondent majority of believe that all metrics are important for a content marketing in terms of online engagement but employee satisfaction are more important matric for online engagement.

Chart No.6



The respondent is believing that social media integration impact is decrease online visibility and reach of content marketing efforts.

VI. Reliability Chi-Square Test:

Hypothesis 1: Any significant relation between Gender on impact to used social media app for engage with a younger audience.

H0: There is no significant relationship between impact to used social media app for engage with a younger audience on the basis of gender.

H1: There is significant relationship between impact to used social media app for engage with a younger audience on the basis of gender.

Table 1 Chi-Square Test

X ² Tests			
	Value	df	p
X ²	1.970	3	.579
N	200		

Interpretation:

At alpha = 0.05, we find that the p-value is 0.579 which is greater than 0.05,

Hence H0 is not rejected and that There is no significant relationship between gender and utilizing content marketing on consumer engagement

Hypothesis 2: Any significant relation between Gender on utilizing content marketing on consumer engagement.

H0: There is no significant relationship between gender and utilizing content marketing on consumer engagement. H1: There is significant relationship between gender and utilizing content marketing on consumer engagement. X² Tests

	Value	df	p
X ²	1.010	3	.799
N	200		

Interpretation:

At alpha = 0.05, we find that the p-value is 0.799 which is greater than 0.05, Hence H0 is not rejected and that There is no significant relationship between gender and utilizing content marketing on consumer engagement

Hypothesis 3: Any significant relation between Gender and online contribution to online customer.

H0: There is no significant relationship between gender and online contribution to online customer. H1: There is significant relationship between gender and online contribution to online customer. Table 3 Chi-Square Test

X² Tests		
	Value	df
X ²	9.1573	.027
N	200	

Interpretation:

At alpha = 0.05, we find that the p-value is 0.027 which is less than 0.05, Hence H0 is rejected and that There is significant relationship between gender and online contribution to online customer.

VII. FINDING

Through percentage analysis of various constructs, it was found that majority of respondents were positive to the questions asked.

It was found that most of people aware about social media.

It was found that there were majority of respondents are male that is of 75% and majority them younger audience.

It was found that most of the people are use application like (Facebook, link din, Instagram) for awareness about the current affair. The significant level of analyzing the data and metric in content marketing that engagement customer through a complicates creation process.

In research study people think that passive audience is an interactive content contribute to the customer engagement.

It was found that most of respondents believe that “social media integration impacts the reach of content marketing efforts” toward limited audience and no engagement in online segment.

Out of total respondents’ majority of believe that increase website on social media is primary goal of content marketing in relation to customer online engagement.

The most of people believe that creating targeted content for a interested audience is important for content marketing.

H0: The p-value is 0.579 which is greater than 0.05, so there is no relationship between impact to used social media app for engage with a younger audience on the basis of gender.

H1: The p-value is 0.799 which is greater than 0.05, so there is no relationship between gender and utilizing content marketing on consumer engagement

H2: The p-value is 0.027 which is less than 0.05, so there is significant relationship between gender and online contribution to online customer.

VIII. CONCLUSION

The study of “The impact of content marketing towards the customer online engagement” was Based on the research that social media the fittest environment to deploy this strategy and the allows the target audience to have conversation with the publishers to develop a relationship for further opportunities in the future.

Every company to start employing content marketing as soon as possible. Since the results of content marketing is yielded for the long term. Educating the audience and community building should be the first and most important goal. Due to lack of time and resource to investigate further into the topic. The tactics of content marketing was intentionally avoided to prevent the lengthening of this research.

Overall, the content marketing towards customer online engagement is measure and designed well and also beneficial for people.

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