Role of Content Marketing in Stimulating the Consumer Expectations – A Study at Karnataka State

SRIKANTHNAIK H

Junior Research Fellow,
Seshadripuram First Grade College, Yelahanka, Bangalore
A Recognized Research Centre, University of Mysore

Dr. S N VENKATESH

Research Guide in Commerce,
Seshadripuram First Grade College, Yelahanka, Bangalore
A Recognized Research Centre, University of Mysore

ABSTRACT

Today's marketing completely dominated by customers. The customers become king and decide the ways of marketing approaches and techniques. One of the most important & considerable development in this decade is awareness and knowledge regarding the accessibility, availability, storing, usage and disposable the product due to revolution in Science and Technology. Digital mode of operations makes easier to gather required and timely information's. In this regard, the marketing industry and associates are using various approaches such as Customer relationship management, Public relation management, Pre and Post purchase analysis etc. Content Marketing is a new age of marketing and supplement to the traditional marketing. The use of new age of marketing provide completely different dimension for existing marketing environment and help the companies in order to reach out Expectation, Perception and Engagement levels. Hence the present study is undertaken to enumerate the Scope and Importance Content Marketing in the Indian marketing environment.

Key Words: Content Marketing, Digital Content Marketing, Inbound Marketing, Social Media Marketing, etc.

1. Introduction

Today, the globe is ever-changing at a quicker pace than ever before. Not solely social and political developments, however additionally technological changes are shaping trendy human life. Twenty years past, television was the only shaping medium of developed countries. The triumph of we have a tendency to the net has not solely modified the manner we access information, however additionally the manner we tend to communicate. The age of mass communication is slowly being replaced by the age of digital media. The latter is principally shaping the manner of new ways of communication. Those technological potentialities can even establish new ways that for companies to speak with customers and represent opportunities. New ways that to seek out a client base and to retain it is required.

Digital advertising in 2019 witnessed a 26% increase from 2018 to achieve Rs. 13,683 crore, wherever the general advertising growth was 9.4% as per the report by Dentsu Aegis Network. The digital media sector is booming and expecting to grow at 27% in 2020 to cross the 7,000 crores mark. In 2020, India has around 700 million web users, and therefore the numbers are expected to grow to over 970 million users by 2025. This shows however the market is increasing and the way it's expected to expand within the next few years. During a landscape of growing on-line consumer/firm interactions, content marketing (CM) that aims to foster consumers' expectation, perception and satisfaction levels.

2. Conceptual Framework

2.1 Introduction

Digital selling is a form of net, mobile devices, social media, search engines, and different channels to achieve customers. Some selling specialists take into account digital selling to be a completely new endeavor that needs a replacement approach of approaching customers and new ways in which of understanding however customers behave compared to ancient selling. Digital selling targets a selected phase of the client base and is interactive. Digital selling is on the increase and includes search result ads, email ads, and promoted tweets – something that includes selling with client feedback or a two-way interaction between the corporate and client. Content marketing is one in every of the necessary ways enhance the scope of digital selling.

Content Marketing: A strategic approach targeted on making and distributing valuable, relevant, and consistent content to draw in and retain a clearly outlined audience and ultimately to drive profitable client action through on-line modes of operations.

2.2 Forms of Content Marketing

Social Media Content Marketing: With over three.6 billion international social media users, it's straightforward to grasp why numerous businesses invest in social media promoting. There ar variety of platforms (e.g. Facebook, Instagram, Pinterest, LinkedIn, Snapchat) to figure with and several other ways in which you'll produce and share content on every of them (e.g. photos, live videos, pre-recorded videos, stories)

Info graphic Content Marketing: Info graphics show content, data, associate degreed information in an easy-to-understand, graphic format. With a combination of easy phraseology, short statements, and clear pictures, info graphics are an excellent thanks to effectively communicate your content. They work well if you're attempting to distill an academic and/ or advanced topic down therefore all audience members will are aware of it.

Blog Content Marketing: Blogs ar a strong form of arriving content and permit for plenty of creative thinking in terms of their purpose and topic. With a web log, you'll do things like promote alternative internal and external content and web log articles via links, add social share buttons, and incorporate product data.

Podcast Content Marketing: Podcasts give plenty of creative thinking as they'll be regarding any topic of selection. To boot, you identify alternative factors associated with the podcast like cadence of episodes, who's on the podcast, wherever you advertise the podcast, and the way long episodes

Video Content Marketing: in step with Wyzowl analysis, sixty nine of customers say they like to be told a couple of brand's product or service through video. to boot, video promoting will boost conversions, improve ROI, and assist you build relationships with audience members.

Paid Ad Content Marketing: Paid ads will assist you reach a broad audience and permit you to position yourself all told of the places you would like to be seen — paid ads ar particularly useful once paired with arriving promoting. There are several places you'll share paid ads as well as on social media, landing pages, banners, and sponsored content.

2.3 Key Performance Indicators (KPI) of Content Marketing

a. *Distinctive Page Visits:* One easy live of your content success is that the traffic it's receiving. Take a glance at your distinctive page visits to examine what percentage folks square measure visiting your page on a daily, weekly, or monthly basis.

b. *Downloads:* will provide you with even a lot of insight into the recognition of your content, since they indicate associate elevated level of interest (your reader most likely had to fill out a type to transfer, instead of the extent of effort it takes to skim through a journal post).

c. *Time on Page:* A page visit suggests that one issue. However somebody truly staying on your page long enough to browse a whole article or fill out a type suggests that one thing else entirely. This says that your content was high enough quality to benefit extra attention.

d. *Inward Links:* square measure folks linking to your site? This suggests that your content is raising your quality. Once different sites begin viewing you as associate authority, it will increase your website traffic and assist you succeed the next spot in search rankings.

e. *Shares:* whereas several take into account "shares" to be somewhat of a conceit metric, they're value keeping track of so you'll see that channels your content is reverberant on.

f. *Comments and Interactions:* Comments on your content square measure nice indications that your content is sparking voice communication and creating a sway on your readers.

g. *Value Per Click (CPC):* altogether chance, your boss goes to require to examine some metrics that correlate with dollar signs. If you're promoting your content via pay per click

ads or sponsored social postings, track your value per click to examine your come on investment for those campaigns.

h. ***Value per Lead (VPL)***: equally, value per lead is another valuable metric you'll begin following to live your content selling ROI.

i. ***Lead Generation:*** for several corporations, content selling is primarily a lead generation maneuver, accustomed acquire leads through forms and content downloads. Keep track of what percentage leads originate from a chunk of promoting content, so your content gets credit for that revenue if the deal closes.

j. ***Annual Contract Price (ACP):*** If you're keeping track of leads that originate from a content selling campaign, you'll conjointly track the ACP (for example: the monthly value of your service x 12) of the deals that have closed thanks to your content.

3. Literature Review

Jennifer Rowley, 2010., Paper titled Understanding digital content marketing, This article argues that as the importance of digital content to business and society grows it is important seek a holistic perspective on the definition and nature of digital content marketing (DCM). Along the journey it becomes evident that a recurrent theme in DCM is customer value, and this leads into the second major contribution of the article, an exploration of the notion of customer value in digital content marketplaces. Digital content is defined as: 'bit-based objects distributed through electronic channels'. A structured analysis is conducted on the basis of a set of questions in order to surface some of the unique characteristics of digital content marketing. The analysis is informed by a literature review, and the exploration of numerous web sites which deliver different types of digital content.

Geraint Holliman &Jennifer Rowley, 2014., Paper titled Business to business digital content marketing: marketers' perceptions of best practice, This paper aims to draw attention to the emerging phenomenon of business to business (B2B) digital content marketing, offers a range of insights and reflections on good practice and contributes to theoretical understanding of the role

of digital content in marketing. B2B digital content marketing is an inbound marketing technique and hence offers a solution to the declining effectiveness of traditional interruptive marketing techniques

Loredana, 2016., A paper titled Inbound Marketing – The most Important digital marketing strategy, in this Digital marketing has a major importance in the marketing strategy of any company regardless of sector, size or country of origin. Thus, more than ever, in order to remain competitive, companies are forced to exploit this form of marketing, which essentially can bring huge benefits at low costs. The main form of digital marketing is the inbound marketing, which represents an organic marketing form, based on the close relationship between the company and its prospects or customers, who have expressed their interest in the company's products voluntarily (based on subscription to newsletters, blog, social networks, etc.) and who have been attracted and involved by a high quality of the content marketing.

Suginraj M, 2017., A paper titled Growth of Online marketing in India – A study, discussed various aspects of internet marketing. It explains the role direct marketing in digital mode of marketing. Digital marketing main growth comes from social media, people nowadays spend their time on social media and that is a plus point for marketing, there are more than 82 million monthly active users for Facebook and in India it is expected that the nation will have the world's largest Facebook population by 2017. Day by day growing Digital Market in India is an evident that the Digitization is taking place with a high speed. E-commerce website are providing all the goods and services through online portals online today. This paper is an attempt to study the growth trend of digital market in India.

Holleback & Keith, 2019., The study conducted based on certain objectives like discuss the conceptual framework of Content Marketing, provide certain ideological concept to adopt content marketing. The study has limitations such as purely theoretical nature renders a need for further (empirical) investigation, testing, and validation of the proposed framework, relatively short history little is known regarding its optimal design and implementation. Sample research questions include, etc. the study also provide further research avenues like Content techniques and

approaches on content marketing through empirical research based on Engagement, Trust and Values

4. Objectives

a) To Study the Conceptual Framework of Content Marketing

b) To analyze the Implications of Demographic Variable on Content Marketing

5. Hypotheses

H_1 = There is an impact of Gender on stimulating Consumer expectations in Content Marketing

H_2 =There is an impact of Age on stimulating Consumer expectations in Content Marketing

H_3 =There is an impact of Education Level on stimulating Consumer expectations in Content Marketing

H_4 =There is an impact of Employment Status on stimulating consumer expectations in Content Marketing

H_5 =There is an impact of Income level on stimulating consumer expectations in Content Marketing

6. Research Methodology

6.1 Population: Under this study Karnataka state considered as population as per the 2011 census statistics. Again, the state divided into four regions such as Bangalore Division, Mysuru Division, Kalburgi Division and Belagavi Divisions

6.2 Sample: Under this study 1000 respondents as to select. Again, this divided into 250 each for all four divisions in the Karnataka state.

6.3 Sampling Technique: Under this, Random sampling technique has employed the collect the responses from desired respondents

6.4 Research Instrument: The Structured questionnaire as to be prepared with 5 parameters such as Expectations, Customization, Interaction, Trust and Satisfactions with Five Point Scale

6.5 Data Collection: The primary data collected through primary source such as Questionnaire and Secondary data from print and electronic Medias.

6.6 Tools for Analysis: The data analyzed and interpreted though Descriptive statistics such as Mean, Median, SD, etc. and also Inference statistics such as ANOVA.

7. Results and Discussions

Testing of Hypotheses

Hypothesis 1

One - Way ANOVA is used to test whether there is a significant variation in Customer expectations among the Gender of respondents

H_0= There is no impact of Gender on stimulating Consumer expectations in Content Marketing
H_1 = There is an impact of Gender on stimulating Consumer expectations in Content Marketing

Table showing Descriptive Statistics of Gender

Gender	N	Mean	SD	Std. Error	Min	Max
Male	235	4.04	0.37	0.024	3.36	4.60
Female	278	3.96	0.41	0.024	2.80	4.44
Total	**513**	**3.99**	**0.39**	**0.017**	**2.80**	**4.60**

The table revels the research instruments of Demographic factors of gender respondents. In a sample of 513 male respondents 235 compare female respondents 278. But mean value of male

stands at 4.04 shows Agree towards role of content marketing in stimulating the consumer expectations

Table showing ANOVA of Gender

Gender	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.818	1	0.818	5.271	0.022
Within Groups	79.328	511	0.155		
Total	**80.146**	**512**			

The results of ANOVA are given in the above table. The ANOVA results accepts the research hypotheses and rejects the null research hypotheses as the p-value associated for significant variation in Customer expectations among the Gender of respondents is less than 0.05 and F value is 5.271. The conclusions from the above analysis suggest a high level of variation in Customer expectations among the Gender of respondents.

Hypothesis 2

One - Way ANOVA is used to test whether there is a significant variation in Customer expectations among the Gender of respondents

H_0= There is no impact of Age on stimulating Consumer expectations in Content Marketing
H_1 = There is an impact of Age on stimulating Consumer expectations in Content Marketing

Table showing the Descriptive statistics of Age

Age	N	Mean	SD	Std. Error	Min	Max
21-30	300	3.93	0.40	0.023	2.80	4.44
31-40	168	4.17	0.26	0.020	3.68	4.48

41-50	17	4.04	0.48	0.118	3.44	4.60
>51	28	3.59	0.44	0.838	2.92	4.12
Total	**513**	**3.99**	**0.39**	**0.017**	**2.80**	**4.60**

The table revels the research instruments of Demographic factors of age of respondents. In a sample of 513 ages between 21- 30 is 300, 31 – 40 is 168, 41 – 50 is 17 and more than 51 is 28. But mean value of 31- 40 stands at 4.17 shows Agree towards role of content marketing in stimulating the consumer expectations

Table showing ANOVA of Age

Age	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.127	3	3.709	27.354	0.000
Within Groups	60.018	509	0.136		
Total	**80.146**	**512**			

The results of ANOVA are given in the above table. The ANOVA results accepts the research hypotheses and rejects the null research hypotheses as the p-value associated for significant variation in Customer expectations among the Age of respondents is less than 0.05 and F value is 27.354. The conclusion from the above analysis suggest a high level of variation in Customer expectations among the Age of respondents.

Hypotheses 3

One - Way ANOVA is used to test whether there is a significant variation in Customer expectations among the Education level of respondents

H_0 =There is no impact of Education Level on stimulating Consumer expectations in Content Marketing

H_1=There is an impact of Education Level on stimulating Consumer expectations in Content Marketing

Table showing Descriptive Statistics of Education Level

Education Level	N	Mean	SD	Std. Error	Min	Max
High School or Less	7	4.12	0.00	0.000	4.12	4.12
Graduation	19	3.40	0.37	0.080	2.92	3.68
Post-Graduation	409	3.97	0.38	0.018	2.80	4.48
Doctoral Degree	78	4.23	0.32	0.036	3.44	4.60
Total	**513**	**3.99**	**0.39**	**0.017**	**2.80**	**4.60**

The table revels the research instruments of Demographic factors of Education level of respondents. In a sample of 513 level of below High school between is 7, Graduation is 19, Post Graduation is 409 and Doctoral Degree is 78. But mean value of Doctoral Degree stands at 4.23 shows Agree towards role of content marketing in stimulating the consumer expectations.

Table showing ANOVA of Education Level

Education Level	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.296	3	3.765	27.837	0.000
Within Groups	68.850	509	0.135		
Total	**80.146**	**512**			

The results of ANOVA are given in the above table. The ANOVA results accepts the research hypotheses and rejects the null research hypotheses as the p-value associated for significant variation in Customer expectations among the Education level of respondents is less than 0.05 and

F value is 27.837. The conclusion from the above analysis suggests a high level of variation in Customer expectations among the Education level of respondents.

Hypotheses 4

One - Way ANOVA is used to test whether there is a significant variation in Customer expectations among the Current Employment Status of respondents

H_0 =There is an impact of Employment Status on stimulating consumer expectations in Content Marketing

H_1=There is an impact of Employment Status on stimulating consumer expectations in Content Marketing

Table showing the Descriptive Statistics of Current Employment Status

Current Employment Status	N	Mean	SD	Std. Error	Min	Max
Employee - Private Sector	127	4.04	0.37	0.032	3.48	4.60
Employee - Public Sector	81	4.09	0.44	0.049	2.92	4.48
Pensioner	7	4.12	0.00	0.000	4.12	4.12
Housewife	12	3.68	0.00	0.000	3.68	3.68
Student	283	3.95	0.39	0.253	2.80	4.44
Others	3	3.96	0.00	0.000	3.96	3.96
Total	**513**	**3.99**	**0.39**	**0.017**	**2.80**	**4.60**

The table revels the research instruments of Demographic factors of Employment Status of respondents. In a sample of 513 Employee with private status is 127, Employment with public sector is 81, Pensioner is 7, Housewife is 12, Student 283 and others is 03. But mean value of Pensioner at 4.12 shows Agree towards role of content marketing in stimulating the consumer expectations.

Table showing the ANOVA of Current Employment Status

Employment Status	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.819	5	0.564	3.696	0.003
Within Groups	77.327	507	0.153		
Total	**80.146**	**512**			

The results of ANOVA are given in the above table. The ANOVA results accepts the research hypotheses and rejects the null research hypotheses as the p-value associated for significant variation in Customer expectations among the Current Employment Status of respondents is less than 0.05 and F value is 3.696. The conclusion from the above analysis suggest a high level of variation in Customer expectations among the Current Employment Status of respondents

Hypotheses 5

One - Way ANOVA is used to test whether there is a significant variation in Customer expectations among the Income level of respondents

H_0 =There is No impact of Income level on stimulating consumer expectations in Content Marketing

H_1=There is an impact of Income level on stimulating consumer expectations in Content Marketing

Table showing Descriptive Statistics of Income Level

Income Level	N	Mean	SD	Std. Error	Min	Max
<100000	286	94.71	9.42	0.557	67.00	106.00
100001 – 300000	13	97.53	4.97	1.380	90.00	104.00
300001 – 500000	66	92.65	9.76	1.201	70.00	107.00
>500001	148	98.56	8.99	0.739	83.00	110.00
Total	513	95.62	9.46	0.417	67.00	110.00

The table revels the research instruments of Demographic factors of Income level of respondents. In a sample of 513 less than 1,00,000 is 286, between 1,00,001 – 3,00,000 is 13, between 3,00,001 – 5,00,000 is 66 and more than 5,00,001 is 148. But mean value of more than at 98.56 shows Agree towards role of content marketing in stimulating the consumer expectations.

Table showing ANOVA of Income Level

Income Level	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.672	3	1.224	8.147	0.000
Within Groups	76.474	509	0.150		
Total	**80.146**	**512**			

The results of ANOVA are given in the above table. The ANOVA results accepts the research hypotheses and rejects the null research hypotheses as the p-value associated for significant variation in Customer expectations among the Income level of respondents is less than 0.05 and F value is 8.147. The conclusion from the above analysis suggest a high level of variation in Customer expectations among the Income level of respondents

8. Findings

The paper discussed the role of content marketing in stimulating the consumer expectations. The demographic variables as to be considered as Gender, Age, Education, Employment status and Income level. On the other hand, the influences of content marketing divided into Expectations, Customization, Trust, Interaction and Satisfaction. The Questionnaire used as research instrument with 5 point scale. Descriptive statistics and ANOVA used for analysis and interpret the data. The findings of analysis are as follows:

    a) Male is more influencing the female by content marketing. The mean is 4.04 as compared 3.99 from male to female respondents. The results of ANOVA show the significant at

0.022, it is less than 0.05 as acceptable criteria. Hence gender impact on stimulating expectations by content marketing

b) The Age, in this between 31-40 are more aggressively influence on expectations as compare to other range i.e. 4.17 The results of ANOVA show the significant at 0.000, well in the range of 0.05 as acceptable criteria. Hence age impact on stimulating expectations by content marketing

c) The Education, under this Doctoral Degree holders are more stimulate from content marketing. The mean value is above all the others i.e. 4.23. The results of ANOVA show the significant at 0.000, well in the range of 0.05 as acceptable criteria. Hence education level impact on stimulating expectations by content marketing

d) The Employment status, under this pensioner are more aggressively influence on expectations as compare to other status i.e. 4.12 The results of ANOVA show the significant at 0.003, well in the range of 0.05 as acceptable criteria. Hence employment status impact on stimulating expectations by content marketing

e) The Income level, under this more than 5,00,001 are more aggressively influence on expectations as compare to other range i.e. 98.23 The results of ANOVA show the significant at 0.000, well in the range of 0.05 as acceptable criteria. Hence income level impact on stimulating expectations by content marketing

9. Suggestion

The paper suggested the following on the basis of findings and conceptual framework of content marketing in stimulating the consumer expectations:

a) The content marketing should be more specific in order to reach the target customers

b) Content marketing is more adoptable to E-marketing or social media marketing. There should be necessary to adjust the conceptual framework and strategies in order to reach the traditional marketing strategies

c) Content Marketing is more powerful in urban environment. It is time to modify the strategies to reach all the sections of rural environment

d) It is suggested that to check the effectiveness of content marketing with some more factors. The present study limited to particular geographical area with few demographic factors

10. Conclusion

Content marketing plays on important role in today's digital marketing environment. The entire marketing process has to take plays in the online platform or media. In the content marketing importance given to contents. The contents here developed by the set of professional has required by the target customers. It may in form of videos, audios, writing an articles, documentary etc. The main aim to reach more effectively to convert prospective customers to actual customers. The content marketing provides suitable solutions to customers to turnout towards the specified goods and services. The present study "Role of Content Marketing in stimulating the Customer expectations" provides an idea to improves customers expectations, perception and satisfaction.

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