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A Study on the Effectiveness of Content Marketing on Customer Engagement

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Abstract

Content marketing has become an important digital marketing strategy used by businesses to attract, inform and engage customers. It includes blogs, videos, social media posts, articles, images and other useful online content. This study examines the effectiveness of content marketing on customer engagement. The study is based on primary data collected from 100 respondents through a structured questionnaire. Percentage analysis is used to understand customers' views regarding content quality, relevance, attractiveness, usefulness and interaction. The findings indicate that informative, relevant and attractive content can increase customer interest and engagement. The study suggests that businesses should provide valuable and customer-focused content regularly to strengthen customer relationships.

Keywords: Content Marketing, Customer Engagement, Digital Marketing, Social Media, Consumer Behaviour, Online Content.

I. INTRODUCTION

Content marketing is a widely used digital marketing approach in which businesses create and share useful and relevant content to attract and retain customers. Content may include videos, blogs, social media posts, images, articles, reviews and informative messages. Unlike direct advertising, content marketing focuses on providing value to customers and encouraging interaction. Effective content can attract customer attention, increase brand awareness and encourage likes, comments, shares and purchases. Therefore, understanding the effectiveness

of content marketing is important for businesses seeking to improve customer engagement.

Review of Literature

Pulizzi (2012) explained that content marketing focuses on creating valuable and relevant content to attract and retain a clearly defined audience. Holliman and Rowley (2014) found that useful and relevant digital content can support customer engagement in business-to-business marketing. Ashley and Tuten (2015) highlighted that creative social media content can improve consumer engagement with brands. Hollebeek and Macky (2019) stated that valuable and relevant content can encourage consumers to interact with brands and develop stronger relationships. These studies indicate that content quality, relevance, creativity and usefulness are important factors in customer engagement.

Research Gap

Existing studies have examined content marketing and digital customer engagement from different perspectives. However, there is a need for simple primary research focusing on how customers perceive content quality, relevance, attractiveness and usefulness and how these factors influence their engagement. This study attempts to address this gap by collecting primary data from 100 respondents.

Objectives of the Study

1. To study the effectiveness of content marketing on customer engagement.
2. To identify the types of content preferred by customers.
3. To examine customer perceptions of content quality and relevance.
4. To understand the influence of content on customer interaction.
5. To offer suggestions for improving content marketing strategies.

Scope of the Study

The study focuses on customers who are exposed to digital marketing content through social media and online platforms. It covers content such as videos, images, blogs, advertisements and informative posts. The study examines content quality, relevance, attractiveness, usefulness and customer interaction. The study is limited to 100 respondents.

Methodology

The study follows a descriptive research design and is based on primary data collected from 100 respondents. The respondents were selected using the convenience sampling method. Data were collected through a structured questionnaire covering customer preferences and perceptions of content marketing. The collected data were analysed using percentage analysis to understand the responses of the participants.

Analysis and Interpretation

1. Preference for Video Content

The study shows that **68%** of respondents prefer video content, while **32%** prefer other forms of content. This indicates that videos can attract considerable customer attention.

2. Relevance of Content

About **74%** of respondents stated that relevant content increases their interest in a brand, whereas **26%** reported that relevance has less influence. This shows that customers prefer content related to their needs and interests.

3. Informative Content

Around **72%** of respondents agreed that informative content helps them understand products and services better, while **28%** did not consider it highly influential.

4. Attractive Content

The findings indicate that **70%** of respondents are more likely to engage with attractive and creative content, while **30%** reported lower interest. This suggests that creativity is an important factor in content marketing.

5. Customer Interaction

About **65%** of respondents stated that they like, comment on or share content when it is useful or interesting. The remaining **35%** reported limited interaction with marketing content.

6. Influence on Purchase Intention

The study reveals that **63%** of respondents agreed that good content influences their intention to purchase a product or service, while **37%** disagreed. This indicates that content marketing can support the customer decision-making process.

Findings of the Study

1. **68%** of respondents prefer video content.
2. **74%** stated that relevant content increases their interest in a brand.
3. **72%** agreed that informative content helps them understand products and services.
4. **70%** preferred attractive and creative content.
5. **65%** of respondents interact with useful or interesting content.
6. **63%** stated that content marketing influences their purchase intention.
7. The findings indicate that relevance, usefulness and creativity are important for improving customer engagement.

Suggestions

1. Businesses should create useful and relevant content based on customer needs.
2. Short and attractive videos can be used to gain customer attention.
3. Content should be simple, informative and easy to understand.

4. Businesses should encourage customers to like, comment, share and provide feedback.
5. Regular content should be posted on suitable digital platforms.
6. Visuals, videos and storytelling can be used to make content more engaging.
7. Businesses should monitor customer responses and improve content based on feedback.

II. CONCLUSION

Content marketing plays an important role in attracting and engaging customers in the digital environment. The study of 100 respondents indicates that relevant, informative, attractive and useful content can encourage customer interaction and influence purchase intention. Video content and creative content also receive considerable customer interest. Therefore, businesses should focus on providing valuable and customer-oriented content regularly. Effective content marketing can help businesses strengthen customer engagement and build better relationships with their target audience.

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