

A CONTENT MARKETING FOR ENHANCING THE NEW EXPLORATION IN BUSINESS ENTITY

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Abstract

This study explores the existing expertise based on digital merchandise and analyze the significance of content marketing in exploring the new markets for generating new leads & revenue to the business. This research uses the convenience sampling method and a sample of 136 respondents is taken to which responses are collected in the form of questionnaire. The researcher finds the impact of difficulty in developing a notion of 'value' in the context of digital content, and its consequences for value chain structures, pricing strategies, marketing communications and branding, and licensing the digital rights management. Content creation efforts of marketers in order to create interaction behaviors between marketers and customers will significantly influence the digital market sales. This research has limited generalized with particular contents in digital media platform constraints of the web-site as marketing communications space. The conclusion summarizes the unique traits of virtual content material, and related effects for virtual content material marketing. The primary rise of this research work is to clear there is the relationship between Content creation through digital marketing & value chain structures, pricing strategies, marketing communications and branding.

Keywords: Digital marketing, Content creation, Interaction behaviors, Internet marketing

INTRODUCTION

The concept of virtual content advertising, or the marketing of commodities in which both the entity and the shipping of the product are digital; such digital content is an increasing number of crucial a part of the economic landscape. Swatman et al (2006). According to the Nielsen net scores the top ten net groups consist of a number of portals and different businesses that exchange in virtual content material. Inside Francis and White (2004)'s taxonomy of e-trade, such merchandise occupy the cell recognized as items, with a digital fulfilment procedure. There was good sized research at the advertising and marketing problems related to the other three cells, particularly in regions including on line retailing (e.g. Cao and Zhao 2004; Chen and Chang 2003; Gouriariis et al. 2005; Holloway and Beatty 2003; Janda et al. 2002), online Banking (e.G. Al-Hawari and Ward 2006; Bauer et al. 2005; Jayawardhena 2004; Zhu et al. 2002) and on line provider and customer service however there is a marked paucity of literature on digital content material advertising and marketing, or related areas the sort of virtual data advertising, digital product advertising and marketing, or electronic items advertising and marketing. Emphasizes the want for in addition studies inside the area of digital Content marketing.

Digital content marketing is steadily making inroads into the lives of European consumers. A brief evaluation of the maximum famous net websites, based totally on Nielsen Net Ratings

(2002) records, brings out multiple issues. As of March 2002, the pinnacle ten internet corporations across the vicinity had been usually popular hobby portals imparting information, entertainment, chatting, and possibly a few buying. Exceptions have been an internet auction that draws a huge target market in Germany and banks that had additionally entered the top-ten internet list in Finland. The absence of dedicated online outlets among the most popular residences turned into interesting. The diffusion of electronic retailing has been slower in Europe than in North the USA (digital Europe 2002). In terms of usage, non-retail global huge net content material accounts for a prime a part of internet consumption today.

Digital content material and virtual products are conceptualized as bit-primarily based items dispensed via electronic channels. A records product is any product (both desirable or provider) whose center or number one product is information or expertise. Digital content marketing is the management procedure accountable for figuring out, watching for, and fulfilling purchaser requirements profitably within the context of virtual content, or bit-primarily based objects disbursed thru electronic channels.



Fig 1: Model of creating a content marketing

Creating impact of social interaction on sales

The speedy development of social media has greatly facilitated social interplay activities. A survey performed via Shriver et al. (2013) suggested that a huge proportion of customers' Motivation to tweet is to facilitate socializing or interacting with others. Purchasers generally tend to Be encouraged by means of their social interactions with others while making purchase choices (Godes et al., 2005). Customer can have get entry to to social understanding and reviews to Aid them in higher know-how their on-line buy functions, and in making extra Informed and accurate buy selections. Social interaction in e-commerce context can be Divided into categories: interactions among customers and interactions between Purchasers and marketers.

There are few present research emphasizing that consumers' online interaction behaviours May additionally affect the production of evaluations and therefore sales. Sussan (2012) tests Consumer-to-consumer interaction within the film industry and finds that consumer-to-purchaser Interplay provides an awful lot electricity to give an explanation for movie sales.

Phang et al. (2013) have a look at what sort of Consumer interaction patterns in discussing a niche cultural product may also have an effect on Improving intake intentions and recommend that interaction styles with excessive Inclusiveness and betweenness centralization can boom participation degrees and therefore Intake intentions. Is going et al. (2014) use each panel records and flexible matching strategies

To study how customers' on-line interactions impact the generation in their critiques. The authors Discover that those interactions clearly facilitate the technology of product critiques, and as users Turn out to be more famous, they produce extra opinions and extra objective reviews.

LITERATURE REVIEW

Zhu and Zhang (2010) recall how product and patron traits slight the relationship between on-line consumer opinions and product sales. The findings advocate that they have an effect on of client critiques is more potent for less famous games and video games whose players have extra internet enjoy. Keehyung et al. (2013) advocate that assessment credibility and consumer recognition moderate the superb impact of common rankings and the range of scores on income. Meng et al. (2018) reveal that purchasers check product price via weighting amazing fine and bad reviews, which then definitely influences product sales and exerts a dynamic effect on income through the moderating position of product selling degree and reputation. In quick, this research highlights that UGC has a substantial impact on product income. Because of the moderating function of product and customer traits, UGC can make a difference with the aid of concentrated on diverse products and consumers.

Kosio-Kantilla (2004) constrained her take a look at to digital nautical charts for leisure yatchmen, but the primary awareness in the literature at the digital content marketplace has been at the applicable enterprise fashions for fulfillment within the music and newspaper and mag industries (e.G. Amit and Zott 2001; Berry 2006; Fetscherin and Knolmayer 2004; Kaiser 2006; Palmer and Eirken 2000; Premkumar 2003; Swatman Et al. 2006; Vaccaro and Cohn 2004). A preoccupation in both sectors has been the cannibalization of the commercial enterprise fashions related to conventional channels through the availability of digital content. Other greater unique worries relate to the effect of peer-to-peer record sharing, and CD burning on song sales and the unfastened availability of information content on newspaper sales (Andersson and Rosenqvist 2006; Clemens et al. 2002; Fetscherin and Knolmayer 2004; Kaiser 2006; Peitz and Waelbroeck 2004). Groups are trialing one-of-a-kind business models (Picard 2002; Swatman et al. 2006).

Customer perceptions of the fee of digital and information content are inherently unstable. The idea of "client cost" that's associated in flip to the "value chain" is pivotal to cutting-edge notions of advertising and marketing. One very important sign of the huge acceptance of the cost concept is its incorporation into a revised version of the American marketing affiliation's definition of marketing.

Objectives of the study

1. To create the brand awareness and converts more prospective leads to the business.
2. To know the customer value in to interdependence relationship.
3. To create a quality communication through digital media for improvising sales.

RESEARCH METHODOLOGY

For this research the current impact of digital content how it creating an impact in customer mind is to be identified so the researcher has followed descriptive research design convenience sampling techniques with the sample size of 136. The questionnaire is a tool used for primary data collection the question has framed in form of closed ended questions with independent and dependent variables for data analysis.

Hypothesis

H₁ There is a significant relationship between the Brand awareness and customer lead generation.

H₂ There is a significant different between customer value and Digital relationship through customer database.

H₃ There is a significant relationship between customer communication through digital media and sales maximization.

Table 1: Analysis of Data

Profile Of The Respondents			
Particulars		No. of the Respondent	% of the respondent
Digital content creating a brand awareness in customer minds	Yes	115	83
	No	21	17
	Total	136	100
The brand awareness about the product can create lead generation	Strongly Agree	31	27
	Agree	36	29
	Neutral	45	16
	disagree	9	7
	Strongly disagree	15	12
	Total	136	100
Digital content creating a customer value through digital platform	Yes	112	81
	No	24	19
	Total	136	100
Digital relationship through customer database.	Strongly Agree	27	21
	Agree	52	33
	Neutral	22	20

	disagree	18	14
	Strongly disagree	15	12
	Total	126	100
Now a days customer communication through digital is creating impact	Yes	114	90
	No	12	10
	Total	126	100
Digital content creating an impact on sales maximization.	Strongly Agree	36	27
	Agree	31	26
	Neutral	45	16
	disagree	9	7
	Strongly disagree	15	12
	Total	136	100

Fig 2: Dashboard showing for the above table data of the respondents

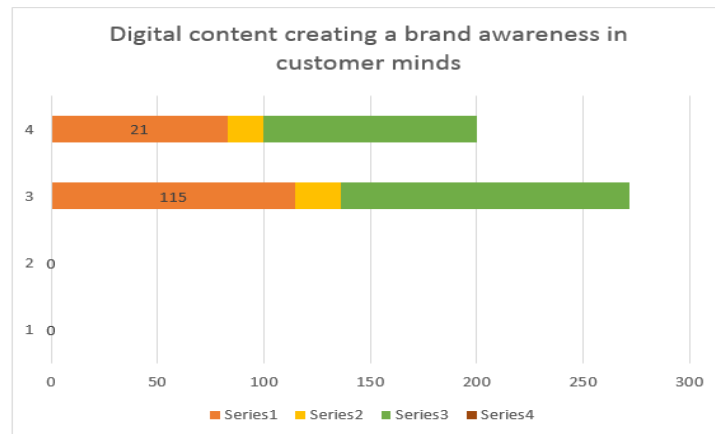


Chart 1: Brand Awareness

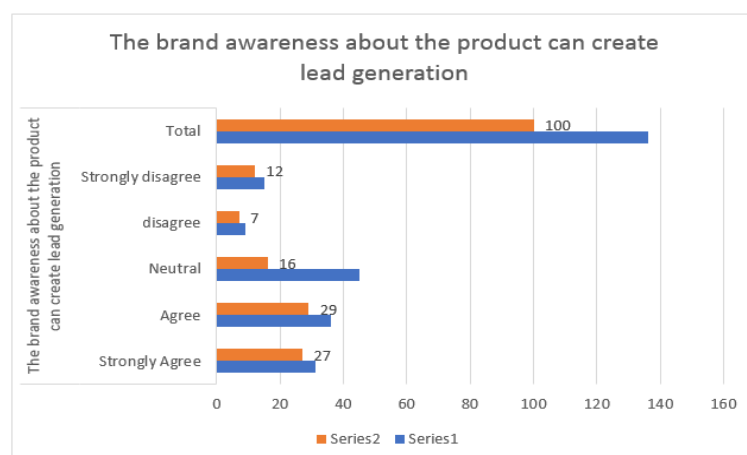


Chart 2: Create lead generation

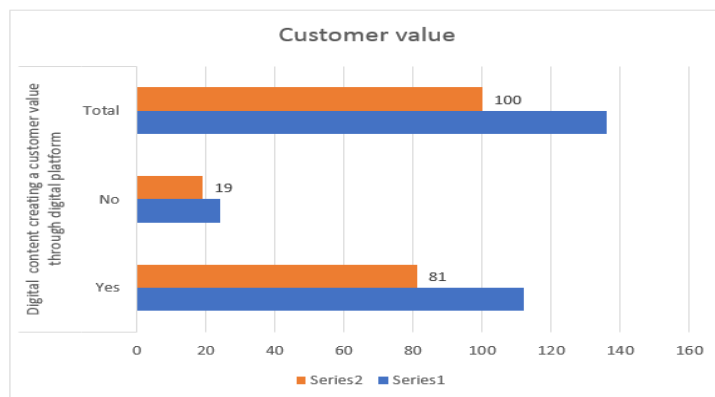


Chart 3: Customer Value

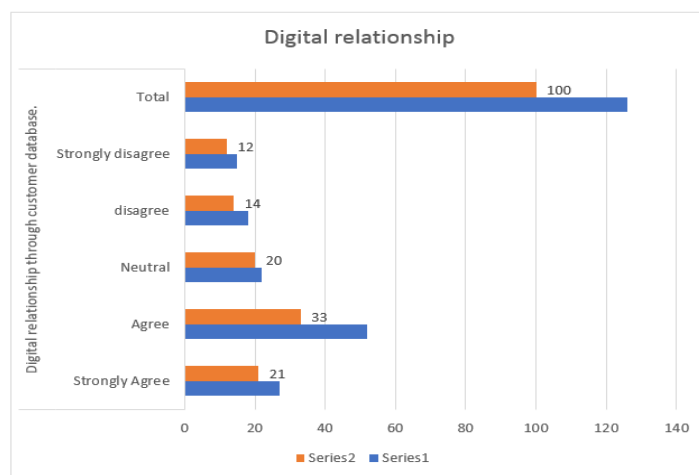


Chart 4: Digital Relationship

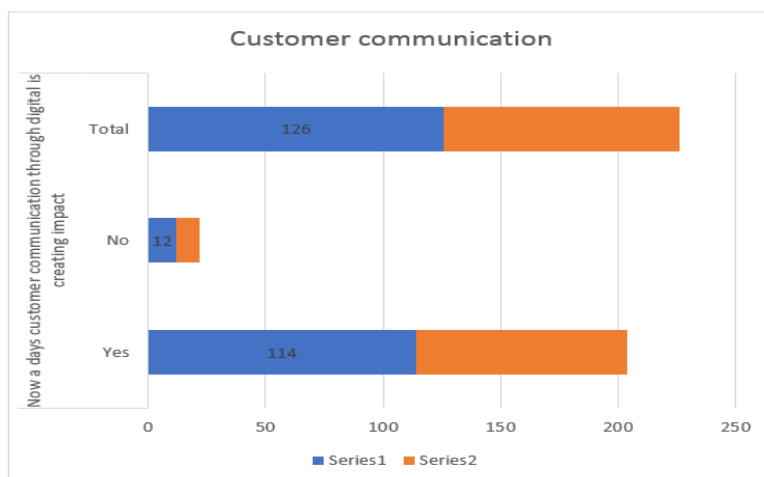


Chart 5: Customer Communication

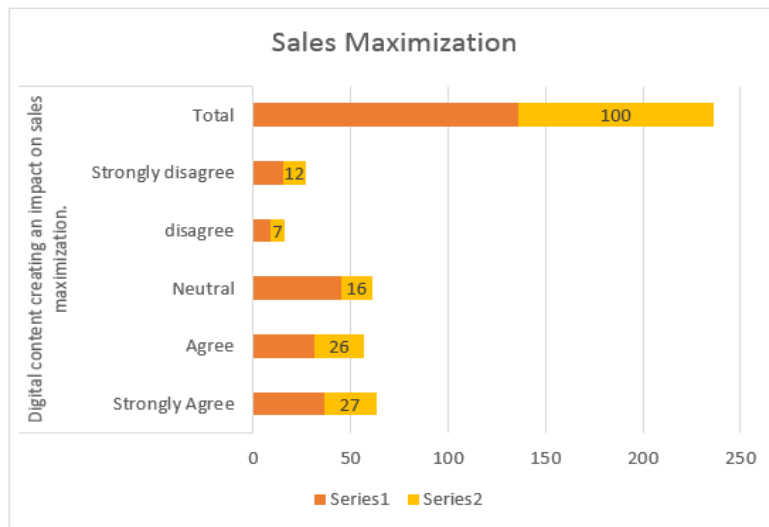


Chart 6: Sales Maximization

Table 2: Group Statistics (t-test)

Brand awareness on product can create lead generation		N	Mean	Std. Deviation	Std. Error Mean
Brand awareness	Yes	34	2.50	.929	.159
	No	8	4.00	.000	.000

Table 3

		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
									Lower
Brand Awareness	Equal variances assumed	23.143	.000	-4.522	40	.000	-1.500	.332	-2.170
	Equal variances not assumed			-9.412	33.000	.000	-1.500	.159	-1.824

Since p value is lesser than the level of significance ($p < 0.05$), therefore null hypothesis (H_0) is rejected and alternative hypothesis H_1 accepted at 5% level of significance.

Interpretation

Hence the calculated value is lesser than table value in the level of significance so Accept H_1 There is a significant relationship between the Brand awareness and customer lead generation.

Table 4: Descriptive Statistics Correlation

	Mean	Std. Deviation	N
Digital content creating a customer value through digital platform	3.31	1.199	136
Digital relationship through customer database.	3.10	1.358	136

Table 5: Descriptive Statistics Correlation

		Digital content creating a customer value through digital platform	Digital relationship through customer database.
Digital content creating a customer value through digital platform	Pearson Correlation Sig. (2-tailed) N	1 136	.902** .000 136
Digital relationship through customer database.	Pearson Correlation Sig. (2-tailed) N	.902** .000 136	1 136

**. Correlation is significant at the 0.01 level (2-tailed).

Significant level > table value so rejects H_0

Interpretation

H_2 is accepted hence the calculated value is significant so reject H_0 so accept H_2 There is a significant different between customer value and Digital relationship through customer database.

Table 6: Chi-Square Test

Sales Maximization			
	Observed N	Expected N	Residual
Strongly Agree	36	83.3	23.3
Agree	31	83.3	11.7
Neutral	45	83.3	11.7
Disagree	9	83.3	11.6
Strongly disagree	15	83.3	11.5
Total	136		

Since the P-value (0.007) is less than the significance level (0.05), we cannot accept the null hypothesis.

Interpretation

H_3 is accepted hence there is a significant relationship between customer communication through digital media and sales maximization.

Findings of the Research

Accepted H_1 There is a significant relationship between the Brand awareness and customer lead generation.

Accepted H₂ There is a significant difference between customer value and Digital relationship through customer database.

Accepted H₃ There is a significant relationship between customer communication through digital media and sales maximization.

Suggestion

- The digital content creator should focus on brand awareness content to capture the minds of the customer, content has cache and simple words for understanding.
- Customer value is very important while creating the digital content so the creator must have customer lead database so that they can make a good relationship and generate lead easily.
- Content which given in Blogs, social media etc has to be communication effectively, once the content reaches the customer automatically, the lead will increase the sales.
- The content creator should also think their target audience in mind and make some special contents to attract the new customers and retain the existing customers.

CONCLUSION

There may be confined preceding studies about content material advertising, and due to this there may be a studies hole. That wishes to be full of a ramification of perspectives that assist the expertise of this concept. This has led to confusion across the concept content marketing (Holliman and Rowley, 2014). On this paper, we've hooked up the definitions of content material advertising and the premises of this method in digital advertising. Content is a key issue of on-line advertising techniques that attract and maintain Consumers organically. This paper additionally contributes in providing an understanding of ways content material can be used in marketing, or more especially, in engaging customers, that is important to the improvement of a client centric method in online settings. Similarly, this look at offers in addition insights into the demanding situations associated with growing a powerful content material advertising and marketing strategy. The most vital assignment pertains to the alternate in advertising and marketing paradigm from on-line promoting on-line, to assisting and supporting clients in on line settings, by means of nurturing every dating with clients for lengthy-term fulfillment with content material advertising processes.

Limitation of Future research

The restrictions of this research are those generally related to theoretical studies. The existing research has encompassed many thoughts concerning 'content advertising' in on-line settings, but an inclusion of more resources may want to have furnished extra insights. As an example, this paper did not speak the want for content advertising and marketing KPIs and metrics and the improvement of appropriate dashboards for organizations to reveal the evolution of each content material layout. This component constitutes a fascinating prospect for a destiny studies, with an empirical size. Moreover, future studies may also explore the effectiveness of diverse content product advertising and marketing strategies in one-of-a-kind industries or

when it comes to the decision-making process and finding which content product layout can convince clients based on special stages in buyer's adventure.

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