

The Role of Content Marketing in Enhancing Customer Loyalty- An Empirical Study of Mobile User

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Abstract-Advancements in technology and innovation have created a competitive world. The competition is not confined to local brands but global brands. Access to the internet has strengthened the customer to choose the brand of their choice. It is a race of survival of the fittest. Any industry to sustain itself in the market must gain customer loyalty. Access to the internet and internet users have given rise to content marketing, which helps create and build customer relations and plays a positive role in creating brand loyalty. The mobile phone market has tough competition, making it difficult for industries to retain customers. In the following research, the function of content marketing in the development of customer loyalty among mobile users was investigated. The respondents agreed that their decisions are affected by the content of the mobile company, making them feel connected. The consumer is educated and demands more information. We can create a strong and long bond with the consumer by implementing the right content marketing strategy.

Keywords: Content Marketing, Customer Loyalty, Mobile User

INTRODUCTION

Marketers always thought of new strategies to influence customers. Easy access to the internet and many digital platforms have created the need for content marketing. It is recognised as one of the popular methods; it is a technique to educate the customer about the product and create value. The content market is growing very fast as the creators work a lot on the wide variety of data available. Creators' skills to process the data and implement it. Data analysis is of foremost importance. The data analyst analyses the past and the real-time data to create insights of direction where the user interest shifts. The app world has made the journey of content marketers relatively easily as they can develop insights about the trends in the industry, which content helps engage the consumer more, and analyse the qualitative feedback like the sentimental analysis. Segmentation

of the customer on various parameters. Measuring the search engine performance on various basis ranking, click-through rate. In this competitive world, content plays a crucial role in marketing and retaining customers; the analytical sources aid the creators. (Park, 2022)

Retaining customers is the most crucial part of the business. Competition and inventions are creating new products in a very less time frame and force marketers to find new ways to sustain themselves in the market (Khundyz, Z. 2018). Smartphones have changed the mobile market drastically with continuous innovation. (Kumar et al. 2017). Customers have many mobile phone brands available with little price variation. They can get access to the latest technology. A survey was done in the US among apple, google and Samsung phone users it was found that 52 % of apple users, 45% of Samsung users and 26% of google phone users said that they would change their smartphone brand on their next purchase. (Armstrong, 2021).

Digitalisation and globalisation are the two factors that have created cut-throat competition among the industries. As per the reports, since 2016, the number of mobile users has increased to approx. 2899 million. The mobile phone market will reach up to 7690 million by 2027. (Statista, 2022) A survey was done in the US among apple, google and Samsung phone users it was found that 52 % of apple users, 45% of Samsung users and 26% of google phone users said that they would change their smartphone brand on their next purchase. (Armstrong, 2021).

The mobile phone users in India in 2022 are approx. 931.3 million The purpose of this study was to investigate the function that content marketing plays in fostering increased customer loyalty among mobile users. The objective of the study was:

- ❖ To study the literature on content marketing and customer loyalty.
- ❖ To carry out research with the objective of investigating the part that content marketing plays in fostering brand loyalty among mobile users.

LITERATURE REVIEW

The author discusses the Content marketing benefits of the companies in this paper. Marketers create valuable content. The advancement of technology has forced companies to use content marketing. Customers are keener for information before making any decision. Customisation of the message as per the target audience. (Kee et al. 2015).

The industries have to follow two-way communication to sustain themselves in the market. The industries actively use digital platforms to make the consumer aware of the products and build a relationship with the end users. Brand health means the evaluation of the brand from the audience digitally. (Ahmad et al. 2016).

In the digital era, content marketing plays an important role. The content liked by the consumer is used to educate and build a relationship. It was found that three categories exist one who builds content, content as per platform and the understanding channels. The author says that content marketing helps the brand to become a part of social media conversations. (Du Plessis, C. 2017)

In this competitive age, it's hard for companies to sustain; hence, customer loyalty has become popular to gain profits. The author made an effort to investigate the concept of customer loyalty in the consumer market for mobile phone users. The author discovered that trust, contentment, experience, advancement, and perceived quality all have favourable associations with one another, as do loyalty and perceived quality. To gain customers' loyalty, we need to build long-term relations. (Slaba, M. 2019)

E-trust served as a mediator between the content and its efficacy in a research that the author conducted to investigate the impact that content marketing has on social media throughout the process of developing new products. It was found that e-trust is not a mediator. While marketing, the customers are educated, informed, and told in detail about the

product to build a strong relationship and clear their doubts. (Seyyedamiri et al.2019).

Content marketers are using celebrity endorsement to endorse the products. According to the author, the user-generated and marketer-generated content will be behind. The content generations efforts of marketers. The empirical findings demonstrate that the efforts that marketers put into the generation of content and the interaction behaviours that occur between marketers and consumers will significantly influence e-commerce sales. This is referred to as the first-order effects of internet celebrity endorsement. In addition to this, interactions within the fan community have a second-order influence on the sales performance brought about by content marketing. (Geng et al., 2020)

A new concept of brand content marketing has emerged in which the relation between brand and consumer is created. Creating value through informative content is a difficult task for brands. It was found that a brand that provides informative consumer content and video content helps create a creative bond. (Lou, C., & Xie, Q. 2021).

The accepting factors of mobile marketing were studied in a paper. If the company can create trust among the customers, they rely on the information given by the company. It helped create a good bond between the company and end users. Innovative ideas and prices also influence decisions. (Hamidi et al., 2022)

Artificial intelligence plays an important role in designing the content matrix for the business as it helps to find the area where content is required. It aids in organising content easily and improves sales. Even we can improve online marketing. Create new ideas (MTR, 2022)

It was found in a study that sixty-one per cent of markets are using artificial intelligence. Visual content marketing aided in the pandemic too. Marketers prefer infographics and visual content. (Vermees, 2022)

The impact of digital content on consumer behaviour was studied, and it was found that the quality of content also influences their purchase decision, and

video content is more effective in giving the message. The author suggests that the content should be delivered differently on different platforms. (Du Plessis, C. 2022).

In this paper, the author has explored the impact of metaverse marketing and developed a framework for content creators. Music content creation will be very much helpful for the creators to gain customers. (Hwang et al., 2022)

The author studied the impact of content marketing on engaging customers. Content co-creation message source credibility, content marketing channels, and information quality influence customer engagement. The author suggests that rather than overloading with information, websites and post should give relevant information. The content provided should be able to engross the customers. (Mgbame et al. 2022)

RESEARCH METHODOLOGY

Primary and secondary data were used for the research. Articles, research papers, and statistical data published by the institute were used to study the literature, and a questionnaire was framed to test the hypothesis set. Demographics such as age, gender, and income group were studied, and the respondent's views on content marketing in the mobile industry were gathered on the following parameters: value, consistency, interaction, multiple sources, quality, information, recommendations to others' trust, and positive attitude. Five points Likert scale was used, where one meant strongly disagree and 5 for strongly agree. Two hundred two respondents were selected randomly for the study. ANOVA and t-test were used to test the hypothesis.

Hypothesis

In this study, content marketing enhances customer loyalty for the mobile user. The study was done with the following hypothesis:

H₀: There is no significant difference in the role of content marketing in enhancing customer loyalty for the mobile user categorised by gender.

H₀₁: There is no significant difference in the role of content marketing in enhancing customer loyalty for the mobile user categorised by age.

DATA ANALYSIS

As per the respondent's answers, it was found that 43 per cent of respondents were willing to buy the same brand in the next purchase. Approx. 75.7 % of the respondents think that content marketing plays an effective role in creating customer loyalty.

Figure 1- Content Market Creates Customer Loyalty



H₀₁: There is no significant difference in the role of content marketing in enhancing customer loyalty for the mobile user categorised by gender.

Table1- T-Test: Two-Sample Assuming Equal Variances

	Male	Female
Mean	35.91089109	36.01980198
Variance	19.7819802	19.61960396
Observations	101	101
Pooled Variance	19.70079208	
Hypothesized Mean Difference	0	
Df	200	
t Stat	-0.174371361	
P(T<=t) one-tail	0.430875001	
t Critical one-tail	1.652508101	
P(T<=t) two-tail	0.861750001	
t Critical two-tail	1.971896224	

The above table-1 shows the p-value of 0.86175001, which is more than 0.05. Hence we fail to reject the null hypothesis. We can conclude that content marketing plays no role in creating customer loyalty when the respondents are categorised by gender.

H₀₂: There is no significant difference in the role of content marketing in enhancing customer loyalty for the mobile user categorised by age group.

Table-2 ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	3051.995	2	1525.998	225.0861	1.32E-51	3.041753
Within Groups	1335.585	197	6.779617			
Total	4387.58	199				

The above table-2 shows that the p-value is less than .05, so we reject the null hypothesis and accept the alternative hypothesis that mobile users grouped by income groups show different effects of content marketing.

Table-3

Groups	Count	Sum	Average	Variance
Below 30	68	2234	32.85294	10.51536
30-45	68	2570	37.79412	0.464442
45 & above	64	2718	42.46875	9.522817

Table 3 suggests the mean of the groups, and it is clear that respondents of different age groups are affected differently. The young ones are not brand loyal and are affected by many factors while making repeated purchases.

Findings

It is positive to invest in content marketing. Careful selection and use of digital media will give good results if we target and segment the customers. Marketers should formulate a proper strategy while implementing content marketing to reap the results, as it should be customer-oriented. Content can be used anywhere, and the channel needs to be selected carefully. The strategy used should be able to connect to the customers. Content gap analysis is required for the effectiveness of marketing. (i-SCOOP. 2022). Marketing strategies are important to create value, relevant and consistent content to attract customers. Content should provide value, an unnecessary load of information on various platforms. Multimedia content plays an important role in attracting an audience. (Floam-Greenspan, 2022) Data will not be useful if we lack the knowledge of how to use it for the benefit of the companies. Companies should invest in content marketers; the ones with perfect knowledge and strategies can create great changes for the companies. Create a communication calendar in which you record what to communicate, when and how. Content should

create communication awareness, public relations, and advertising. Content marketing can be done through social media, email marketing, blog, webinar, product review, websites, live chats, and e-marketing. (Lincoln, 2022). The more informative and connected the consumer is, they feel real connection. Rather than overloading websites, blogs, and other pages with information, marketers should use the quality of information. Companies must correctly implement online and offline content to create a good brand image and improve visibility. (Britchenko et al. 2019). To improve Consumer engagement, the self-brand connection is considered important. The branding and using different platforms create a good connection. (Bowden, J., & Mirzaei, A. 2021).

CONCLUSION

Consumers are becoming aware and are keen for more information about the products. Now they don't accept the goods produced, but they have choices and expectations about the products leading to more detailed information about them. Engagement with the consumers and taking their feedback and reviews will help to strengthen the bond between the companies and the brands and engage them; this can help retain the consumers for a longer period (Karkar, A. 2016). Content marketing, if used strategically, can create wonders, uses of different social media platforms and the right content on the right platform will help to create loyal customers and help to retain them. Excessive information is also a waste if it doesn't attract the customer. The content provided should also be according to the target customers' preferences. The application and software also help to get an insight into customer preferences and tastes and hence help the marketers to create the right content. Content marketing will rule the market, so companies should spend judiciously in this department to retain their customers, develop new products and earn good profits. Data is easily available and accessible, and the content creator's life is made easy if they can evaluate

the data correctly. Content collaboration is also a strategy which marketers can include.

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