

IMPACT OF CONTENT MARKETING ON DIGITAL ENGAGEMENT

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Abstract: This study investigates the influence of content marketing strategies on digital engagement, focusing on Zuan Technologies, a full-service IT solutions provider. The research addresses the evolving content marketing landscape, the need for personalized content, and the challenges in measuring ROI.

The scope includes an analysis of various content types, quality, and audience targeting across different industries and business sizes. A mixed-method approach, combining quantitative data from analytics tools with qualitative insights from case studies and interviews, was employed.

The findings indicate that while blog posts are useful for learning about products, they do not significantly enhance user engagement. Irregular posting schedules negatively impact audience interest, highlighting the importance of consistency. Video content, however, is perceived as more memorable and effective in capturing attention.

The study concludes that a strategic mix of consistent posting, engaging video content, and personalized strategies is essential for enhancing digital engagement and fostering stronger audience connections.

Keywords: Content Marketing, Digital Engagement, Video Marketing, Social Media Interaction, Brand Trust, Consumer Engagement, Digital Marketing Strategy.

I. INTRODUCTION

The software and IT solutions industry encompasses a wide range of services and technologies designed to address business, organizational, and individual needs. It includes everything from custom software development, cloud computing, and enterprise resource planning (ERP) systems, to cybersecurity solutions, data analytics, and artificial intelligence (AI) applications. The industry is pivotal in enabling digital transformation across sectors, including finance, healthcare, manufacturing, and retail.

Key players in the industry range from large multinational corporations to smaller, specialized firms, all focused on creating software and solutions that help organizations improve efficiency, enhance user experiences, and stay competitive in a rapidly evolving market. The industry has seen significant growth with the rise of cloud technologies, mobile applications, automation, and the increasing demand for real-time data processing and connectivity.

As organizations continue to embrace digital tools, the industry also faces ongoing challenges such as cybersecurity threats, the need for continuous innovation, and the demand for highly skilled talent to manage and develop these technologies. Ultimately, the software and IT solutions industry plays a critical role in driving technological advancement and business success in the modern world.

The global business software and services market was approximately USD 584.03 billion in 2024. This market is expected to grow at a CAGR of 12.1% from 2025 to 2030. India is one of those regions with the cost-effectiveness and high quality of its IT solutions.

STATEMENT OF THE PROBLEM

In today's digital-first marketplace, the landscape of marketing has undergone a radical transformation, shifting away

from traditional advertising toward more value-driven, personalized, and interactive content experiences. However, despite the widespread use of content marketing, many businesses—including technology solution providers like Zuan Technologies—continue to face challenges in effectively leveraging these strategies to boost meaningful digital engagement.

While content such as blogs, videos, social media posts, and infographics are widely produced, there remains a critical gap in understanding which formats truly resonate with users and convert engagement into actionable business outcomes like brand loyalty, lead generation, and conversion. This lack of clarity is compounded by rapidly evolving user preferences, platform algorithms, and content formats (e.g., short-form videos, interactive polls), which demand real-time adaptability.

Furthermore, inconsistency in content posting schedules, excessive promotional content, and lack of personalization diminish audience interest and trust. Metrics such as bounce rates, low time on site, and declining social shares often indicate that content strategies are not aligned with user expectations. Although Zuan Technologies has transitioned into more advanced digital approaches, it still requires empirical insights into the tangible impacts of these strategies across its diversified content formats and platforms.

The problem thus lies in the disconnect between content creation efforts and measurable engagement outcomes. There is a need to identify what content elements—such as storytelling, personalization, media formats, or frequency—significantly drive audience interaction. This study addresses the urgent need to explore and analyze how content marketing truly influences digital engagement in the context of a dynamic and competitive tech industry.

OBJECTIVES

- To analyze the impact of content marketing on digital engagement with a focus on Zuan Technologies.
- To identify the most effective content marketing strategies.
- To measure digital engagement metrics on website traffic, bounce rate, time on page, and social media interactions.
- To analyze the role of different content format videos in enhancing engagement.
- To evaluate the challenges and barriers.
- To understand the role of content marketing in building brand awareness.

II. REVIEW OF LITERATURE

The relationship between content marketing and customer engagement has been thoroughly explored in recent literature, offering important insights for digital marketing practitioners. Weerasinghe and Fernando (2019) investigated content marketing's impact on online engagement in Sri Lanka's telecommunications sector, identifying key content attributes— informativeness, entertainment, interactivity, and perceived value—as significant drivers of engagement behaviors such as likes, shares, and comments. Their findings suggest that well-crafted content strategies directly influence customer responsiveness and loyalty. Building upon this, Besra et al. (2024) introduced brand trust as a crucial mediating factor between marketing efforts and purchase intention, arguing that consistent and authentic content marketing bolsters consumer confidence, which in turn enhances buying decisions. Similarly, Wijaya and Yasa (2023) emphasized the importance of electronic word-of-mouth (e-WOM) and content marketing in shaping brand awareness, showing that increased visibility through trusted peer recommendations substantially raises purchase intention. These studies collectively highlight a shift toward relationship-based digital marketing strategies, where trust and awareness act as critical intermediaries between brand content and customer action.

Foundational concepts are further enriched by Keller (2008), whose seminal work on customer-based brand equity (CBBE) provides a robust framework for understanding how consumers perceive and interact with brand content. His insights help contextualize how content marketing contributes to brand value by reinforcing favorable brand associations in the consumer mind. Kuznetsova et al. (2017) also contributed significantly by examining how specific content marketing tactics drive brand awareness, particularly through digital and social media channels. Their study reveals that strategic content placement and format selection can elevate brand recall and visibility. Ratna (2020) offered a broader theoretical synthesis by reviewing various frameworks that link content marketing to customer engagement, such as social exchange theory and uses and gratifications theory, identifying key drivers like relevance, consistency, and emotional appeal.

Further empirical evidence is offered by Denham-Smith and Harvidsson (2017), who explored how different content types impact levels of consumer interaction and intimacy, reinforcing the practical value of tailoring content to audience preferences. Meanwhile, Trong Nhan et al. (2020) adopted a quantitative approach to determine which content strategies most effectively enhance engagement, delivering actionable insights for marketers aiming to boost performance metrics. A systematic review by Haris (2023) consolidated findings across numerous studies, identifying consistent themes such as the effectiveness of interactive media and the growing importance of mobile-friendly content. Finally, Azzam and Katbeh (2025) introduced the moderating role of content format (e.g., video, image, text) in social media engagement within the fast-food sector in Jordan, revealing that visual and dynamic formats often outperform static text in fostering engagement.

RESEARCH GAP

The previous study says that a leading digital marketing and technology services provider, has undergone significant transformation and growth over the years. The company primarily focused on traditional digital marketing strategies, such as basic SEO, PPC campaigns, and website development, to cater to its clients. However, with the rapid evolution of digital technologies and changing consumer behavior, and shifted its focus toward more advanced and integrated digital solutions. In Present Study as a Digital Marketer and Content Marketing Specialist, the role has been pivotal in driving digital engagement through innovative content strategies. The contribution towards the company's growth by creating high-quality, SEO optimized content that aligns with brand voice and client objectives. The work includes developing content calendars, crafting engaging blog posts, social media content, and email campaigns, and leveraging analytics to measure content performance. By focusing on storytelling and data-driven insights, The company enhances its digital presence and fosters deeper connections with its target audience. This research aims to evaluate the effectiveness of these strategies and identify areas for further improvement, thereby contributing to the broader understanding of content marketing's role in digital engagement within the technology solutions sector.

III. RESEARCH METHODOLOGY

RESEARCH DESIGN

A descriptive research design was adopted , using structured surveys to measure perception numerically.

SAMPLING TECHNIQUE

A convenience sampling technique was utilized. This approach involved selecting participants who were readily available and willing to provide relevant information, making the data collection process more efficient.

DATA COLLECTION

- Instrument: structured questionnaire
- Format: Likert scale.

DATA ANALYSIS

- Software: SPSS
- Tests:
 - Descriptive Statistics
 - Correlation
 - Anova
 - Regression

IV. RESULTS

Correlations

	Content marketing increases my engagement with a brand's digital platforms.	Blog posts are useful for learning about products or services.
Content marketing increases my engagement with a brand's digital platforms.	Pearson Correlation Sig. (2-tailed) N	1 .000 100
Blog posts are useful for learning about products or services.	Pearson Correlation Sig. (2-tailed) N	.000 .999 100

Statement:

A correlation test was conducted to examine the relationship between content marketing increasing engagement with a brand's digital platforms and blog posts being useful for learning about products or services.

Variables:

1: Content marketing increases my engagement with a brand's digital platforms.

2: Blog posts are useful for learning about products or services.

Hypotheses:

• Null Hypothesis (H_0):

There is no significant correlation between content marketing increasing engagement and blog posts being useful for learning about products/services.

• Alternative Hypothesis (H_1):

There is a significant correlation between content marketing increasing engagement and blog posts being useful for learning about products/services.

Interpretation:

• The **Pearson correlation coefficient** ($r = 0.000$) indicates **no linear relationship** between the two variables. A value of 0 means there is absolutely no correlation.

• The **p-value (0.999)** is **much greater** than the standard alpha level (0.05). This means the result is **not statistically significant**.

• **Thus, we fail to reject the null hypothesis (H_0).**

It can be concluded that there is no significant relationship between the perception that content marketing increases engagement and the belief that blog posts are useful for learning about products or services among the respondents in this sample.

Results:

The Pearson correlation coefficient (r) of 0.000 indicates no linear relationship between the two variables being analysed. The significance level (Sig. 2-tailed) of 0.999, which is much higher than the typical threshold of 0.05, suggests that the correlation is not statistically significant. With a sample size of 100, the result implies that there is no meaningful relationship between the variables in this sample.

Regression

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	35.600	1	35.600	30.877	.000 ^b
Residual	112.990	98	1.153		
Total	148.590	99			

a. Dependent Variable: Irregular content updates reduce my interest in following a brand.

b. Predictors: (Constant), Irregular posting schedules decrease audience interest over time.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.766	.294		5.999	.000
Irregular posting schedules decrease audience interest over time.	.481	.086	.489	5.557	.000

a. Dependent Variable: Irregular content updates reduce my interest in following a brand.

Statement:

We are testing whether the perception that "Irregular posting schedules decrease audience interest over time" significantly predicts the belief that "Irregular content updates reduce my interest in following a brand."

Variables :

1. Dependent Variable: Irregular content updates reduce my interest in following a brand.
2. Predictors: (Constant), Irregular posting schedules decrease audience interest over time.

Hypotheses:

- **Null Hypothesis (H_0):**

There is no significant relationship between irregular posting schedules and reduced audience interest in following a brand. ($\beta = 0$)

- **Alternative Hypothesis (H_1):**

There is a significant relationship between irregular posting schedules and reduced audience interest in following a brand. ($\beta \neq 0$)

Interpretation :

There is a significant positive relationship between irregular posting schedules and reduced audience interest in following a brand. Specifically, for each one-unit increase in agreement that irregular posting schedules decrease audience interest, the perception that irregular content updates reduce interest increases by 0.481 units. The model is statistically significant, indicating that irregular posting behaviour negatively impacts audience engagement with a brand.

Results:

The ANOVA results ($F(1, 98) = 30.877, p = .000$) indicate that the model is statistically significant. The regression analysis shows a significant relationship between irregular posting schedules and interest in following a brand, with a slope of 0.481 ($p = .000$). The standardized beta coefficient is 0.489, suggesting a moderate effect. The model explains approximately 24% of the variation in "interest in following a brand" based on "irregular posting schedules" ($R^2 \approx 0.24$), highlighting a meaningful but partial influence.

One – way Anova
ANOVA

Videos are more memorable than text-based content.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.022	4	5.005	5.241	.001
Within Groups	90.728	95	.955		
Total	110.750	99			

Statement:

We are testing whether there are significant differences in the perception that "videos are more memorable than text-based content" among different groups (the groups could be based on factors like age, experience level, or content consumption behaviour — though the specific groups aren't mentioned here).

Variables:

1. Media campaigns are effective in capturing my attention.
2. Videos are more memorable than text-based content

Hypotheses:

- **Null Hypothesis (H_0):**

There is no significant difference among the groups in their perception that videos are more memorable than text-based content. (Group means are equal.)

- **Alternative Hypothesis (H_1):**

There is a significant difference among the groups in their perception that videos are more memorable than text-based content. (At least one group mean is different.)

Interpretation:

There is a significant difference among the groups regarding their perception that videos are more memorable than text-based content. This means at least one group differs from others in how strongly they agree or disagree with the statement.

Results:

The ANOVA results show a statistically significant difference between the groups, with an F-value of 5.241 and a p-value of 0.001, which is less than the 0.05 threshold. The between-groups sum of squares is 20.022, with a mean square of 5.005, while the within-groups sum of squares is 90.728, with a mean square of 0.955. The total sum of squares is 110.750, confirming that the differences observed are statistically significant.

V. FINDINGS

- The age distribution of respondents is predominantly skewed towards younger individuals, with 83% falling within the 18-34 years age group.
- The sample consists of 53% male and 41% female respondents, indicating a slight male majority.
- The majority of respondents are students (43%), followed by private sector employees (30%).
- The majority of respondents (51%) hold a postgraduate degree, followed by 40% with an undergraduate degree.
- 49% of respondents agree or strongly agree that well-crafted content improves their perception of a brand's professionalism.
- 48% of respondents agree or strongly agree that blog posts are useful for learning about products or services, while 25% disagree.
- 36% of respondents agree or strongly agree that infographics make it easier to understand complex information, while 49% remain neutral.
- 53% of respondents agree or strongly agree that personalized content feels more relevant to them.

VI. SUGGESTIONS

- Maintain a consistent posting schedule to retain audience interest. Prioritize regular updates to avoid losing followers.
- Increase focus on creating video content, given its higher memorability. Integrate blog posts with video elements for better engagement.
- Perform regular content audits to ensure relevance and consistency. Use storytelling techniques in video marketing to enhance recall.
- Invest in a content calendar to plan and maintain regular posting. Encourage user-generated video content to enhance authenticity.
- Analyze audience preferences periodically to adjust content strategies. Optimize blog posts with visual elements to make them more engaging.

VII. CONCLUSION

The findings of this study underscore the nuanced role different types of content play in shaping consumer engagement on digital platforms. While blog posts remain a valuable source of information for users seeking to learn about products and services, the correlation analysis indicates that they do not, in isolation, significantly enhance user engagement with a brand.

This suggests that merely producing informative written content is insufficient in today's competitive digital landscape, where user attention is fragmented. The regression results strongly highlight that irregular posting schedules negatively influence audience interest, emphasizing the importance of consistency in content delivery.

Brands that fail to maintain a regular posting rhythm risk losing visibility and trust among their audience. Additionally, the one-way ANOVA analysis reinforces the superiority of video content in terms of memorability.

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