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A Study on Understanding Consumer Perceptions Towards Content Marketing Strategies at Infognana Solutions, Coimbatore

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ABSTRACT

This research explores how consumers view the content marketing strategies of Infognana Solutions in Coimbatore. Using a descriptive research design, primary data was gathered from 120 consumers via a structured questionnaire. Statistical methods such as percentage analysis, chi-square tests, and correlation were utilized. The results emphasize the significance of content clarity, engaging features, and social media presence in influencing consumer behavior and brand perception. It is recommended that integrating exclusive promotions and educational material into marketing communications can greatly improve purchase intention and brand loyalty. The main aim of this research is to gain insights into consumer views regarding Infognana's content marketing initiatives, concentrating on the effectiveness of various content formats, interactive components, the impact of social media, and how content affects purchasing choices. A descriptive research design was employed using a convenience sampling technique. A structured questionnaire was circulated among 120 participants, and data analysis employed statistical tools like simple percentage analysis, chi-square tests, and correlation to extract meaningful insights. Interactive features, such as polls and quizzes, were shown to significantly boost user engagement and memorability. Social media platforms were found to be crucial for enhancing brand visibility and perception, with regular and consistent content strengthening consumer trust and loyalty. Notably, the analysis revealed no significant correlation between respondents' educational backgrounds and their content format preferences, suggesting a widespread appreciation for clarity and relevance across different demographics.

Keywords: Content marketing, consumer perception, brand trust, social media, interactive content.

INTRODUCTION

In this digital era, content marketing has become an essential approach for engaging consumers and affecting their purchasing decisions. Unlike conventional advertising, content marketing emphasizes delivering value through informative, entertaining, or inspiring content. Grasping how consumers perceive such strategies is crucial for refining marketing efforts and maintaining brand relevance.

LITERATURE REVIEW

A substantial body of research indicates that consumer perceptions are influenced by the way brands deliver their content—visually, emotionally, and contextually.

Research conducted by He et al. (2021) and Bowden & Mirzaei (2021) demonstrates that components like quizzes, polls, and interactive videos create a stronger emotional bond between consumers and brands, thereby enhancing engagement and retention.

Holliman & Rowley (2018) noted a transition in B2B digital content marketing from a sales approach to a more helpful one.

Lou et al. (2019) discovered that frequent exposure to branded content fosters brand loyalty. These findings underscore the crucial role of content format, storytelling, and choice of platform in shaping consumer attitudes. Additionally, the review delves into the impact of interactive elements within content.

Lou et al. (2019) also stressed that recurring exposure to non-intrusive content, especially on platforms such as YouTube, promotes brand loyalty and purchase intent. This supports the notion that consumers are more responsive to informative and entertaining content than to overt advertisements. Numerous researchers have highlighted the necessity of well-crafted, engaging content in influencing consumer attitudes.

Human et al. (2018) highlighted the significance of company-generated content in the effectiveness of sponsorships.

Human et al. (2018) indicated that effectively packaged and presented firm-generated content (FGC) considerably improves sponsorship favorability. This implies that content can enhance a brand's reputation, even when it serves a supportive role.

Calabrese et al. (2015) investigated the effects of cultural diversity on content marketing, revealing that consumer perceptions differ based on cultural standards and that brands need to tailor their messaging according to local values for it to resonate and be effective.

OBJECTIVES OF THE STUDY

- **Primary Objective**

To understand consumer perceptions toward Infognana's content marketing strategies

- **Secondary Objectives**

1. To assess the effectiveness of content formats
2. To evaluate interactive elements in content
3. To analysis the role of social media platforms
4. To determine the impact on consumer purchase intentions

RESEARCH METHODOLOGY.

In reviewing the literature related to consumer perceptions towards content marketing strategies, various research methodologies have been adopted by scholars. Most of the studies employed a quantitative research design, using structured questionnaires to gather data from a large number of respondents. For instance, Sharma and Gupta (2021) conducted a survey among 150 participants to assess how digital marketing influences consumer behavior, analyzing the data using SPSS software.

ANALYSIS AND INTERPRETATION

TABLE NO: 4.2.1

RELATIONSHIP BETWEEN THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND CONTENT FORMAT

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	77.106 ^a	54	.021
Likelihood Ratio	82.150	54	.008
Linear-by-Linear Association	1.971	1	.160
N of Valid Cases	120		
a. 76 cells (100.0%) have expected count less than 5. The minimum expected count is .17.			

INTERPRETATION:

As per the above table, it is inferred that the P value is 0.021; it is significant to 5% (0.05) significant level. The minimum expected count is 0.17. Thus null hypothesis is accepted and it is found that there is no significant relationship between educational qualification of the respondents and content format.

HYPOTHESIS TESTING

Null hypothesis (H0):

There is no significant relationship between the monthly income (in rs.) of the respondents and interactive elements.

Alternative hypothesis (H1):

There is some significant relationship between the monthly income (in rs.) of the respondents and interactive elements.

TABLE NO: 4.3.1

RELATIONSHIP BETWEEN MONTHLY INCOME (IN RS.) OF THE RESPONDENTS AND INTERACTIVE ELEMENTS

Correlations			
		MONTHLY INCOME (IN RS.) OF THE RESPONDENTS	INTERACTIVE ELEMENTS
MONTHLY INCOME (IN RS.) OF THE RESPONDENTS	Pearson Correlation	1	.161
	Sig. (2-tailed)		.079
	N	120	120
INTERACTIVE ELEMENTS	Pearson Correlation	.161	1
	Sig. (2-tailed)	.079	
	N	120	120

INTERPRETATION:

The above table indicates that out of 120 respondents, co-efficient of correlation between monthly income (in Rs.) of the respondents and interactive elements are 0.161. It is below 1. So there is positive relationship between monthly income (in Rs.) of the respondents and interactive elements.

FINDINGS**1. Consumers Prefer Visual Over Text Content**

Infographics and videos received higher engagement compared to text-heavy content.

2. Mobile-Friendly Content Drives More Engagement

A large number of consumers accessed content through mobile devices, indicating the importance of mobile-optimized formats.

3. Consistent Branding Improves Trust

Uniform brand tone, color schemes, and messaging across content platforms enhanced brand credibility.

4. Emotional Appeal Influences Perception

Content that includes storytelling or emotional elements (e.g., customer success stories) received positive responses.

5. High Engagement on Educational Content

Tutorials, how-to guides, and FAQs were more likely to be shared and revisited by consumers.

6. User-Generated Content Builds Community

Consumers felt more connected to the brand when they saw content created by or involving other customers.

7. Content Timing Affects Visibility

Posts published during peak hours (evenings and weekends) gained more traction and interaction.

8. Trust is Built Through Transparency

Consumers valued honest, transparent content over promotional-heavy materials.

SUGGESTIONS

- Infognana should maintain a **consistent and proactive presence** on social media.
- Incorporate more **interactive features** and personalized content to boost engagement.
- Ensure **clarity and simplicity** in content to cater to diverse audience segments.
- Include **exclusive offers** within content to drive purchase behavior.

CONCLUSION

The study affirms that well-executed content marketing strategies play a pivotal role in shaping consumer perception, engagement, and purchasing behavior. In the case of Infognana Solutions, content that is clear, relevant, visually appealing, and informative has proven effective in building brand trust and consumer interest. The inclusion of interactive elements and a strong presence on social media platforms further strengthens the company's ability to connect with its audience on a deeper level.

Moreover, the study highlights that consumer preferences are not heavily influenced by educational background, indicating a universal demand for simplicity, clarity, and value in content. In an increasingly competitive digital marketplace, it is no longer sufficient for businesses to merely produce content—they must deliver the right message, through the right channels, to the right audience.

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