AN ANALYSIS REGARDING THE IMPACT OF CONTENT MARKETING OF BRANDS ON CUSTOMER ENGAGEMENT IN KARACHI

BY

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APPROVAL FOR EXAMINATION

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Dedication

I would devote this humble effort and hard-work especially to my dear and most respectable parents, siblings and friends who were there every time when I needed them and whose love and constant guidance enabled me to do this task of research and whose well wishes have always been a source of my success. I would also like to dedicate this study to my respectable supervisor and teachers who were always there to guide me and motivated me to accomplish this task. My supervisor supported and motivated me to conduct this research in most efficient way which not only helped me in completing this study but also enhanced my knowledge to greater extent.

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Abstract

Purpose – The goal of this study is to digitally analyze the impact of content marketing on the consumer engagement with various brands within Karachi demonstrate that can be used to help the businesses and local and international firms in Karachi. Message interactivity, content category, hashtags, content types, and time frame of posting, attractiveness of message, and frequency of posting were used to analyze the degree of impact they have on customer engagement.

Methodology & Design – An online questionnaire (Google Forms) was disseminated among the participants using online channels such as Emails and Social Median (including WhatsApp, Facebook and Facebook Messenger). We gathered 400 responses from the random participants. The data gathered was analyzed using correlation and multiple linear regressions.

Findings – Our results demonstrated that except Content Category, Content Type, Hashtags, and Frequency of posting, Time frame of post, Interactivity of message and attractiveness of message had a significant relationship with Customer Engagement. Furthermore, Customer Engagement also had a significant relationship with the Content Marketing.

Limitations – This research has been carried out in Karachi from the respondents spread across different areas of Karachi. Our medium of survey was online channels through which questionnaire was disseminated to citizens. However, most responses encompassed the citizens of Karachi. In Future, researchers can use the same model to conduct their research across Pakistan.

Originality – This study proposes a quantitative model to examine the impact of message interactivity, content category, hashtags, content types, posting time frame, message attractiveness, and posting frequency on customer engagement.

Recommendations – We realize the prospect to reconstruct the survey covering all three respondent typologies, namely co-creators, contributors, and consumers. It is recommended to use all three typologies to understand why people respond to content in the ways they do rather than simply choosing not to engage. Also, we realize the prospect to reconstruct the survey covering more geographical areas of Pakistan where the ratio of using content marketing is

higher and processes are more technologically saturated. In addition, we can also take into consideration the factors where the businesses and firms actually adopt and commit using content marketing and analyze their impact on different factors as we discussed in our hypotheses.

Keywords: Content Marketing, Customer Engagement, Content Category, Content Type, Frequency of posting, Time frame of posting, Hashtags, Interactivity of message, Attraction of topic.

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