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"Effectiveness of Content Marketing to Boost Brand Awareness and Retaining Customer Loyalty: Research based on Telecommunication Companies in Pakistan"

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Abstract

This research is all about content marketing (Independent Variable) and its impact on brand awareness (Dependent Variable) and customer loyalty (Dependent Variable) and how it can be favorable for telecommunication companies in Pakistan. Content is the new way of doing marketing through social media and other platforms. The study is based on finding the impact and relationship of content marketing on the dependent variables. The sample size that was used for this research is 246, and to collect the data from 246 respondents the questionnaire created on google form and circulated through social medium to get most out of it. Then these responses were analyzed by using SPSS and some tests applied. According to the reliability test analysis the questionnaire used for the research is highly reliable, the threshold values is set to be more than 0.7 and the values are way above than this. The next test applied was correlation, researchers apply this to test the relationship between the variables that there is a significant impact or not. As pe the results, there is a positive correlation between the variables. The next test applied was multivariant analysis because the research has two dependent variables that is why regression analysis cannot be applied and the one-way multivariant test applied and it shows the significant impact of independent variable on dependent variables. The recommendations that the researchers can get from this research to further research on this topic is to break the content marketing into more specific variables to evaluate the impact of the variables closely and use different platforms like web to go into different domain of research and analyze the impact of content to move the traffic to their websites. This research also discusses the quality of the content and avoid the quantity of the content.

Keywords: Brand Awareness, Content Marketing. Customer Loyalty, Digital Marketing, Social Media

Table of Contents

Chapter 1 – Introduction 1
1.1 Background 1
1.2 Content Marketing and the Telecommunication Industry 4
1.3 Aim of the Research 6
1.4 Objective of the Research 7
1.5 Literature Gap 7
2 Chapter 2 - Literature Review 8
2.1 Digital Marketing 8
2.2 Overview of Content Marketing 11
2.3 Social Media and Brand Awareness 14
2.4 Social media and Customer Loyalty 15
2.5 Trends 16
3 Chapter 3 – Theoretical Framework 19
3.1 Graphical Representation 19
3.2 Hypothesis 19
4 Chapter 4 – Methodology 20
4.1 Overview 20
4.2 Research Nature 20
4.3 Quantitative and Descriptive Research 20
4.4 Data Collection 21
4.4.1 Structured Questionnaire 21
4.4.2 Sampling 21
5 Chapter 5 – Analysis 22
5.1 Respondent Profiling 22
5.2 Reliability Statistics 25
5.3 Correlation 27
5.4 Multivariant Analysis 27
6 Chapter 6 – Findings 34
7 Chapter 7 – Conclusion 35
8 Chapter 8 – Recommendation 37
8.1 Future Studies 37
9 Chapter 9 – Reflections 38
10 Appendix 39

10.1 Questionnaire **39**
10.2 Responses **44**
11 References **56**