



“ A Study on impact of content marketing on customer engagement”

Pragati Ravindra Sidwadker¹, Prof. Divya Dongre²

¹Master in Business Administration (Financial Management), Zeal Institute of Business Administration, Computer Application & Research

²Professor, Zeal Institute of Business Administration, Computer Application & Research

Abstract- In the modern digital era, content marketing has become an important strategy for businesses to attract and engage customers through social media platforms. This study focuses on analyzing the impact of content marketing on customer engagement. The research examines how different types of content such as reels, videos, posts, blogs, and captions influence customer interaction and buying behaviour. The main objective of the study is to understand the importance of content marketing in digital marketing, identify the most preferred type of content, and measure customer engagement through likes, comments, shares, views, and interactions. The study also analyzes how social media content affects customer purchase decisions. A descriptive research design is used for the study. Both primary and secondary data are collected. Primary data is gathered through a structured questionnaire from 100 respondents, including students and working professionals who actively use social media platforms like Instagram, Facebook, and YouTube. Secondary data is collected from books, journals, articles, and online sources related to digital marketing and customer engagement. The collected data is analyzed using percentage methods, pie charts, and bar graphs. The findings reveal that reels, short videos, and informative content generate higher customer engagement compared to traditional content formats. The study also shows that engaging and creative content positively influences customer interest, trust, and buying behaviour. Overall, the research concludes that content marketing has a significant positive impact on customer engagement and plays an important role in improving brand awareness and customer relationships in the digital marketplace.

Keywords: Content Marketing, Customer Engagement, Digital Marketing, Social Media Marketing, Consumer Behaviour, Brand Awareness, Online Engagement, Reels and Short Videos, Social Media Content, Customer Interaction, Buying Behaviour, Instagram Marketing, Facebook Marketing, YouTube Marketing, Digital Communication, Online Branding.

I. INTRODUCTION

In today's digital era, content marketing has become a crucial strategy for businesses aiming to reach and engage their target audience. Unlike traditional marketing, which focuses on directly promoting products or services, content marketing emphasizes creating and sharing valuable, relevant, and consistent content that attracts, informs, and retains customers. With the rise of social media platforms such as Instagram, Facebook, YouTube, and blogs, businesses have a unique opportunity to communicate with their audience in a more interactive and personalized manner. Content marketing includes a variety of formats such as short videos, reels, static posts, blogs, infographics, stories, and captions. Each type of content plays a significant role in capturing the attention of users and keeping them engaged with the brand. The ultimate goal is to build a strong relationship with customers by providing information, entertainment, or solutions that meet their needs. Engaged customers are more likely to develop trust in a brand, recommend it to others, and make repeat purchases,

making engagement a key factor for business growth. Customer engagement refers to the interaction between a brand and its audience, which can be measured through likes, comments, shares, saves, clicks, and other online activities. High engagement levels indicate that the content resonates with the audience and encourages them to take action. Businesses use these metrics to assess the effectiveness of their content strategy and to refine their approach to meet audience expectations. This study focuses on analyzing the impact of content marketing on customer engagement. It aims to identify which types of content attract maximum attention, generate interactions, and influence buying behaviour. Understanding customer preferences and engagement patterns is essential for marketers, content creators, and small businesses to develop effective digital marketing strategies. With the increasing competition in the digital space, creating high-quality and engaging content is no longer optional; it is a necessity. This research not only highlights the importance of content marketing in building brand awareness and loyalty but also provides practical insights for businesses to connect better with their audience. Ultimately, the study



emphasizes how wellplanned and executed content can enhance customer engagement and contribute to overall business success in the digital marketplace.

II. OBJECTIVES

1. To understand the concept and importance of content marketing in digital marketing.
2. To study different types of content used on social media platforms such as reels, posts, videos, blogs, and captions.
3. To measure the level of customer engagement through likes, comments, shares, views, and interactions.
4. To identify which type of content attracts maximum attention and engagement from customers.
5. To analyze the impact of content marketing on customer buying behaviour and purchase decisions

III. HYPOTHESIS

Objective 1:

To understand the concept and importance of content marketing in digital marketing.

H0₁ (Null Hypothesis):

Content marketing has no important role in digital marketing.

H1₁ (Alternative Hypothesis):

Content marketing has an important role in digital marketing.

Objective 2:

To study different types of content used on social media platforms such as reels, posts, videos, blogs, and captions.

H0₂ (Null Hypothesis):

Different types of social media content do not affect customer engagement.

H1₂ (Alternative Hypothesis):

Different types of social media content affect customer engagement.

Objective 3:

To measure the level of customer engagement through likes, comments, shares, views, and interactions.

H0₃ (Null Hypothesis):

Content marketing does not increase customer engagement through likes, comments, shares, views, and interactions.

H1₃ (Alternative Hypothesis):

Content marketing increases customer engagement through likes, comments, shares, views, and interactions.

IV. LITERATURE REVIEW

Content marketing has emerged as an important strategy in digital marketing, focusing on creating valuable and relevant content to attract and engage customers. According to Pulizzi (2014), content marketing helps businesses build trust and long-term relationships with customers rather than directly pushing sales.

Effective content improves brand awareness and customer loyalty. Kotler, Kartajaya, and Setiawan (2017) explained that modern customers prefer informative and interactive communication through social media platforms.

They stated that digital content such as videos, blogs, and social media posts influence consumer behaviour more than traditional advertisements. Holliman and Rowley (2014) found that quality content increases customer engagement by encouraging participation through likes, comments, and shares.

Their study highlighted that engagement plays a key role in improving purchase intention and brand recall. Ashley and Tuten (2015) emphasized that creative social media content strategies lead to higher customer interaction and stronger brand communities.

They suggested that visual content like images and videos generates more engagement than plain text. Recent studies also show that consistent and customer-focused content helps small businesses achieve better reach and cost-effective promotion. Thus, literature clearly indicates that content marketing positively impacts customer engagement and business performance.

V. RESEARCH METHODOLOGY

The present study is based on a descriptive research design to understand the impact of content marketing on customer engagement. The research focuses on analyzing how different types of social media content such as reels, posts, videos, and captions influence customer interaction and behaviour. Both primary and secondary data have been used for the study. Primary data is collected through a structured questionnaire from social media users including students and working professionals, while secondary data is gathered from books, journals, articles, and online sources. Simple random sampling method is adopted, and the collected data is analyzed using percentage method, charts, and graphs for easy interpretation.

1 Sample Selection:

For the present study, the sample is selected from social media users who regularly use platforms such as Instagram, Facebook, and YouTube. The



respondents include college students, working professionals, and young consumers, as they are more active on digital platforms and frequently interact with online content. A simple random sampling method is used to ensure equal opportunity for all participants to be selected. A total sample size of 100–150 respondents is considered appropriate to collect reliable and meaningful data. This sample helps in understanding customer engagement behaviour and provides accurate insights into the effectiveness of content marketing.

Data Collection:

□ Primary Data Collection 1. Primary data is collected directly from social media users to understand their behaviour and engagement level. 2. A structured questionnaire is prepared to gather responses from respondents. 3. Surveys are conducted among college students, working professionals, and active social media users. 4. Online tools such as Google Forms and personal interactions are used to collect responses. 5. Questions are related to content preference, likes, comments, shares, and purchase decisions.

□ Secondary Data Collection

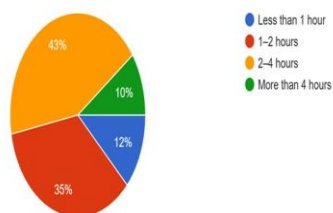
Secondary data is collected from books, research papers, journals, and articles related to digital marketing and content marketing. 2. Information is also gathered from websites, blogs, and online reports. 3. Social media analytics and engagement statistics are referred to for better understanding. 4. Previous studies and published research are used to support theoretical concepts.

VI. DATA ANALYSIS & INTERPRETATION

1 How much time do you spend daily on social media?

Less than 1 hour	32%
1–2 hours	32%
2–4 hours	34%
More than 4 hours	2%

4. How much time do you spend daily on social media?
100 responses



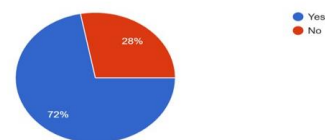
Interpretation:

The above chart shows the daily time spent by respondents on social media. Out of 100 respondents, 43% spend 2–4 hours daily on social media, followed by 35% who spend 1–2 hours. Around 12% spend less than 1 hour, while 10% spend more than 4 hours daily. This indicates that most respondents spend a considerable amount of time on social media, which increases their exposure to content marketing and online engagement.

2 Do you follow brand/business pages on social media?

Yes	72%
No	28%

5. Do you follow brand/business pages on social media?
100 responses



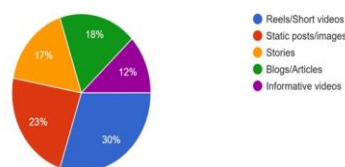
Interpretation:

The above chart shows whether respondents follow brand or business pages on social media. Out of 100 respondents, 72% follow brand/business pages, while 28% do not follow such pages. This indicates that the majority of social media users are interested in brand-related content, which increases the importance of content marketing for customer engagement.

3 Which type of content do you prefer the most?

Reels/Short videos	30%
Static posts/images	23%
Stories	17%
Blogs/Articles	18%
Informative videos	12%

6. Which type of content do you prefer the most?
100 responses





Interpretation

Out of 100 respondents, the majority of 30% prefer Reels/Short videos, followed by 23% who prefer Static posts/images, 18% prefer Blogs/Articles, 17% prefer Stories, and the remaining 12% prefer Informative videos. This indicates that most users favor short-form, visually engaging content over long-form formats. Such high preference for Reels and Short videos suggests that brands should prioritize dynamic video content in their social media strategy to effectively capture audience attention and drive higher engagement

VI. FINDINGS

The study found that the majority of respondents belong to the 18–25 age group, showing that young people are more active on social media platforms. Most respondents are students and working professionals, which indicates that these groups are highly engaged with digital content and online marketing activities.

The findings show that Instagram, Facebook, and YouTube are the most commonly used social media platforms among respondents.

It was observed that most respondents spend around 2–4 hours daily on social media, increasing their exposure to content marketing.

Reels, short videos, and informative content were found to attract more attention and engagement compared to normal posts or blogs.

VII. CONCLUSION

The present study was conducted to understand the role of content marketing in digital marketing and its impact on customer engagement, with a sample size of 100 respondents.

The findings of the study reveal that the majority of respondents belong to the 18–25 age group (39%), followed by the 26–35 age group (34%), indicating that young adults are the most active consumers of digital content. Most respondents are students (38%) and working professionals (32%), who spend considerable time on social media, with 43% spending 2–4 hours daily. YouTube, Instagram, and Facebook emerged as the most widely used platforms, highlighting their significance as key channels for content marketing.

The study further reveals that 72% of respondents follow brand or business pages on social media, demonstrating a strong inclination towards brand-related content. Among content formats, Reels and Short videos (30%) are the most preferred, followed by Static posts and Blogs. Entertaining content

(46%) was found to attract users the most, while customer reviews (36%) were identified as the most influential content type in driving purchase decisions.

In terms of engagement behavior, 54% of respondents sometimes react to brand posts, 69% comment or share content they like, and 34% most frequently comment on content. Additionally, 81% agreed that good captions and creative content increase their interest, and 69% have made a purchase after seeing a product on social media, confirming the direct impact of content marketing on consumer buying behavior.

Overall, the study concludes that content marketing plays a significant and important role in digital marketing by effectively driving customer engagement, influencing purchasing decisions, and strengthening brand presence on social media platforms. Brands that invest in creative, entertaining, and audience-focused content are more likely to achieve higher engagement and better business outcomes in today's digital landscape.

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