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Research paper

To analyze Consumer Satisfaction level in Digital Content Marketing with Emphasis on Shopping Websites

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Abstract

It has been in trend that all the content is designed according to the customer's need and which provides some kind of information that can benefit a customer. In this research, an effort has been made for understanding the use and importance of digital content marketing strategy deployed by companies/ websites to gain new customers and securing the key customers, evaluating the content marketing factors which are responsible for the consumer's buying behavior and analyzing their satisfaction are the main objectives. People living in Delhi NCR were taken as samples and the framework of the structured questionnaire examined content marketing factors which nowadays companies acquired to increase their sales growth and market value. Questionnaire was divided into 3 parts: Demographic Profiles of the respondents, Content Profile includes all the factors which are essential to make content of a website more reliable and effective and the last phase is satisfaction profile which examines the satisfactory score of the consumers while preferring a particular website to shop online great content can also determine the level of sales. The results, were analyzed and it emerged that digital content marketing has a high significant impact on customers, and it is an important marketing tool type which cannot be ignored by websites or companies. Content marketing strategy should include some feature which can help to gain more satisfaction are properly designed in terms of spacing, language, edit cart feature, security logo display, offers and discount should be available on special occasions and festivals, feedback and review display for each product, live chat option service for 24*7 times, accurate and reliable information about the product should be on website. Customer satisfaction level was measured in terms of brand education, financial benefit and recommendation.

Keywords: *Content development; Customer satisfaction; Digital content marketing; Digital Marketing; Digital Strateg*

1. Introduction

As the technology is growing day by day and so does the usage of internet. It has allowed huge number of people to connect with the world and thereby, enhance the connectivity the world population. This provide a huge opportunity to connect with the worldwide customers through the internet. It is a very fast and reliable way for obtaining the useful information and hence it is preferred and frequently used by online retailers, or marketers. Even most of the businessmen are trying to tap customers through online platform and in order to do this they are shifting from traditional marketing to digital platforms. A good and satisfactory content could make consumers to build a link between the brand and product. After demonetization, corporates are struggling to create an effective and reliable digital content in the networked world in order to have new customers and retain existing ones. Online marketers have to adopt all the latest and different kind of marketing strategies because there is has been a huge increment in the number of online shoppers. There are many strategies that are considered to be important among which the content marketing is the one having most vital role in the digital content marketing.

2. Content and Digital Content Marketing

Content marketing is about the creation of an attractive content and also sharing of it with a motive of promotion of a product or a

brand. As the reach of the customers is increasing and also the information available on internet is huge, it makes the customer more informed, more knowledgeable. This leads to increased hopes of customers and an increased buying power than the online retailers. Their buying behavior has been changed now as number of choices also increased. Product comparison is easy for them now and different prices are also available. As there is a feedback option about a product on every website, so it also makes customer to check out the reviews, or the blogs in the real time and hence their purchase behavior changes. When websites provide an accurate information and a good product description than it may ultimately result in the increased satisfaction of the customer and hence customer may come back for making a new purchase which lead to customer retention. Mostly companies nowadays prefer content marketing to meet customer expectations. Some the examples of content features which could be considered are:

- Easy to share
- Easy to understand
- Valuable/ Original
- Easy to access

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- Innovative
- Informative
- Enjoyable
- Accurate

Digital content marketing is focused on converting the potential customers into customers and customers into consumers. It can be done by using various content marketing strategies like page design, attractive colors, providing accurate information etc. Rolex brand which is an old - fashioned brand but they reconciles its classic image with modern content marketing strategies by producing beautiful product images for social media. Another example of corporate accepting content marketing strategies is, Random House is a book publishing company, content shown on their website is always full of inspiration and innovative for their team members and their readers.

3. Determinants of Customer Satisfaction and their Importance in Digital Content Marketing

The value created by the product is an important factor in formation of customer satisfaction which plays an important role in gratifying the consumer's purchasing behaviors. The essentials of content marketing which ensures customer satisfaction are as followings:

- Innovative and Attractive
- Educative
- Accuracy
- Fulfillment of expectations(Relevant)
- Recommend to others
- Easy to understand
- Valuable/ Original
- Easily accessible/ sharable
- Value for Product
- Trustworthiness/ Loyal
- Recommend for Future Purchase

The determinants which are taken into consideration in this paper which additionally make advantage to ensure customer satisfaction with special reference to shopping websites:

- Looks unique
- Live Chat Options
- Security Logo Feature
- Large Logo of Offers and Discounts
- Zoom feature of Product Display
- Colors and Graphics/ Designs used for Product Display
- Exclusive Sales Offers
- Product Review and Feedback Facility
- Guest User Option

The customer satisfaction depends on the effectiveness and efficacy of digital content strategy used by particular website. When the consumer purchases the product, which meets the expectation of consumer, then he/she comments on the blogs and product page would be quite positive, which is of great importance for the company in terms of gaining new consumers.

The services offered by online retailers can be arranged into following categories:

- Pre-sales
- Sales
- Post-sales

Pre-sale phase includes all the struggles to draw the attention of customers by providing easy access option to the reasonable prices. During the sales phase, the online customers buying activity takes place by giving order and payment services get done. Post-sale as last phase shows long term communication with customer, providing solutions of problems and related services. There are many startups starting in India and falling very soon too. It has been found that most of them failed due to the use of a not so strong or significant content. They were not focused on developing a fruitful content or they failed to adopt the content marketing skills which resulted in the failure of their business or websites. Same thing is happening with most of the e-commerce websites too whether they are only limited to do business in Delhi NCR like YUMIST mobile app for food and beverages, abof, kooves or any other ecommerce website. It is very important for them to understand the complexities of the content marketing in digital world in order to beat the competition or at-least for the survival

4. Literature Review

(Rust, Lemon, & Zeithaml, 2002) defined the concept of content marketing as the e-service or a digital way to transfer services or goods as information service. The most essential and primary value exchanged between the two parties is information and is an indication to suggest that it's mainly used to satisfy the need for information. Hence, they define the concept of digital content marketing as providing value to customers in terms of delivering the information of services or goods according to their satisfaction. (Koiso-Kanttila, 2004) Confined their study on "content marketing research and kept their primary focus on the digital content market has been on the applicable business models for success in the music, newspaper and magazine productions". According to (Rowley, 2008), the importance of digital content to corporate and society grows; the researcher specified that it is important to observe and follow a universal perception and nature of digital content marketing (DCM). According to them, "digital content is defined as: 'bit-based items distributed through any electronic channels or mediums'". A structured analysis was piloted by them on the basis of a regular of questions in order to surface some of the exclusive characteristics of digital content marketing. The analysis was conducted by a literature analysis, and the (Rust, Lemon, & Zeithaml, 2002) investigation of several websites which are carrying different types of digital content. After analysis the conclusion summarized the unique characteristics of digital content.

5. Theoretical Model

Many researchers had developed models to measure customer satisfaction in terms of content concept, and strategies for digital content marketing. Their study mainly focused on the impact of the efforts in developing an idea of 'value' in the agenda of digital content, and its significances for value chain buildings, pricing strategies, market communications with target audience and branding, and licensing and digital rights management. According to (Christensen, 2014), a new trend content marketing (CM), focused on content related information delivered to the consumers in order to provide them with something valuable. This marketing strategy focused on creating the loyalty towards the brand which ultimately increases the chances of purchase. There will always be a need for a good and valuable content as our society; our customers are going through a phase of transformation towards value seeking. More interest towards the brand or the brand value has been recorded from the side of the customers. So according to him, "Digital Content Marketing- focuses on conversation, co- creation and relationship with the costumers, rather than the selling of the product". Coca-Cola is also one of the companies who have adopted this strategy. The clear aim was to find an answer to the problem statement of whether Content Marketing which an innovative strategy is opposed to traditional marking and new marketing, with outset in the case of Coca-Cola. (Georgieva & Djoukanova, 2014) They illustrate the opportunities that digital content creates for companies to support their online brands. Research shows the importance of content in digital marketing and adopts a managerial perspective. The levels of the digital content marketing process were identified as planning, creation and distribution process. The strategic decisions and activities in each step of the process discovered how the digital content can be used like a tool to build brand equity. The brand equity building process is embed-

ded with the content distribution phase when different distribution plans create branding effects, like it increases the brand visibility online, a satisfactory user experience, better personalization, leadership associations, and increased user interaction. In turn, these effects can result increased customer satisfaction, better brand awareness and can create positive brand associations. According to (Andaç, Akbıyık, & Karkar, 2016) each kind of the content whether it is in written, or a video should be designed such that it benefits the customer. This allows the consumers to create a link between the brand and the product. Therefore, any integrated and informative content about the brand, products or the services through digital medium can be defined as digital content marketing. The consumers realizing the consumer converted into the customer with the positive effect from the content concept which nowadays companies are acquiring. With the created content admired by consumers, customer satisfaction level is believed to enhance as well. As a result, it was understood that digital content marketing has a high significant impact on consumers satisfaction, and it is thus becoming an emerging marketing style which needs to be focused on methodically by brands or companies. It is not easy to gain customer loyalty by using traditional marketing methods. Further, understanding the customer, finding their needs and communicating with them become possible with the procedure of digital content marketing.

Here, in this research paper a new model has been developed to measure satisfaction of the customers through the online shopping websites when they shop online. This model is a hybrid of many models which are discussed in literature review and fill the gaps including some more features which are explaining the framework of a website should be. It is essential to introduce those factors and dimensions which are explaining the features of content uniquely and they are proposed in this model only. This model has been named as MeaCSIOS model i.e measuring customer satisfaction in terms of content marketing when they shop online.

6. MeaCSIOS Model

Based on literature review, hypothesized model was constructed and declarations were framed around five dimensions of measuring satisfaction and seventeen dimensions measuring the attributes of content marketing. This model is created using SPSS AMOS tool.

The five dimensions of measuring satisfaction are:

1. Customer loyalty
2. Customer convenience
3. Customer brand education
4. Customer financial benefit
5. Customer recommendation

The seventeen dimensions of content marketing attributes considered in the Mea CSIOS model were:

1. Image Quality
2. Color display
3. Zooming feature
4. Lightning
5. Language
6. Information for product category
7. Search option
8. Information about product Feature and specifications
9. Security logo
10. Logo
11. Sale of products
12. Accuracy of information
13. Buttons
4. Live chat option
15. Edit cart feature
16. Content spacing
17. Review feedback Display

7. Research Methodology

The exploratory study is based on primary data with a sample size of 150 respondents living in Delhi NCR. Secondary sources are collected through Internet sources, journals, books and some published research papers. Self- structured questionnaire was used for the sample survey and consists of two major sections. The first section proposed to collect the demographic factors of the respondents, the second segment proposed to collect the various thoughts or views of the respondents, containing questions about the factors of digital content marketing affecting the customer's satisfaction when they shop online, with special emphasis on shopping websites. A five-point Likert scale ranging from strongly agree option to strongly disagree option is used to capture the consumer's responses. The different statements regarding the various factors of content marketing affecting the consumer's buying behavior decisions towards online shopping were generated based on literature review in an iterative manner.

Data analysis process was done via IBM SPSS software for finding frequencies of Demographic profile, performing reliability test and then exploratory factor analysis. AMOS software was used to propose a model with the help of Confirmatory factor analysis for this study and to performing path analysis diagram for findings results regarding evaluating the customer satisfaction with impact of digital content marketing attributes when they shop online (pre-sales, sales and post- sales services). The statistical analysis methods hired for this study was Exploratory and Confirmatory Factor Analysis.

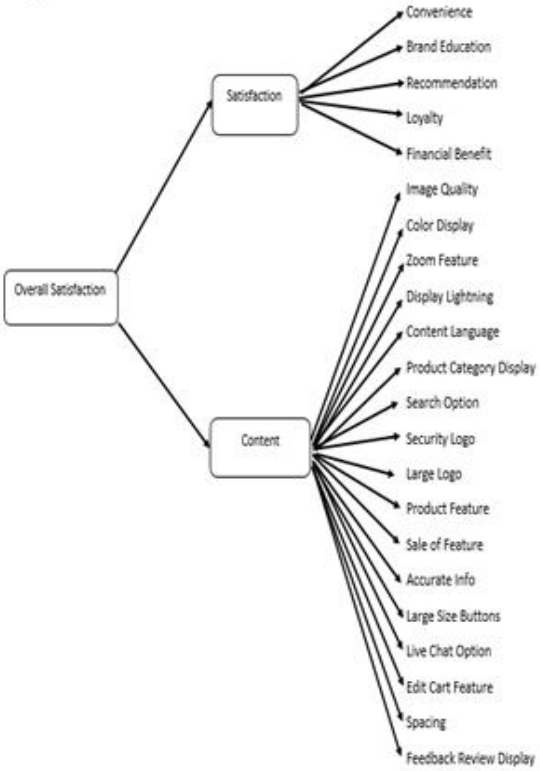

Fig. 1: Self constructed Hypothesized Model

8. Research Analysis and Interpretation

Data was collected by personally contacting with the respon dents through online medium and clarifying in detail about the survey, the break-up of which are given below:

Table 1. demographic profile of all respondents (n=150)

		Frequency	Percent
Gender	Male	83	55.3
	Female	67	44.7

	Total	150	100
Age	15-25	90	60
	26-35	39	26
	36-45	12	8
	46-55	7	4.7
	>55	2	1.3
	Total	150	100
Marital Status	Married	56	37.2
	Unmarried	94	62.7
	Total	150	100

As a result it was also shown that 91.3% of the respondents/users have daily internet access for any work either personal or professional, 94.7% of the respondents prefer online shopping whereas few of them preferred offline shopping with their family and friends, 59.3% of respondents who like to do online shopping, they shop online for all kind of products whereas 20.7% do not prefer online shopping for all kind of products and 75.3% of the respondents are fully satisfied with the services provided by the online retails of shopping website when they shop online. Services though which customers are satisfied are be pre-sales, sales and after sales. Cronbach alpha value for the scale items with 31 items was calculated and was found to be 0.947

9. Exploratory Factor Analysis

The exploratory factor analysis is used in order to identify the factor affecting the consumer buying behaviour or determining the consumer satisfaction when they shop online from 150 respondents in ncr region. Kaiser-meyer-olk in measure of sampling adequacy which is used to test the sampling adequacy, found to be 0.955. It specified that the sample is good enough for sampling. The overall significance of correlation matrix is tested with bartlett test of sphericity for support for the validity of the factor analysis of the dataset.

Table 2: Descriptive Analysis

	Mean	Std. Deviation
Content1	3.9	1.17439
content2	3.8867	1.15588
content3	3.98	1.15549
content4	3.7533	1.1229
content5	3.8933	1.07533
content6	4	1.11126
content7	4.0267	1.14074
content8	4.04	1.10448
content9	3.8067	1.10943
content10	3.8533	1.0452
content11	3.92	1.10229
content12	4.0467	1.18908
content13	4.0467	1.07651
content14	3.7933	1.13691
content15	4.0733	1.08743
content16	3.94	1.06959
content17	4.14	1.15874
satisfaction1	4.1867	0.96507
satisfaction2	3.76	0.96711
satisfaction3	4.14	0.95559
satisfaction4	4.2	0.84345
satisfaction5	4.4067	0.88307

In the below table, univariate option was used for factor analysis. The variables which are having the higher value of mean (i.e. Review and feedback display (content 17), edit cart feature (content 12), accurate info display (content 13), customer brand education (satisfaction 5), customer convenience (satisfaction 2) etc.) Are considered important and these were considered to have a more dominative effect on customer satisfaction in terms of digital content marketing when they shop online.

After checking the reliability and further performing the factor analysis for reductions of variables, the data was tested for sampling adequacy, 0.955 keiser-myer-olkin score, which is greater than 0.8 which confirmed sampling adequacy. This score determines that response given with sample is considered satisfactory for further analysis. Bartlett's test of sphericity came out to be 0.00.

Table 3

	Initial	Extraction
Content1	1	0.711
content2	1	0.699
content3	1	0.686
content4	1	0.702
content5	1	0.718
content6	1	0.784
content7	1	0.772
content8	1	0.811
content9	1	0.663
content10	1	0.65
content11	1	0.716
content12	1	0.726
content13	1	0.784
content14	1	0.666
content15	1	0.789
content16	1	0.721
content17	1	0.85
satisfaction1	1	0.553
satisfaction2	1	0.529
satisfaction3	1	0.644
satisfaction4	1	0.625
satisfaction5	1	0.758

In above table, communalities in SPSS shows what amount of variance is accounted for each variable. Basically, communalities are defined as indication of estimate values of the variance in each variable accounted for by all components. Last column showed that the extracted variance of the variables. Ex- 85.0% of variance associated with Content17 variable. It has been said as discipline that only those factors will be accepted for any further analysis that are having a value more than 0.5.

Table 4: Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared		
Component	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	13.66	62.095	62.095	13.661	62.095	62.095	11.859	53.906	53.906
2	1.895	8.614	70.709	1.895	8.614	70.709	3.697	16.803	70.709
3	0.911	4.141	74.85						

Extraction Method

(Principal Component Analysis.)

In the above table, there were 22 total variance which explained the linear factors. All the variables which are having eigenvalues

greater than 1 were extracted by spss and only two factors were obtained after the principal component analysis.
The rotated component matrix is obtained as the main output of PCA i.e. principal component matrix. It shows the estimates correlations between every variable and the estimated components. In the below table 5, variables which are extracted are shown with their estimated factor loadings.

Table 5: Rotated scores of factors obtained (Varimax rotation)

Extracted Factors	Factor Loadings
Factor score1	.823, .808, .784, .824, .824, .848, .842, .843, .796,.788, .794, .815, .864
Factor score2	.620, .727, .771, .754, .777

Two factors are extracted from the factor analysis and these tables arenamed as: factor score1 = content
Factor score2= Satisfaction
After the exploratory factor analysis, the confirmatory factor analysis was performed on the data for the confirmation whether the two factors extracted were sufficient to explain the satisfaction of the customers when they shop online. After that, AMOS was used to calculate the factor loading and R2.

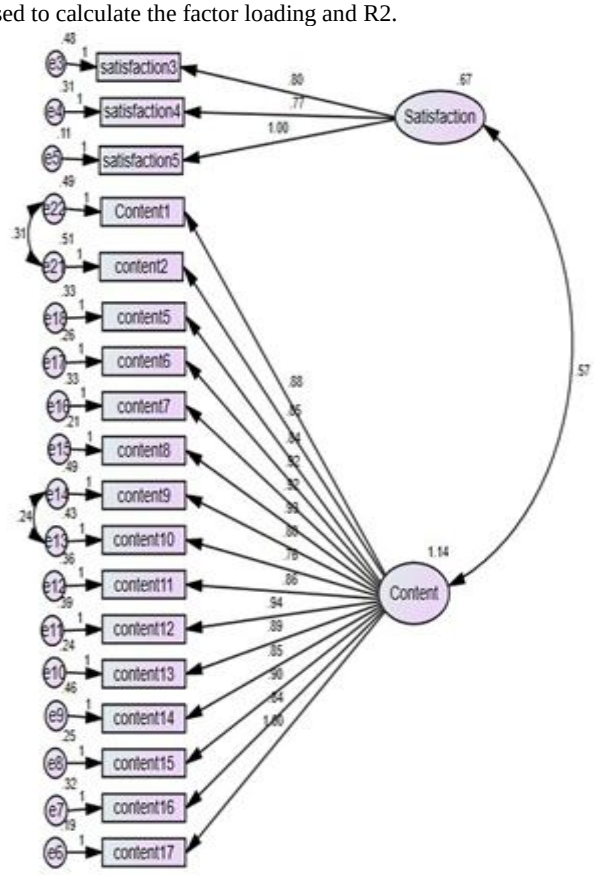

Fig. 2: Actual Model using AMOS

This diagram shows the factor loading above 0.5 for all the calculated variables on the latent variable which is satisfaction of customers in terms of content marketing when they shop online. Highest factor loading is for content17 (review and feedback display) and satisfaction 5(customer recommendation). The r2 (squared multiple correlation) is used to explain the amount of variance that all common factors have in the observed variables. The highest value for r^2 is 51% of the variance in the variable content 2 i.e. content color display, and minimum value for r^2 is 11% of the variance in the variable satisfaction 5.
Customer recommendation. In this way, the factors with their R2 values of the variance are as follows

Table 6: R2 Values and Factor Loadings

Variables	Factor Loadings	R^2 values
Customer brand education	0.8	0.48
Customer financial benefit	0.77	0.31
Customer recommendation	1	0.11
Image Quality	0.88	0.49
Color display	0.85	0.51
Language	0.84	0.33
Information about product category	0.92	0.26
Search option	0.92	0.33
Information about product Feature and specification	0.93	0.21
Security logo	0.8	0.49
Logo	0.76	0.43
Content about sales of products	0.86	0.36
Accuracy of information	0.94	0.39
Buttons	0.89	0.24
Live chat option	0.85	0.46
Edit cart feature	0.9	0.25
Spacing	0.84	0.32
Review feedback	1	0.19

Satisfaction1 (loyalty), satisfaction2 (convenience), content3 (zoom feature) and content4 (lightning feature), these variables are extracted from the proposed model. This means that these variables are not so important to analyze the impact of digital content marketing on customer satisfaction when they shop online from shopping websites.
The summary fit tables have explained the values of some terms which have minimum criterion to show a good fit model like CMIN/DF, RMR, RFI, CFI etc. Estimates values of these figures shows a good fit for the model.

10. Results and Discussion

1. Findings from Exploratory FactorAnalysis:

- The value of KMO (Kaiser-Meyer-Olkin)measure of sampling adequacy is0.94 which shows that sample is good to proceed for the further analysis.
- The significance level of Bartlett test of Sphericity for maintaining the validity of the factor analysis of the variables are found to be.000.
- The rotated component matrix has extracted values of each factor under the category of 2 variables/components.

2. Findings from Confirmatory Factor Analysis:

- Some variables are extracted from the theoretical proposed model. Variables which are not considered as important for customer satisfaction case when they shop online are loyalty and convenience. Zoom and lightning feature are also excluded from the content marketing attributes after applying the test on proposed model.
- Content marketing strategy should include some feature which can help to gain more satisfaction are: content should be properly designed in terms of spacing, language, edit cart feature, security logo display, offers and discount should be available on special occasions and festivals, feedback and review display for each product, live chat option service for 24*7 times, accurate and reliable information about the product should be on website.
- Customer satisfaction level is measured in terms of brand education, financial benefit and recommendation. Customer prefer same website for future purchase and recommend it to friends/family. Customer also get aware about new brands which are available in the market in latest trends and offers/discounts provides them financial benefits at the time of festival or special occasions.

- The model fit values for the above CFA test were also found and shown below in the table

Table 7: Obtain values for Model Fit

Model Fit Parameter	Fit Standard Criterion	Estimated value
CMIN/DF	Below 5.000	1.714
P-value	.000	.000
GFI (goodness-of-fit statistic)	Above 0.95	0.95
AGFI (adjusted Goodness of fit statistic)	Above 0.90	0.91
CFI (comparative fix index)	Above 0.95	0.966
PCFI	Below 0.05	0.00
PCLOSE	Above 0.05	0.023
RMSEA (root mean square Error of approximation)	Below 0.08	0.069
TLI (Tucker Lewis index)	Above 0.95	0.96
RMR (root mean square residual)	Below 0.05	0.37

11. Conclusion

This paper claims that digital content marketing is the most vital element in digital marketing field. In order to survive in the market, every website must have a strong and attractive content so that customer satisfaction can be achieved at its best. To prove the point that has been in the proposed model in the beginning of this paper an effort is made to analyze the customer satisfaction level from the content marketing attributes when people shop online. Inthismodel,5 factors of the customer satisfaction and 17 attributes of content marketing were taken to establish a relations hip between satisfaction and content marketing attributes. The conclusion drawn after applying some statistical tests like EFA and CFA was that 2 factors namely loyalty and convenience were not having any significant effect on customer satisfaction level and 2 attributes namely zoom feature and lightning display were also not having any effect on customer satisfaction while all other factors having significant relationship between satisfaction and content attributes. It has been clearly understood from the obtained model after analysis that a good content clearly leads to customer satisfaction. A marketer at the time of making a content marketing strategy, include some important features to gain satisfaction from customers are: large logos of security sign, offers/discounts will be available to attract customers, audio, visual and written content should be with proper understanding(language, spacing, buttons, live chat feature, feedback display). Therefore, it is suggested that in case of online shopping websites, a strong content should be designed with robust content marketing strategies. The content should be creative and attractive in order to gain customers satisfaction in terms of financial benefit, brand education and recommendation.

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