

A STUDY ON CONTENT MARKETING EFFICIENCY FOR B-2-C FIRMS IN MAHARASHTRA: CHALLENGES AND FUTURE OPPORTUNITIES

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Abstract

The objective of the current investigation is to determine the effectiveness of content marketing for B-2-C businesses in Maharashtra and to identify challenges and potential future opportunities. This research assists in examining the link between Brand awareness and Trust building with B-2-C Firms in Maharashtra and tracks significant distinctions between Content Marketing Efficiency and B-2-C Firms in Maharashtra. Regression was used in the present research to test the hypothesis after data from 155 B2C customers in Maharashtra were obtained. There were 60% women and 40% men. The decision rule said that if the calculated P-value was larger than the critical value, the null hypothesis would be adopted (0.05). Marketing with content helps people and is valuable. It provides fundamental information that is important and provides answers to issues. In the end, this puts the customer, or receiver, in a position where he is aware and informed enough to make a decision about a future purchase or, in light of having this information, may recommend the purchase to his friends, family, or superiors. When running marketing campaigns using the business-to-business and business-to-customer models, it is employed by marketers from both big and small firms.

Keywords: *Strategic Marketing, Content marketing, E-commerce; Marketing Management, B-2-C*

1. Introduction

Content is the king of the market. It plays a detrimental role in attracting, acquiring and retaining the customers from time to time. E-Commerce is the competitive industry. Content

marketing has emerged as the business strategy for the organizations. Social networks grew as Internet use increased, opening them another route for marketers to reach customers at home. Consumer marketers still like Facebook, which was once known as "The Facebook," which launched in 2003. When Twitter entered the social network club in 2006, marketers used it right away to have in-the-moment interactions with customers about their goods and other topics. When YouTube first emerged in 2005, it set a revolutionary precedent for using videos in content marketing (Hollebeek, 2019). The web is now dominated by large corporations, and social media platforms have taken the place of conventional advertising channels. Without using content marketing in its contemporary form, it is almost impossible for a B2C or B2B company to prosper. Traditional marketing channels have been shattered in recent years by the proliferation of digital platforms. Brands must manage a number of contact points and tailor their messaging for each situation and platform in order to effectively engage customers (Gainous, 2021).

According to (Raj., 2017), digitalization has permeated practically every corporate industry. The extensive usage of social media and internet access has contributed to the expansion of the digital market. India's youth are computer savvy and use internet platforms to explore their businesses. In order to reach the greatest number of consumers, marketing and advertising have been significantly impacted by digitalization. The electronic network, as (Sharma, 2017) noted, makes transactions quick and accessible, enables individuals to explore a broader variety of commodities, find a particular product, and compare costs more readily. This is only feasible because different enterprises may use an e-commerce platform. This aids in the business's more rapid expansion. The goal of current study is to better understand how e-commerce and content marketing relate to B2B transactions.

1.1.Theoretical Background

(Wang, 2019) observed that the conventional four Ps have been replaced by the frameworks of solution, access, value, and education. Instead of concentrating on the selling cycle, this aids in educating the consumer. A more customer-focused network results from valuable content, which may result in increased sales. Consequently, the purpose of employing content marketing in company is to increase leads, establish a customer base, and promote brand engagement. (Qin, 2020) Describe how connecting the corporate identity with the creation of marketing content helps to grow the corporate brand and how successful content

marketing is for corporate branding. The major objective of content marketing strategy is to build brand equity to support growth, and interesting and quality material may be shared in a variety of ways. The finest marketing strategy for establishing a company's brand and forging a dominant position in cutthroat B2B marketplaces, according to the author, is content marketing. The study mentioned above explains the purpose and value of content marketing.

1.2.E-Commerce Industry

India's web based business industry is exceptionally aggressive. Various marketers and global businesses vie for the biggest piece of the market (Fan, 2020). In the nearby market, Flipkart and Myntra were the main competitors. Most of respondents inclined toward permitting web based business stages to send items to India following the Covid closure in a survey that was directed in May 2020.

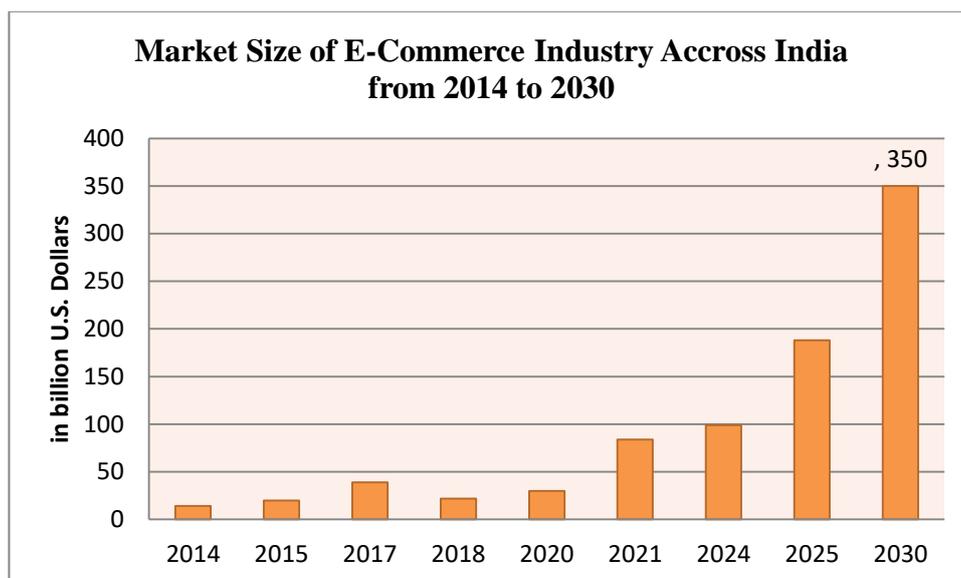


Figure 1: Market Size of E-commerce Industry (Statista, 2022)

India has a great deal of potential in the web based business sector due to the rising number of web clients and the ideal market conditions. The market size of India's online business sector, which is extending dramatically, was more than 22 billion US dollars in 2018. By 2030, it was anticipated that this sum will add up to 350 billion US dollars according to the (Statista, 2022).

Several factors are responsible for the e-commerce industry's rising expansion. One of the numerous factors driving the rise of digital sales in India is the digitization of the economy and the availability of affordable internet to the general public. According to estimates, India's e-commerce sales increased by 25% in 2018 (Statista, 2022). However, it was expected that the growth rate would see a modest decline in 2022. As a result, there is now more opportunity to generate income. In 2018, India's retail e-commerce users generated more than 50 dollars in income each. By 2024, it was predicted to reach 75 dollars according to the (Statista, 2022).

1.3.Overview of Content Marketing

By delivering and spreading relevant articles, recordings, webcasts, and different media, content marketing is a marketing strategy used to attract, clutch, and grow a crowd of people. At the point when now is the ideal time to buy what you offer, individuals will consider your organization first on account of this system's advancement of brand acknowledgment and foundation of skill (Salminen, 2019). By creating and scattering data in various ways, a content marketing technique positions your business as an idea chief and increments crowd trust. A superb strategy for inbound marketing for keeping purchasers is content marketing, which attracts new ones and cultivates faithfulness. The creation and scattering of appropriate, accommodating material — like web journals, bulletins, white papers, virtual entertainment postings, messages, recordings, and comparable things — to existing and future clients is known as content marketing. At the point when your objective market sees your business as an accomplice put resources into their prosperity and a dependable wellspring of data and course, they are bound to pick you when the opportunity arrives to make a buy (Institute., 2020).

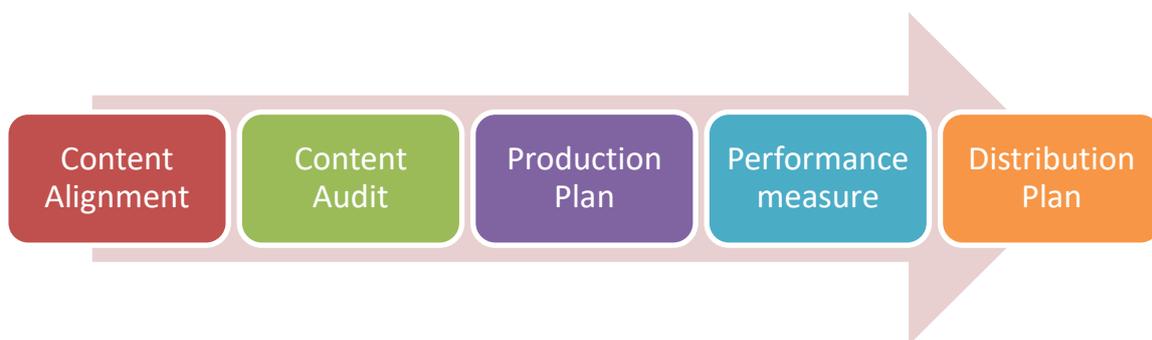


Figure 2: 5 Phases of Effective Content Strategy

1.3.1. Benefits of Content Marketing

- *Increase online visibility:* A content strategy may help you increase your online presence and draw more consumers and website visits, particularly at a time when people are actively seeking for answers to their problems. You may get more online exposure by providing them with instructional and interesting information on a subject they are interested in via your website or social media profiles.
- *Boost loyalty:* Increasing client loyalty is important for marketing and business since it encourages recurring purchases from consumers. Providing customers with educational information might help them start to trust your brand and see you as a thought leader.
- *Increase authority:* Producing content is the best way to raise your profile and establish yourself as a thought leader in your field. In addition to aiding in the development of trust, content positions your business as the most knowledgeable on a given subject.

1.4. Case Study

1.4.1. Twitter

The objective of Amazon's Twitter crusade is to elevate its additional administrations to its 2.7 million adherents, including Prime Video and Amazon Music (Report, 2020) . It is just a content-centered publicizing method. The Amazon Twitter account is likewise used to get out the word about the various activities and improvements the firm is dealing with as well as to advance the blog material of the organization, the majority of which gives private venture counsel to individuals who sell on Amazon. Amazon utilizes Twitter generally as a mode for content marketing as opposed to create direct deals, yet it likewise does this to construct and keep a functioning local area of buyers and to push as a significant number of them into Prime participation (Wang, 2019).

1.5. Challenges For B2C Content Marketers

To choose their top five challenges from a list that included the following:

- Recognizing and selecting the technologies we need (31%)
- Making use of the technology that is already in place (24%)

- Lack of support or commitment from higher-ups (23%).
- Insufficient integration in marketing (22%)
- Knowledge and competence gaps among the internal staff (21%)
- Locating or educating qualified content marketers or content producers (18%)
- Other (6%)
- No difficulties (1%)

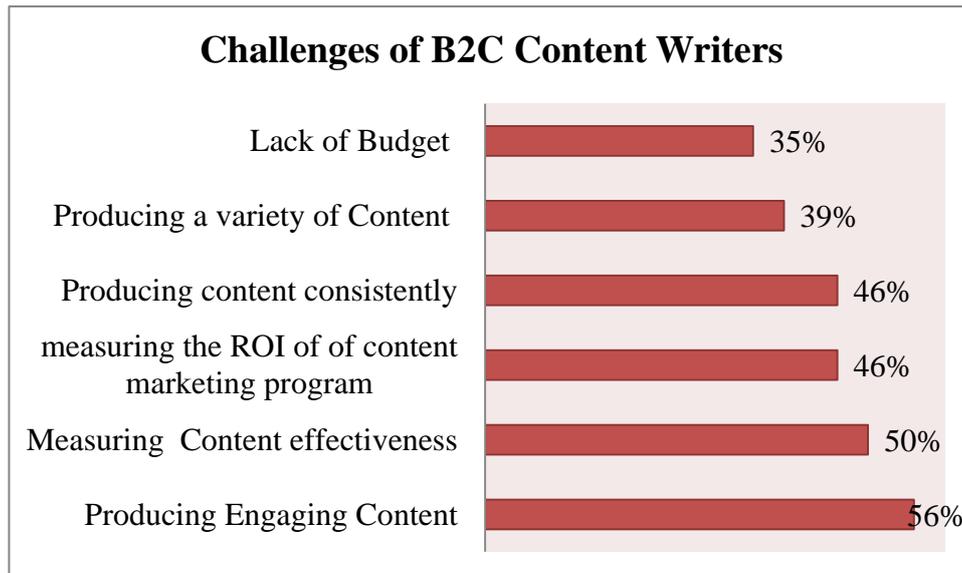


Figure 3: Challenges (2016 Content Marketing Institute Survey)

The obstacles experienced by B2B and B2C marketers are comparable, however B2C marketers have more difficulties when it comes to understanding and selecting technology (31% vs. 24% B2B) and putting that technology into practise (24% vs. 18% B2B) as per the 2016 Content Marketing Institute Survey.

1.6.Future Opportunities For B2C Firms

- Improved audience comprehension (38%)
- Developing our storytelling skills (37%)
- Personalization of the content (29%)
- Developing their writing skills (20%)
- Curation of content (20%)
- Other (2%)
- This year, no priority (2%)

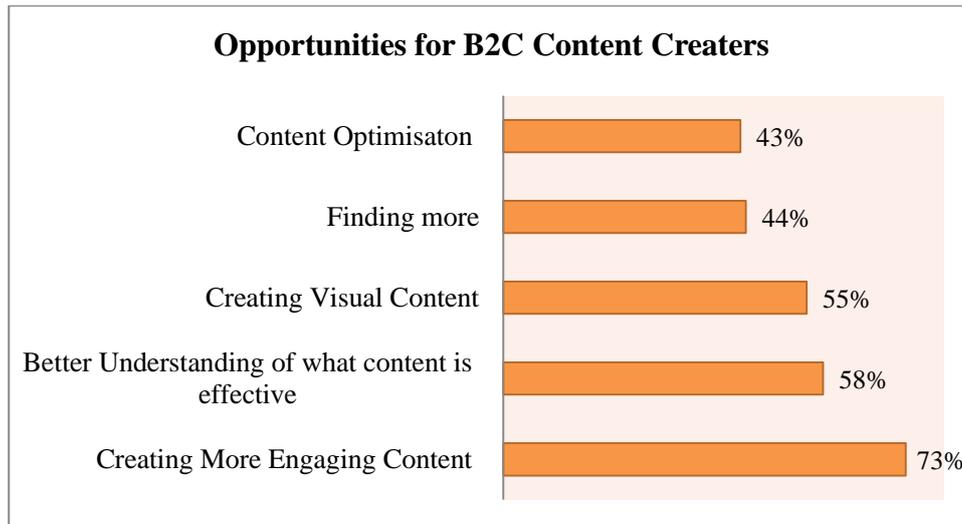


Figure 4: Opportunities (Forrester, 2020)

No matter how successful the marketer or how big the firm, producing more engaging content remained the #1 goal in 2017. The priorities of B2C and B2B marketers are comparable. Finding new and better methods to reuse content is where there is the largest discrepancy (44% of B2C marketers stated it was a priority vs. 57% of B2B marketers) as per the (Forrester, 2020).

1.7. Research Objectives

- To Examine the Relationship between the raising brand awareness and Customers of B2C firms in Maharashtra.
- To determine the Positive Relationship between the building credibility/trust and Customers of B2C firms in Maharashtra.
- To Determine the Challenges and Future Opportunities of Content Marketing for B2C firms.

1.8. Research Hypothesis

H0A: Raising Brand Awareness does not play a significant role on the B2C firms in Maharashtra.

H1A: Raising Brand Awareness plays a significant role on the B2C firms in Maharashtra

H0B: building credibility and trust does not play a significant role on the B2C firms in Maharashtra.

H1B: building credibility and trust play a significant role on the B2C firms in Maharashtra

2. Literature Review

In their exploration paper named "Branding in pictures: Involving Instagram as a brand the board tool in proficient group activity associations," (Anagnostopoulos, 2019) noticed that virtual entertainment offers an immediate connection to buyers, permitting them to speak with the associations about the brand picture. Furthermore, he said that online entertainment is fundamental for making positive customer sees, which is important for making a strong brand.

In their review paper named "The Eventual fate of Web-based Entertainment in Marketing" distributed in (Appel, 2020), noticed what the development of virtual entertainment had a mean for on marketing systems and customer conduct. He said that sponsors are utilizing online entertainment destinations like Facebook and Instagram to contact their crowd.

As per (Rajan, 2019) named "The Viability of Online Entertainment Content Marketing towards Brand Soundness of an Organization: Virtual Entertainment Investigation," web-based entertainment stages have become a fundamental instrument for an organization's brand development and improvement. He said that the outreach group has pushed back on content creation because of the development of long haul customer requests to ensure that clients are viewed as their accomplices instead of simply segment targets.

(Shih, 2019) demonstrated a study methodology that emphasised perceived value and cognitive lock-in to predict customer purchase intentions. The suggested model is examined using empirical data from a survey of visitors to a B2C website. Discussion also includes the implications of cognitive lock-in and product signals for boosting purchase intentions.

(Gregg, 2019), Explain how the best method to create unique content is to write a blog or an article and utilise the right key phrases to assist your company reach out to more consumers. According to (Hutchinson, 2019), B2C marketers are still learning that content marketing is more than simply branding for them. They are boosting their brands via different e-commerce platforms by establishing credibility and trust and increasing sales income through their engaging approach.

(Kuramoto, 2020) noted that while the majority of marketing initiatives utilising inbound marketing concentrate on producing content for blogs, content operations is a crucial strategy that helps to drive business through technology. Although this strategy may change

over time, the fundamental requirement for success is starting with the creation of consistent, compelling, and impactful content at scale.

(Giuffrida, 2019) assisted businesses in making risk-aware decisions while choosing a logistics solution to do business in China through cross-border e-commerce (CBEC). The recently developed topic of CBEC is subject to decision theory. In this theoretical scenario, a decision-maker must choose from a range of options, the results of which rely on unknown variables. An activity-based model is created in the research to estimate logistics costs in a deterministic environment. To assess the effect of uncertainty, simulations and probabilistic sensitivity studies are later conducted. Based on the chosen international transit method and the existence of a nearby warehouse, there are four basic ways to enter China. Changes in CBEC regulations, the price of the product, the degree of anticipated service, and the amount of demand are the primary risk variables influencing the logistics solution selected.

(Geng, 2020) directed a cross-sectional relapse to survey the monetary worth of web big name underwriting and utilized a board vector autoregressive model to check out at the connection among famous people's and customers' content marketing ways of behaving and online business deals execution. They likewise made commitments both hypothetically and basically to catch both first-request impacts and second-request impacts of web VIP supports on marketing results in an online business setting. To adapt to determination predisposition, the creators moreover utilize the look-ahead penchant score matching strategy. That's what the observational discoveries showed, as far as the first-request effects of online big name support, marketing endeavors to make content and shopper connections will significantly affect web based business deals. Also, associations inside the fan local area have second-request suggestions on the viability of content marketing.

(Chu, 2021) examined how consumers' motives for digital content marketing (DCM) affected their propensity to buy on an e-commerce platform and findings showed that information, amusement, and compensation have a beneficial influence on consumer passive usage, which may result in purchase intention. Partial Least Squares (PLS-SEM), employing a sample size of 414 young customers, was used to evaluate the conceptual model. His paradigm could provide managers new perspectives on their digital marketing

approach and enable them to increase sales by taking advantage of clients' latent e-commerce platform use.

(Jiang, 2022) Conducted 215 Chinese consumers who had used at least one of the cross-border e-commerce import platforms participated in the study to determine the effect of content marketing, including informational content, entertainment content, emotional content, and interactive content on consumer loyalty in those platforms. Platform trust served as the study's key mediator. Our survey results demonstrate that factual and interactive material in content marketing favourably and substantially increase customer loyalty for cross-border e-commerce import platforms, however entertainment and emotional content does not have a positive and significant effect on consumer loyalty. Meanwhile, platform trust mediates the effect of educational and interactive content on patronage to a certain extent.

(MS, 2021) the usage and generation theory (UGT), which provides consumers with value, and the user-generated content (UGC), which is provided by the direct customers who use the product or service. This is shown from the standpoint of content marketing communication. Using a sample of 267 respondents who frequent the Indonesian e-commerce shopping mall, the quantitative technique was used. According to the study's findings, customer engagement plays a mediating function in the relationship between digital content marketing's impact on purchase intentions as well as having a major impact on both customer engagement and intentions to make a purchase. In order to consciously or accidentally engage consumers in the process of product marketing, businesses might concentrate on providing website content that is helpful.

3. Research Methodology

3.1. Research Design

The Investigation presented the role of content marketing on the efficiency of B2C firms in Maharashtra. This study was descriptive in nature.

3.2. Sampling of the Study

3.2.1. Sample Size of the study: 155 Customers who preferred online Shopping of this selected state "Maharashtra".

3.2.2. Sample Population: 155 customers of B2C firms in state of Maharashtra.

3.2.3. Sampling Technique: Random sampling technique was utilized in choosing the associations from the rundown of enrolled organizations in the state.

The most common way of choosing an example of information from a populace to make inferences about the populace is known as random sampling. Also known as likelihood testing. Non-probability sampling, frequently known as Non-probability sampling, is this example's inverse. Basic irregular inspecting, defined examining, bunch testing, and multistage inspecting are the principal types of this testing. Comfort tests are frequently alluded to as non-erratic examples in examining philosophies.

3.3.Tool used for Data Collection

The survey had a 5-Point Likert Scale with options. 5 if completely agree, 4 if agree, 3 if neither, 2 if disagree, 1 if strongly disagree. Data was collected from both primary and secondary sources.

3.3.1. Primary data: For Collected the Data, I create Self-structured Questionnaire and conduct the survey through Google Form.

3.3.2. Secondary data: secondary data were gathered through books, journals, and the internet.

3.4. Tools used for Data Analysis

With the use of a computer and the SPSS 23.0 variant, the field information were introduced and using descriptive statistics, and the relevant hypotheses were tried utilizing Regression at the 0.05 alpha level.

3.4.1. Regression analysis:

Regression analysis is a bunch of reality based methods used to evaluate the relationship between a reliant variable and at least one free factor. It tends to be all around used to evaluate the strength of associations among factors and show future associations between them.

4. Result and Discussion

4.1.Demographic Characteristics

	Sub group	Frequency	Percent
Gender	Male	62	40%
	Female	93	60%
Age	18-25	47	30%
	25-35	85	55%
	Above 35	23	15%
Qualification	Below 12th	31	20%
	Graduate	62	40%
	Post Graduate	47	30%
	Others	15	10%
Shopping Experience	Less than 6 months	46	30%
	6 months -1 year	101	65%
	More than 1 year	8	05%
Using Ecommerce Website for Shopping	Amazon	62	40%
	Flipkart	47	30%
	Myntra	31	20%
	Others	15	10%

In the Current study 40% were male and 60% were Female. In the terms of Age Majority of respondents (55%) were in the age of 25 and 35 followed by 30% were from 18 to 25 age group. With regards to Qualification, the most grounded respondents (around 40%) have a degree.46% of her respondents have completed graduate school. As demonstrated by their ability to provisionally respond to poll clarifications that reconstruct quantifiable assessment validity, 30% of those surveyed possess professional qualifications. Taking this into consideration, the total number of years of shopping experience is between 6 months to 1years (65%) and Less than 6 months (30%) respectively. Additionally, this indicates that the majority of respondents possess sufficient experience to complete the review, increasing

the instrument's effectiveness. 40% of Respondents were using Amazon for shopping followed by flipkart was 30%.

4.2. Regression

Model	R	R ²	Adjusted R square	S.E	Durbin - Watson
Raising Brand Awareness	.152	.069	0.26	.35639	1.123
building credibility/ trust	.164	.075	0.36	.63263	1.236

a. Predictors: (Constant), Raising Brand Awareness and building credibility/ trust

b. Dependent Variable: B2C firms of Maharashtra

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig
	B	Std. Error	Beta		
	Constant	0.75		75.236	
	Raising Brand Awareness	0.85	.152	2.365	.000
	building credibility/ trust	0.96	.164	4.236	.026

Dependent Variable: B2C firms of Maharashtra

4.3. Discussion

1st Hypothesis

H0A: Raising Brand Awareness does not play a significant role on the B2C firms in Maharashtra.

H1A: Raising Brand Awareness plays a significant role on the B2C firms in Maharashtra.

With the assistance of SPSS, the predicted claims were evaluated using the statistical regression model tool. The tests were performed using a 0.005 level of significance and a

95% confidence interval. The decision rule stated that the null hypothesis would be accepted if the estimated P-value was greater than the critical value (0.05). The tested hypothesis has the following outcomes:

A	Beta	P. Value	R	R ²	T α
4.752	0.85	0.026	0.152	0.65	0.05

Source: SPSS 25

The regression line ($B2C\ firms = 4.752 + 0.085\ firms$) shows that for every 1% improvement in the company's marketing research process, organisation performance will rise by 0.085%. The t-value of 0.05 is more than the significant value of P-value 0.026. As a result, I support the alternative hypothesis that there is a substantial correlation between Raising Brand Awareness and B2C firms and reject the null hypothesis. The coefficient of determination (r^2) of 0.65 indicates that approximately 65% of variation is explained by the role of Raising Brand Awareness, or that the regression line's ability to predict B2C Firms in Maharashtra is approximately 65%, while the correlation coefficient (r) of 0.152 demonstrates a weak relationship.

Hypothesis 2

H0B: building credibility and trust does not play a significant role on the B2C firms in Maharashtra.

H1B: building credibility and trust play a significant role on the B2C firms in Maharashtra.

With the assistance of SPSS, the predicted claims were evaluated using the statistical regression model tool. The tests were performed using a 0.005 level of significance and a 95% confidence interval. The decision rule stated that the null hypothesis would be accepted if the estimated P-value was greater than the critical value (0.05). The tested hypothesis has the following outcomes:

A	Beta	P. Value	R	R ²	T α
4.632	0.63	0.036	0.164	0.75	0.05

Source: SPSS 25

The regression line ($B2C \text{ firms} = 4.632 + 0.063 \text{ firms}$) shows that for every 1% improvement in the company's marketing research process, organisation performance will rise by 0.063%. The t-value of 0.05 is more than the significant value of P-value 0.036. As a result, we support the alternative hypothesis that there is a substantial correlation between Raising Brand Awareness and B2C firms and reject the null hypothesis. The coefficient of determination (r^2) of 0.75 indicates that approximately 75% of variation is explained by the role of Raising Brand Awareness, or that the regression line's ability to predict B2C Firms in Maharashtra is approximately 75%, while the correlation coefficient (r) of 0.164 demonstrates a weak relationship

5. Conclusion

Content marketing benefits individuals and adds value. It offers essential, basic knowledge and gives solutions to problems. This ultimately results in a position where the consumer, or receiver, is knowledgeable and informed enough to decide about a future purchase or, as a result of possessing this information, may suggest the purchase to his friends, family, or superiors. It is used by marketers from both large and small businesses that conduct marketing campaigns utilising the business-to-business and business-to-customer models, respectively. Some people utilise content to broaden the reach of conventional advertising efforts. Some people use the content approach to totally replace conventional means of advertising and marketing. The message has the power to elicit the customer's involvement throughout the whole buying cycle. Additionally, it may assist in creating long-lasting connections that eventually broaden the clientele (Hollebeek LD, 2019). The message may promote (lead to) up-selling or cross-selling, enhance existing relationships, reactivate relationships, and help people make connections via recommendations. Creating quality information that is persuasive, instructive, entertaining, and useful is essential, but it is not sufficient. Additionally, it is crucial to distribute the material via all digital distribution methods that are accessible (Rajan, 2019). In order to do this, a distribution and dissemination plan must be developed that makes it simple for the receiver to locate the material. It may be useful to publish material on a website, blog, or social media, but these platforms shouldn't be the only ones used. Strong distribution (dissemination) tactics open doors that significantly increase the created message's impact and circulation.

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