

Evaluating the Key Performance Indicators and Factors Influencing the Effectiveness of Content Marketing: A Case Study on Apple Products

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ABSTRACT

Purpose:

The exploration of content marketing practices in the state of Karnataka, with a specific focus on Apple products, necessitates a comprehensive analysis of the deployment of content marketing methodologies and strategies by Apple, a distinguished multinational technology enterprise. This inquiry seeks to elucidate the mechanisms by which Apple adeptly communicates with and captivates its consumer base within the Karnataka region. This scholarly investigation aspires to scrutinize the diverse forms of content produced by Apple, the channels employed for content dissemination, the localization tactics adopted and the effectiveness of its content marketing initiatives within this particular marketplace. Additionally, an assessment of consumer preferences and behaviors concerning Apple products in the state of Karnataka may be undertaken to facilitate the tailored customization of marketing materials.

Design / Methodology:

The aim of this scholarly investigation was to analyze the content marketing strategies employed by the distinguished mobile technology enterprise, Apple Inc. The study comprised a sample of 204 participants, of whom 96 were classified as male and 108 as female.

Findings:

Marketing constitutes a dynamic process that orchestrates the expansion of an organization. Inbound marketing is considered the most effective contemporary marketing methodology. The initial element of this approach is content marketing. In the current investigation, the researcher endeavored to fulfill the objectives through the application of statistical methodologies, namely the Chi-square test and factor analysis, revealing that the outcomes of both assessments are significantly positive.

Limitations:

The degree to which the results can be extrapolated to the wider Karnataka market may be contingent upon the constraints imposed by the sample size, which is dictated by the availability of participants or data within the research parameters. The progression of content marketing methodologies has the potential to transpire rapidly, rendering the outcomes of the study potentially obsolete if not executed within a timely framework.

Originality Value:

Undertaking an investigation into content marketing methodologies within the region of Karnataka facilitates a thorough analysis of the competitive landscape and consumer behaviours that are distinctive to this locale, which may differ from broader global or national trends. The findings derived from this investigation are likely to yield pragmatic insights for organizations aiming to refine their content marketing strategies tailored to particular geographical markets, thereby underscoring the practical relevance of the research.

Paper Type: Research Paper

Keywords: Marketing, Inbound Marketing, Content Marketing, Apple Products.



1. INTRODUCTION

Marketing represents an ongoing and significant force within the business landscape. It encompasses the entirety of actions undertaken by an organization to effectively position its products or services in the marketplace for prospective consumers. (TODOR, 2016) While the particulars may differ across various sectors, fundamentally, marketing serves as the conduit through which firms connect with potential customers and articulate the unique benefits associated with their offerings. This domain encapsulates all strategic initiatives that enterprises implement to promote, vend and disseminate their products or services. The primary aim is to enhance revenue generation while fostering a dedicated customer base by providing relevant information to both prospective and existing clients. To achieve such success, organizations must cultivate robust relationships with their current clientele and anticipate their future requirements, often before the clients themselves are aware of them. (TODOR, 2016) In the realm of digital communication, content assumes a pivotal role when contrasted with traditional methodologies. The adage "Content is King" has emerged as one of the most prevalent maxims within the digital economy (Elisa & Gordini, 2014). Content Marketing constitutes a fundamental aspect of inbound marketing strategies, thus necessitating a comprehensive understanding of how content can be leveraged within marketing, particularly in relation to customer engagement, to develop an effective inbound marketing framework. (Holliman & Rowley, 2014) Contemporary youth exhibit a pronounced preference for social media marketing on platforms where they are predominantly active, in stark contrast to conventional marketing mediums such as radio, print media and television commercials. (Ansari et al., 2019) Consumers increasingly demand immediate access to information for enhanced convenience. The phenomenon of content marketing can be traced back to the early 1900s, yet it garnered significant attention following the advent of the 2000s with the proliferation of digital platforms. Over the past twenty years, content marketing has been characterized by an amalgamation of multi-channel marketing strategies, social media engagement and search engine optimization. Businesses have adapted their content to suit diverse media formats. Concurrently, to distinguish themselves from their competitors, companies have adopted more agile and innovative methodologies in their content marketing endeavors.

1.1 Content Marketing

Content may manifest in various formats such as blogs, videos, case studies, infographics, e-books, images and professional reviews. The predominant content marketing strategies employed by B2C enterprises encompass social media platforms, website articles, blogs and vlogs. In contrast, videos are regarded as the most efficacious marketing method for disseminating corporate insights to consumers (Ansari et al., 2019). Content that is deemed valuable is characterized by its utility, relevance, compelling nature and timeliness (Holliman & Rowley, 2014).

The adoption of content marketing practices has gained significant traction following advancements in digital technologies and the advent of novel digital channels (Kuş, 2016). Gunelius (2011) articulates that content marketing pertains to the strategy of promoting a company or brand through the provision of added-value text, video, or audio content, executed both online and offline. The implementation of content marketing necessitates a paradigm shift from a focus on "selling" to one of "helping," which consequently demands an evolution in marketing objectives, techniques, metrics and competencies that diverge from those associated with traditional marketing methodologies (Holliman & Rowley, 2014).

Content marketing serves as a pivotal instrument for attaining a deeper comprehension of clientele. By leveraging the data obtained, the organization can cultivate a more dynamic and engaging customer journey. Furthermore, they can allocate greater financial resources toward strategies that yield optimal results by evaluating the effectiveness of various data. This is achieved through the application of Content Intelligence to analyze audience interests, facilitating the formulation of a more informed content marketing strategy. The central emphasis of the marketing approach should reside in the provision of pertinent content.

The Content Marketing Institute asserts that a significant majority of marketers engage in content marketing practices. This methodology is instrumental in the promotion of prominent brands such as Microsoft, Apple, John Deere and others. The significance of content marketing is underscored by its capacity to:

- Enhance sales
- Reduce expenditures
- Attract superior

clientele Foster or amplify customer loyalty

The essence of effective content marketing lies in its adherence to both relevance and value. It should not merely constitute unsolicited correspondence in another entity's email aimed at promoting a product, but rather represent substantive content that effectively penetrates the informational noise.

1.2 Apple Company

Taking the multinational corporation Apple Inc. as a focal point for academic examination, given its standing as the most valuable brand in the global marketplace, one can discern that the fundamental concept underpinning Apple's philosophy is the simplification of complex systems. Apple effectively confronts and alleviates the feelings of frustration and apprehension that consumers frequently experience when interacting with advanced technological products. The promise that the Apple



brand extends to its clientele is encapsulated in the notion that we strive to facilitate an appreciation of technology, thereby ensuring that every individual has the opportunity to engage with and benefit from the advancements of the future. Apple has remarkably excelled in the design and production of devices that transform the most intricate and challenging technological innovations into user-friendly solutions that are readily accessible to a diverse range of individuals.

2. REVIEW OF LITERATURE:

In the contemporary landscape characterized by rapid advancements in digital technology and the pervasive influence of the internet, the significance of marketing has experienced a remarkable escalation, evolving progressively each year and becoming an indispensable component of the comprehensive marketing strategies employed by organizations across various industries and sectors, regardless of their size or nature. The contemporary domain of marketing necessitates the establishment of a well-defined content marketing strategy, as the overall efficacy and success of a company's online communications are inextricably linked to the caliber and effectiveness of its content marketing initiatives, which serve as a pivotal element in captivating and engaging target audiences (Patruti-Baltes, 2016).

Content marketing can be understood as a strategic approach or tactical makeover that is employed within the realm of modern media platforms, which are continuously evolving in response to the changing dynamics of consumer behaviour and technological advancements (Järvinen & Taiminen, 2016)(Pulizzi, 2012). In the past few years, a notable surge in interest regarding content marketing has been observed among both industry practitioners and academic scholars, as they have increasingly focused on the methodologies and metrics necessary to assess the impact of content marketing on the overall performance and success of businesses (Elisa & Gordini, 2014). The elements of interactivity and engagement inherent in contemporary marketing practices facilitate the establishment of ongoing dialogues and conversations between marketers and consumers or customers, particularly those who exhibit a genuine interest in the respective products or services being offered (Opreana & Vinerean, 2015). Within the context of B2B digital content marketing, this approach is recognized as an inbound marketing technique, which inherently provides a viable solution to the diminishing effectiveness associated with traditional interruptive marketing methodologies that have historically been employed (Holliman & Rowley, 2014). The primary objective of the research paper is to elucidate the significant impact that cultural differences exert on various components of the content marketing process, thereby shedding light on this multifaceted issue. This phenomenon can be elucidated through the examination of two critical factors: the first being the overarching influence of globalism and the second being the emergence of internet tools that cultivate distinct usage cultures, which individuals have progressively integrated into their daily lives (Kuş, 2016). In the current business environment, organizations can no longer depend on traditional marketing strategies and campaigns as a means to attract, retain and expand their consumer base, as the landscape has shifted dramatically in response to evolving consumer expectations and preferences (Opreana & Vinerean, 2015).

3. RESEARCH METHODOLOGY

3.1 Research Context:

The research context in this instance pertains to the specific environment or circumstances under which an investigative study regarding content marketing practices in Karnataka, with a particular emphasis on Apple products, is conducted. The environment includes the distinct geographical area of Karnataka, in addition to the sectors of technology and consumer electronics. The demographic of interest for this investigation comprises consumers residing within Karnataka. The principal objective of this analysis is to scrutinize Apple's content marketing strategies and assess their effectiveness within this unique marketplace. A thorough understanding of this context is imperative to adequately formulate the research inquiries, develop the methodology and proficiently analyze the results.

3.2 Objectives of the study:

- To measure the Key Performance indicators in content marketing on Apple products.
- To determine the factors indicating content marketing on Apple products.

3.3 Measurement of Scale items:

The respondents were given explicit instructions to assess the assertions using a Likert-type scale consisting of five answer alternatives. The scale included a continuum of values, whereby the numerical value of 1 denoted "strongly disagree" and the numerical value of 5 denoted "strongly agree." The answer options provided were a rating of 2 to indicate "disagreement", a rating of 3 to indicate "neutrality" and a rating of 4 to indicate "agree".

4. ANALYSIS & INTERPRETATION

* Evidencing to the first objective some of the KPI's considered are brand love, Brand Loyalty, Corporate image, Safe & Security and Technology. Data collected to measure the KPI's in content marketing on Apple Products.

** To test the Hypothesis, subjected to above objective chi-square test has been conducted between Gender and KPI of each product. And in gender male is mentioned as 1 and female is mentioned as 2.

*** Out of 204 respondents 96 are male and 108 are female.

**1. Chi-square Test**

H₀ – There is no significant association between content marketing and KPI with respect to gender.

H₁ - There is a significant association between content marketing and KPI with respect to gender.

Table No 1. If preferred product is IPHONE as KPI's V/S Gender

| Crosstab | | | | | | | | |
|----------|---|----------------|--|---------------|-----------------|---------------------|------------|-------|
| | | | If preferred product is IPHONE as KPI's V/S Gender | | | | | |
| | | | Brand love | Brand loyalty | Corporate image | Safety and Security | Technology | Total |
| Gender: | 1 | Count | 16 | 32 | 8 | 24 | 8 | 96 |
| | | Expected Count | 18.8 | 28.2 | 9.4 | 26.4 | 9.4 | 96.0 |
| | 2 | Count | 24 | 28 | 12 | 32 | 12 | 108 |
| | | Expected Count | 21.2 | 31.8 | 10.6 | 29.6 | 10.6 | 108.0 |
| Total | | Count | 40 | 60 | 28 | 56 | 20 | 204 |
| | | Expected Count | 40.0 | 60.0 | 28.0 | 56.0 | 20.0 | 204.0 |

| Chi-Square Tests | | | |
|---|--------------------|----|-----------------------------------|
| | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 3.688 ^a | 4 | .450 |
| Likelihood Ratio | 3.697 | 4 | .449 |
| N of Valid Cases | 204 | | |
| 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.41.++ | | | |

| Symmetric Measures | | | |
|--------------------|------------|-------|--------------------------|
| | | Value | Approximate Significance |
| Nominal by Nominal | Phi | .134 | .450 |
| | Cramer's V | .134 | .450 |
| N of Valid Cases | | 204 | |

Table 1 illustrates the cross-tabulation, if Preferred product is Iphone as KPI's vs Gender

- With respect to the above data male prefer the Iphone based on Brand loyalty which is more than expectation and safety and security is closely nearest to the expectation.
- Female prefer the Iphone based on Safety and security which is more than expectation and Brand loyalty closely nearest to expectation and next KPI what can be preferred is Brand love.
- Chi-square test value is 3.688 and p-value = 0.450 which is more than the level of significance of 1% and 5%.
- Hence Alternative is rejected and Null hypothesis is accepted i.e., there is no significant association between content



marketing KPI with respect to gender.

- This justifies that irrespective of gender Prefers Iphone.

Table No 2. If preferred product is IPAD as KPI's V/S Gender

| Crosstab | | | | | | | | |
|----------|---|----------------|--|---------------|-----------------|---------------------|------------|-------|
| | | | If preferred product is IPAD as KPI's V/S Gender | | | | | |
| | | | Brand love | Brand loyalty | Corporate image | Safety and Security | Technology | Total |
| Gender: | 1 | Count | 16 | 20 | 28 | 20 | 12 | 96 |
| | | Expected Count | 18.8 | 15.1 | 28.2 | 18.8 | 15.1 | 96.0 |
| | 2 | Count | 24 | 12 | 32 | 20 | 20 | 108 |
| | | Expected Count | 21.2 | 16.9 | 31.8 | 21.2 | 16.9 | 108.0 |
| Total | | Count | 40 | 32 | 60 | 40 | 32 | 204 |
| | | Expected Count | 40.0 | 32.0 | 60.0 | 40.0 | 32.0 | 204.0 |

| Chi-Square Tests | | | |
|---|--------------------|----|-----------------------------------|
| | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 5.179 ^a | 4 | .269 |
| Likelihood Ratio | 5.214 | 4 | .266 |
| N of Valid Cases | 204 | | |
| 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.06. | | | |

| Symmetric Measures | | | |
|--------------------|------------|-------|--------------------------|
| | | Value | Approximate Significance |
| Nominal by Nominal | Phi | .159 | .269 |
| | Cramer's V | .159 | .269 |
| N of Valid Cases | | 204 | |

Table 2 illustrates the cross-tabulation, if preferred product is I-pad as KPI's vs Gender

- With respect to the above data male prefer the I-pad based on the Corporate image which is very near to the expectation and Brand loyalty along with safety and security is preferred as the next preference as per the actual count.
- Female also prefer the I-pad based on the Corporate image which is more than expectation and Brand love is the next KPI preferred followed by the safety and security and technology as per the actual count.
- Chi-square test value is 5.179 and p-value = 0.269 which is more than the level of significance of 1% and 5%.
- Hence Alternative is rejected and Null hypothesis is accepted i.e., there is no significant association between content marketing KPI with respect to gender.



- This justifies that irrespective of gender Prefers I-pad.

Table No 3: If preferred product is APPLE WATCH as KPI's V/S Gender

| Crosstab | | | | | | | | |
|----------|---|----------------|---|---------------|-----------------|---------------------|------------|-------|
| | | | If preferred product is APPLE WATCH as KPI's V/S Gender | | | | | |
| | | | Brand love | Brand loyalty | Corporate image | Safety and Security | Technology | Total |
| Gender: | 1 | Count | 24 | 36 | 24 | 4 | 8 | 96 |
| | | Expected Count | 22.6 | 22.6 | 16.9 | 9.4 | 24.5 | 96.0 |
| | 2 | Count | 24 | 12 | 12 | 16 | 44 | 108 |
| | | Expected Count | 25.4 | 25.4 | 19.1 | 10.6 | 27.5 | 108.0 |
| Total | | Count | 40 | 48 | 48 | 36 | 52 | 204 |
| | | Expected Count | 40.0 | 48.0 | 48.0 | 36.0 | 52 | 204 |

Chi Square test

| | Value | df | Asymptotic Significance (2-sided) |
|---|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 47.582 ^a | 4 | .000 |
| Likelihood Ratio | 51.077 | 4 | .000 |
| N of Valid Cases | 204 | | |
| 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.41. | | | |

Symmetric Measures

| | | Value | Approximate Significance |
|--------------------|------------|-------|--------------------------|
| Nominal by Nominal | Phi | .483 | .000 |
| | Cramer's V | .483 | .000 |
| N of Valid Cases | | 204 | |

Table 3 illustrates the cross-tabulation, if Preferred product is Apple Watch as KPI's vs Gender

- With respect to the above data male prefer the Apple Watch based on Brand loyalty which is more than expectation and Brand love and corporate image is the next closely nearest to the expectation.
- Female prefer the Apple Watch based on the Technology which is more than expectation and Brand love stands as the next preference.
- Chi-square test value is 47.582 and p-value = 0.000 which is less than the level of significance of 1% and 5%.
- Hence Alternative is accepted and Null hypothesis is rejected i.e., there is a significant association between content marketing KPI with respect to gender.

**Table No 4: If preferred product is Apple MAC Book as KPI's V/S Gender**

| Crosstab | | | | | | | | |
|----------|---|----------------|--|---------------|-----------------|---------------------|------------|-------|
| | | | If preferred product is Apple MAC Book as KPI's V/S Gender | | | | | |
| | | | Brand love | Brand loyalty | Corporate image | Safety and Security | Technology | Total |
| Gender: | 1 | Count | 20 | 24 | 28 | 16 | 8 | 96 |
| | | Expected Count | 18.8 | 15.1 | 26.4 | 16.9 | 18.8 | 96.0 |
| | 2 | Count | 20 | 8 | 28 | 20 | 32 | 108 |
| | | Expected Count | 21.2 | 16.9 | 29.6 | 19.1 | 21.2 | 108.0 |
| Total | | Count | 40 | 32 | 56 | 36 | 40 | 204 |
| | | Expected Count | 40 | 32 | 56 | 36 | 40 | 204 |

Chi Square test

| | Value | df | Asymptotic Significance (2-sided) |
|---|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 22.215 ^a | 4 | .000 |
| Likelihood Ratio | 23.531 | 4 | .000 |
| N of Valid Cases | 204 | | |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.06. | | | |

Symmetric Measures

| | | Value | Approximate Significance |
|--------------------|------------|-------|--------------------------|
| Nominal by Nominal | Phi | .330 | .000 |
| | Cramer's V | .330 | .000 |
| N of Valid Cases | | 204 | |

Table 4 illustrates the cross-tabulation, if Preferred product is Apple Mac Book as KPI's vs Gender

- With respect to the above data male prefer the Apple Mac book based on Corporate image which is more than expectation and Brand loyalty is the next preference and Brand love is the next closely nearest to the expectation.
- Female too prefer the Apple Mac book based on the Corporate image which is more than expectation and Brand love along with the safety and security stands as the next preference.
- Chi-square test value is 22.215 and p-value = 0.000 which is less than the level of significance of 1% and 5%.
- Hence Alternative is accepted and Null hypothesis is rejected i.e., there is a significant association between content marketing KPI with respect to gender.

Table No 5: If preferred product is APPLE TV as KPI's V/S Gender

| Crosstab | |
|----------|--|
| | If preferred product is APPLE TV as KPI's V/S Gender |



| | | | Brand love | Brand loyalty | Corporate image | Safety Security and | Technology | Total |
|---------|---|----------------|------------|---------------|-----------------|---------------------|------------|-------|
| Gender: | 1 | Count | 32 | 28 | 12 | 12 | 12 | 96 |
| | | Expected Count | 24.5 | 32.0 | 16.9 | 5.6 | 16.9 | 96.0 |
| | 2 | Count | 20 | 40 | 24 | 0 | 24 | 108 |
| | | Expected Count | 27.5 | 36.0 | 19.1 | 6.4 | 19.1 | 108.0 |
| Total | | Count | 52 | 68 | 36 | 12 | 36 | 204 |
| | | Expected Count | 52.0 | 68.0 | 36.0 | 12.0 | 36 | 204 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|--|---------------------|-------|-----------------------------------|
| Pearson Chi-Square | 24.265 ^a | 4 | .000 |
| Likelihood Ratio | 29.008 | 4 | .000 |
| N of Valid Cases | 204 | | |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.65. | | | |
| <i>Symmetric Measures</i> | | | |
| | | Value | Approximate Significance |
| Nominal by Nominal | Phi | .345 | .000 |
| | Cramer's V | .345 | .000 |
| N of Valid Cases | | 204 | |

Table 5 illustrates the cross-tabulation, if Preferred product is Apple TV as KPI's vs Gender

- With respect to the above data male prefer the Apple TV based on Brand love which is more than expectation and Brand loyalty is the next preference nearest to the expectation.
- Female prefer the Apple TV based on the Brand loyalty which is more than expectation and Corporate image along with the Technology stands as the next preference nearest to the expectation.
- Chi-square test value is 24.265 and p-value = 0.000 which is less than the level of significance of 1% and 5%.
- Hence Alternative is accepted and Null hypothesis is rejected i.e., there is a significant association between content marketing KPI with respect to gender.

Table No 6: If preferred product is AIRPODS as KPI's V/S Gender

| Crosstab | | | | | | | | |
|----------|---|----------------|---|---------------|-----------------|---------------------|------------|-------|
| | | | If preferred product is AIRPODS as KPI's V/S Gender | | | | | |
| | | | Brand love | Brand loyalty | Corporate image | Safety Security and | Technology | Total |
| Gender: | 1 | Count | 24 | 28 | 16 | 12 | 16 | 96 |
| | | Expected Count | 26.4 | 24.5 | 11.3 | 7.5 | 26.4 | 96.0 |



| | | | | | | | | |
|-------|---|----------------|------|------|------|------|------|-------|
| | 2 | Count | 32 | 24 | 8 | 4 | 40 | 108 |
| | | Expected Count | 29.6 | 27.5 | 12.7 | 8.5 | 29.6 | 108.0 |
| Total | | Count | 56 | 52 | 24 | 16 | 56 | 204 |
| | | Expected Count | 56.0 | 52.0 | 24.0 | 16.0 | 56.0 | 204.0 |

| Chi-Square Tests | | | |
|--|---------------------|----|-----------------------------------|
| | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 17.758 ^a | 4 | .001 |
| Likelihood Ratio | 18.279 | 4 | .001 |
| N of Valid Cases | 204 | | |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.53. | | | |

| Symmetric Measures | | | |
|--------------------|------------|-------|--------------------------|
| | | Value | Approximate Significance |
| Nominal by Nominal | Phi | .295 | .001 |
| | Cramer's V | .295 | .001 |
| N of Valid Cases | | 204 | |

Table 6 illustrates the cross-tabulation, if Preferred product is AIRPODS as KPI's vs Gender

- With respect to the above data male prefer the Apple TV based on Brand loyalty which is more than expectation and Brand love is the next preference nearest to the expectation.
- Female prefer the Apple TV based on the Technology which is more than expectation and Brand love stands as the next preference nearest to the expectation.
- Chi-square test value is 17.758 and p-value = 0.001 which is less than the level of significance of 1% and 5%.
- Hence Alternative is accepted and Null hypothesis is rejected i.e., there is a significant association between content marketing KPI with respect to gender.

Result of KPI's

| Products | KPI's | Chi-square | P. Value | Results |
|----------------|-------|------------|----------|-----------------|
| I-phone | 1 | 3.688 | .450 | Not-Significant |
| I-Pad | 2 | 5.179 | .269 | Not-Significant |
| Apple Watch | 3 | 47.582 | .000 | Significant |
| Apple Mac Book | 4 | 22.215 | .000 | Significant |
| Apple TV | 5 | 24.265 | .000 | Significant |
| Airpods | 6 | 17.758 | .001 | Significant |

From the above table it shows that Majority KPI's in the study is significant and Hence Alternative is accepted and Null



hypothesis is rejected i.e., there is a significant association between content marketing KPI with respect to gender.

2. Factor Analysis

Ho: There is no significant relationship between contents used and factors determine the content marketing

H1: There is significant relationship between contents used and factors determine the content marketing

Table No 7: Table Showing KMO and Bartlett's Test

| KMO and Bartlett's Test | | |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .905 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1977.838 |
| | Df | 190 |
| | Sig. | .000 |

The above results indicate that a factor analysis can be applied to the set of given data as the value of KMO statistics is greater than 0.5 i.e 0.905 and the Bartlett's test of Sphericity represent the significance level toward factors for study as p-value is less than the level of significance.

Table No 8: Table Showing Total Variance Explained

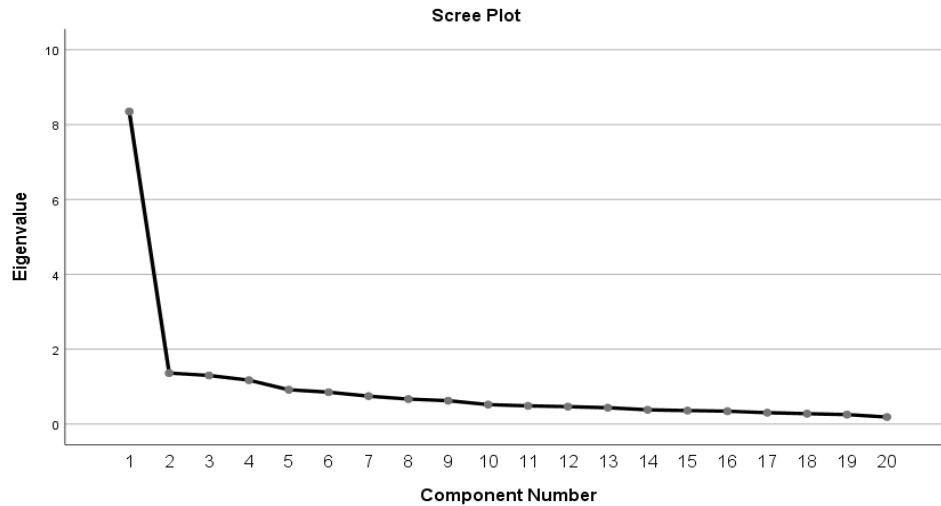
| Total Variance Explained | | | | | | | | | |
|--------------------------|----------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| Component | Initial Eigen values | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 8.349 | 41.745 | 41.745 | 8.349 | 41.745 | 41.745 | 4.046 | 20.230 | 20.230 |
| 2 | 1.363 | 6.814 | 48.559 | 1.363 | 6.814 | 48.559 | 3.059 | 15.293 | 35.524 |
| 3 | 1.298 | 6.490 | 55.049 | 1.298 | 6.490 | 55.049 | 2.907 | 14.534 | 50.057 |
| 4 | 1.172 | 5.860 | 60.910 | 1.172 | 5.860 | 60.910 | 2.170 | 10.852 | 60.910 |
| 5 | .917 | 4.584 | 65.493 | | | | | | |
| 6 | .851 | 4.253 | 69.746 | | | | | | |
| 7 | .747 | 3.733 | 73.479 | | | | | | |
| 8 | .667 | 3.337 | 76.816 | | | | | | |
| 9 | .624 | 3.120 | 79.936 | | | | | | |
| 10 | .519 | 2.597 | 82.533 | | | | | | |
| 11 | .487 | 2.434 | 84.967 | | | | | | |
| 12 | .465 | 2.325 | 87.292 | | | | | | |
| 13 | .437 | 2.184 | 89.476 | | | | | | |
| 14 | .381 | 1.905 | 91.381 | | | | | | |
| 15 | .361 | 1.803 | 93.184 | | | | | | |
| 16 | .344 | 1.719 | 94.903 | | | | | | |
| 17 | .303 | 1.514 | 96.417 | | | | | | |
| 18 | .276 | 1.382 | 97.800 | | | | | | |



| | | | | | | | | | |
|----|------|-------|---------|--|--|--|--|--|--|
| 19 | .252 | 1.260 | 99.060 | | | | | | |
| 20 | .188 | .940 | 100.000 | | | | | | |

Interpretation:

From above table of total variance explained, There are four factors resulting from the analysis explaining a total of 60.910 per cent of the variations in the entire data set which are considered based on Eigen value having more than 1 value which are said to be significant. The percentage of variation explained by all four factor are 20.230, 15.293, 14.534, 10.852 respectively.



Above Scree plot indicates the considered four factors which are having more than one Eigen value said to be retained for the further study to know Loading of variable with each of the factor Extracted.

Table No 9: Table Showing Component Matrix along with Communalities

| Component Matrix ^a | Component | | | | Communalities |
|-------------------------------|-----------|-------|-------|-------|---------------|
| | 1 | 2 | 3 | 4 | Extraction |
| C1 | .666 | .261 | .246 | -.118 | .586 |
| C2 | .691 | .137 | .043 | -.096 | .507 |
| C3 | .668 | .079 | .398 | -.330 | .720 |
| C4 | .718 | .123 | .285 | -.213 | .657 |
| F1 | .666 | .147 | -.397 | .066 | .627 |
| F2 | .711 | .212 | -.428 | -.102 | .744 |
| F3 | .728 | .162 | -.260 | -.119 | .638 |
| F4 | .641 | .151 | -.212 | -.225 | .529 |
| F5 | .738 | -.065 | .035 | -.227 | .602 |
| E1 | .648 | -.083 | -.108 | -.124 | .453 |
| E2 | .706 | -.298 | -.135 | -.178 | .638 |
| E3 | .688 | -.272 | -.104 | -.137 | .576 |
| E4 | .649 | -.449 | -.127 | .172 | .668 |
| E5 | .568 | -.487 | .083 | .288 | .651 |
| E6 | .555 | -.516 | .352 | .034 | .699 |
| V1 | .555 | .144 | -.111 | .195 | .379 |
| V2 | .543 | .077 | -.200 | .495 | .587 |
| V3 | .674 | .032 | .296 | .303 | .635 |
| V4 | .514 | .418 | .462 | .194 | .690 |
| V5 | .518 | .238 | .025 | .520 | .596 |

**Interpretation:**

The above table indicates the component matrix with communalities i.e factor loading of each component extracted with principal component method and communalities says the sum of square of each value of particular variable, it is measure of the percentage of variables variation that is explained by factors, the highest communalities are C3 and F2 which indicates accountability of each variable by the underlying factors taken together.

Table No 10: Table Showing Rotated Component Matrix^a

| Rotated Component Matrix^a | | | | |
|---|------------------|----------|----------|----------|
| | Component | | | |
| | 1 | 2 | 3 | 4 |
| C1 | .341 | .641 | .111 | .214 |
| C2 | .462 | .455 | .202 | .212 |
| C3 | .287 | .752 | .267 | -.035 |
| C4 | .358 | .675 | .249 | .105 |
| F1 | .683 | .077 | .135 | .369 |
| F2 | .805 | .150 | .076 | .261 |
| F3 | .701 | .269 | .150 | .228 |
| F4 | .651 | .288 | .113 | .098 |
| F5 | .510 | .440 | .381 | .053 |
| E1 | .508 | .253 | .345 | .110 |
| E2 | .545 | .202 | .548 | .018 |
| E3 | .502 | .212 | .526 | .053 |
| E4 | .349 | .019 | .693 | .254 |
| E5 | .110 | .084 | .734 | .304 |
| E6 | .010 | .339 | .763 | .054 |
| V1 | .375 | .189 | .144 | .426 |
| V2 | .306 | .005 | .219 | .667 |
| V3 | .119 | .473 | .371 | .510 |
| V4 | .016 | .685 | -.025 | .469 |
| V5 | .160 | .205 | .105 | .719 |

Interpretation:

From above study, four component are been extracted using extraction method called Principal Component Analysis followed by rotation method called Varimax with Kaiser Normalization performed to the factor loading of each component extracted, We will use the rotated component matrix using 0.60 as a cut-off point for factor loading for naming the factors, In which Factor 1 comprises F1 (Content of videos are based on latest trends and environment), F2 (Videos, blogs or other social media contents are linked to latest trends and fashion or new products launched), F3 (Content of videos, or social media marketing is creative and shows the level of innovations of marketing people) and F4 (Time of content upload go hand in hand with the changes in market). This can be named as **FRESHNESS FACTOR**.

The Second factor comprises C1 (Blogs or the videos of products are linked to previous videos or blogs), C4 (Content of videos, blogs or ads can be easily recognized as it is always in consistency with the previous contents) and V4 (Case studies or white papers makes me curious about that brand). This can be named **FORMAL AND CONSISTENCY FACTOR**.

The third factor comprises E4 (People actually get convinced by the products with intellectual content used by the marketers in content marketing), E5 (Videos, or ads which are more humorous are shared and liked by the customers), E6 (Most of the customer takes interest in listening or reading about the story of a brand or a product), This can be named **ENTERTAINMENT FACTOR**.

The fourth factor comprises V2 (Reviews of product or brand helps in taking some decision about the future purchases), V5 (The ads that comes in social media, influence you to look for particular Product). This can be named as **VALUABLE FACTOR**.

Therefore, From the Test of **KMO and Bartlett's test of sphericity** (Table1) the factor analysis applied is said to be significant where P-value is less than the level of significance of 1% and 5% therefore **alternative Hypothesis** is satisfied as there is **significant** relationship between the content used and factors determine the content marketing.



5. CONCLUSION

According to the results obtained, the practices of content marketing in relation to Apple products exhibit a robust and statistically significant correlation. The primary aim of this investigation is to evaluate the key performance indicators associated with content marketing concerning Apple products. A chi-square test has been employed to assess each of the key performance indicators of Apple products in relation to gender. Among six Apple products, four demonstrated a significant relationship, thus leading to the acceptance of the alternative hypothesis, which posits a significant association between content marketing key performance indicators and gender. The secondary aim of this research is to identify the factors that influence content marketing; factor analysis has been conducted, yielding significant results where the p-value is lower than the established level of significance, thereby confirming the alternative hypothesis which asserts a significant relationship between the employed content and the factors influencing content marketing. In this regard, in addition to enhancing the quality of content marketing initiatives, organizations must conduct a targeted analysis to refine their content strategy and ascertain the most effective methods for its promotion.

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