

# Content Marketing Impoverished Of Customization Or Sophistication?

## (With special reference to the PRIME watches)

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*Abstract : Marketing has evolved as a subject and then into a profession sooner it was recognized as an exceptional skill, then came technology which rose marketing to a novel level but with its progress one thing that remained constant is content. Marketers now emphasize on the content because it has remained constant for a longer period of time and consumers have turned far smarter than they were before. This article is to bring out the importance of apt content marketing which is neither over done nor scarce but apt.*

*The study conducts an experiment by showing two groups of respondents (A and B) two different content advertisements of the same brand of watches Prime. The content with high sophistication fails to convey its motive whereas a customized one not only relates but also creates a desire of possession. Customization in context of this article creativity but with simplicity, such that even a layman could understand, because requiring prior knowledge or a dictionary by the side to decipher the content, does not excite the prospect, it would be ignored or marked as irrelevant. It is like a language, which cannot communicate, it has words but no one relates, therefore it strives to survive but not be able to, in the long run.*

*People across the globe understand only one language in common and that is the language of 'credibility', which can be brought by 'transparency and simplicity' in the content marketed and also in the product or service that is offered.*

### 1. INTRODUCTION

#### 1.1 INTRODUCTION:

The story of India's independence has travelled a long era and so has the advertising and the media industry's evolution too. The two similitude's to the fact that both are still developing. On one hand the country India is tenaciously on its path to

establish it's recognition as a developed country and on the other hand the media industry has reached the helm of its creation, exploring every second. The media has evolved and is still evolving to fall in line with the changing needs of their consumers so the parody that exist is that though the country is still developing the country folk have developed to a greater extent, has experienced a manifold transformation in their consumption pattern and so there is a strong need felt to bring out something exciting every second. The highway that connects the manufacture and distribution activities is marketing.

Marketing provides the link between a society's material requirements and its economic patterns of response. This way marketing satisfies these needs and wants through the development of exchange processes and the building of long-term relationships. Content marketing is another very important form of marketing today. The tussle today is about sophistication versus customization in content marketing. Sophisticated content motivates or rather creates an urge, but customization means that it was born or created only for the consumer or end-user may be to satisfy a need or solve any problem, marketer must take an important stand as **products are made for the consumers , consumers are not made for the product.**

Content marketing is a combination of verbal and non-verbal representation of the product or a service by the producer or the manufacturer. The recent trend in internet marketing today is essentially through the content marketing. The various forms of online marketing are social media marketing, email marketing, mobile marketing or the search engine marketing or the digital marketing have effectively branched out, but still boils down to the root that the content in it is very important and is the sole driver of the engine internet marketing. Therefore content marketing should orient itself into customizing; presenting greater things so apparently that everybody could relate to, sophistication creates a knowledge gap

which is followed by the time gap and by the time all the gaps are bridged it becomes obsolete. The greater the customization the more compatible it would sound and quicker and better would be the decision making.

### 1.2 OBJECTIVES

1. To assess the level of awareness about the content marketing.
2. To comprehend the level of cognition about the marketed content.
3. To determine the most appealing factor (sophistication or customization) in the content being marketed.

### 1.3 NEED FOR THE STUDY

The content marketing today is highly nourished with exaggerations, jazzy quotations, colorful blogs, unique graphics but is barely nurtured i.e. customers read it but are unable to relate to it, they are amazed but do not find relevance therefore its time for realization that content marketed is impoverished of customization.

### 1.4 SCOPE OF STUDY

The greater is the visualization, contrastingly, the panoramic is the prospective market, the study establishes its essence here which calls for the immediate attention of the market makers to delve their gargantuan efficacies into a microscopic character which is both appealing and in line with the trending fashion. The study also opens doors to a new scope of research to further expand the arena of imagination but with important consideration to satisfy needs and not create one.

### 1.5 RESEARCH METHODOLOGY

The primary data was collected through face to face interview and emails. The study has been conducted drawing a sample of 50 ardent web users (Research scholars post graduate students of the Commerce department of the Loyola college) and is a perfect representation of the population.

The sample has been divided into two groups A and B. Group A is shown the content advertisement 1 and group B advertisement 2. The foremost phase of interview aimed to assess the level of awareness or rather impart awareness about the content marketing. The intermediate phase is to adjudge their understanding of the content, final phase is to empirically prove that customization is an effective creation and representation of consumer's perception in the product or a service.

## 2. REVIEW OF LITERATURE

**1. Rahul Aggarwal**, (2015) Designhill.com.-There's so much static content out there on the Web that it's important for businesses to produce content that yields enough power and substance to capture the target audience's interest right from the get-go. This is where interactive content provides an optimal solution to businesses, especially to small businesses. It is perhaps the best way to increase traffic and conversion among small businesses.

**2. Ben Silverman**, (2015) Marketing Writer for Braffton.-Content is king, and it is expected to play an even bigger role in 2016 digital marketing. Content should be educational, entertaining or enriching, rather than a message centered around a direct sales pitch. A strong strategy of creative, personal, interesting content is eclipsing more traditional areas like SEO management and advertising

**3. Guillaume Decugis**, (2015) Scoop.it.-Content marketing is not yet a science but a proven methodology for it has emerged and gone are the days when you could simply rely on pure creativity and... luck. While content generation remains key, successful content marketers invest at least as much time and budget in the other parts of the content marketing cycle: planning, distribution as well as analyzing what works and doesn't.

**4. Jayson DeMers**- (2016) The video trend isn't going away soon, so if you want to take advantage of it (hint: you do), you'll need to start incorporating more videos into your content marketing strategy. They don't have to be professionally produced—they just have to be engaging.

## 3. HYPOTHESIS

Ho: There is a significant association between the level of cognition and the customization of the content.

Ha: There is no significant association between the level of cognition and the customization of the content.

## 4. DISCUSSION

The computation using the chi-square test has obtained a p value=2.26 tested at 5% level of significance and the table value=1.96, it provides enough evidence to accept the null hypothesis. The two content advertisement chosen are given below and has been an important consideration of the research for its analysis and testing.

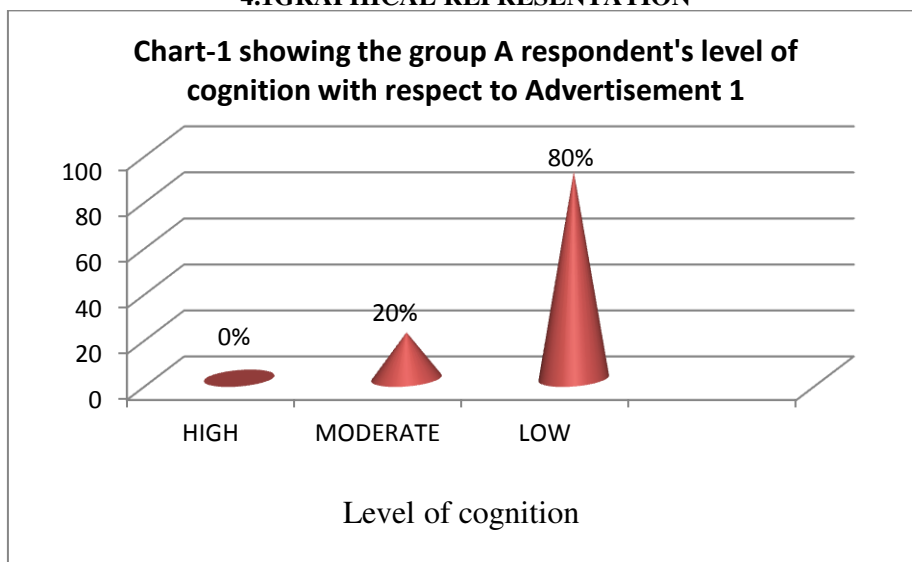
**ADVERTISEMENT 1**

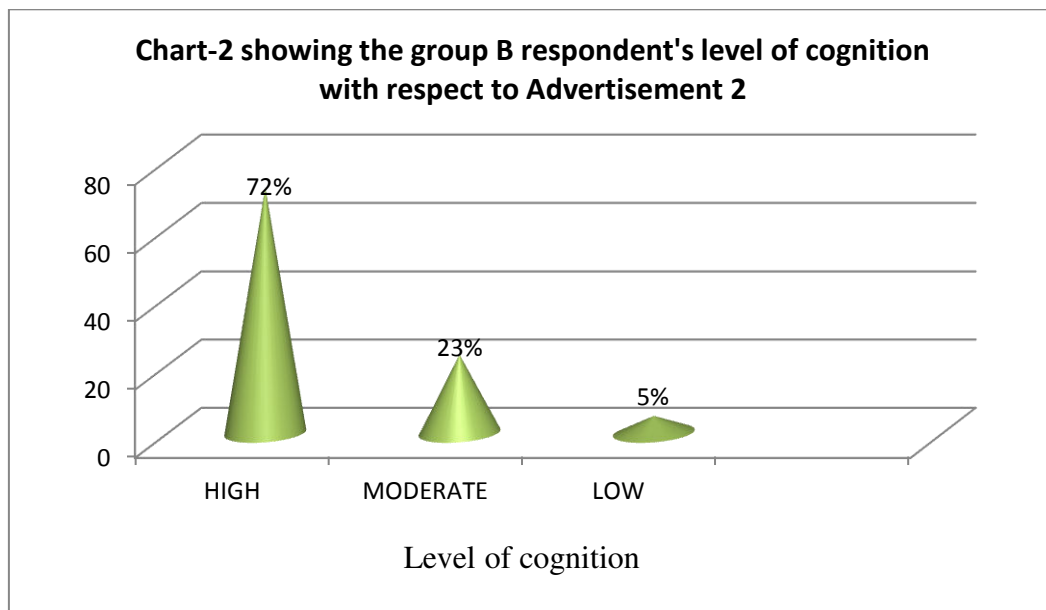


**ADVERTISEMENT 2**



**4.1 GRAPHICAL REPRESENTATION**





## 5. FINDINGS

1. 100% of the respondents were of the age group 20-40 years
2. 95% of the respondents were the researchers scholars and 5% post graduate students.
3. 65% of the respondents were aware of the content marketing and 35% gained awareness..
4. 72% of the respondents of group B had a high level of cognition with respect to advertisement- 2, 23% moderate and 5% had a low level of understanding.
5. 80% of the majority of the group A did not understand the advertisement-1 shown to them, 20% of them had moderate understanding.

## 6. SUGGESTIONS

1. The ultimate requirement of any form of communication is the transfer of message to convey some understanding or meaning to the receiver.
2. Advertisement A represents a watch of the brand Prime, it is a premier model but is highly ambiguous because of its sophisticated representation
3. Advertisement B was customized, directly appealed to the esteem need of an individual, its creative depiction of the motive “travel your destiny at your own time” appealed to the majority.

4. It is evident from the fact that customization wins over the sophistication.
5. Content adds value to life, marketing adds spice to the content and content marketing creates both.

## 7. CONCLUSION

Content marketing is marketing the idea or a product or service and not the content, as already stated products are produced for the consumer so it should emphasize its importance such that consumer feels that it could either satisfy his need or solve a problem. Return on such investment is that it sparks an action or desire to purchase the product, effective content and appropriate investment on the content will generate desired results. There is no conclusion to innovation but the obsolete marketing practices should be concluded, smart marketing for a smarter generation of the consumer.

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