

The Effect of Content Marketing on Consumer Behavior: The Case of the "SAMSUNG" Brand

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Summary-Content marketing has a considerable influence on Internet users, diversifying and developing on several distribution platforms. In recent years, there has been a growing synergy between brands and content creators in Tunisia. In order to study the behavior of Internet users towards online sales, we designed a questionnaire on the brand "SAMSUNG", and we noted that consumers mainly buy online, a behavior that has increased with the spread of the health crisis.

Keywords- Content Marketing, Consumers, Behavior, SAMSUNG

I. INTRODUCTION

Nowadays, online content sharing has become an essential part of modern consumer life. The social transmission of content and information has an effect on people's attitudes, preferences and ultimately their purchasing behavior ([1]). Consumer interactions in online and offline environments also impact consumer attitudes and preferences ([2]). Content Marketing is considered the key to a successful marketing campaign and the most important tool in Digital Marketing ([3]). Content Marketing is the creation and distribution of relevant and valuable content to attract, acquire and engage a clearly defined target audience, with the objective of driving profitable customer action ([4]).

In Tunisia, the use of the internet and social networks is a clear trend in recent years, which has led to a dramatic increase in consumer engagement behaviors with family, friends, colleagues, and business partners. Tunisian companies are now aware of the importance of digital services, which impact all customer-facing business functions, including marketing, sales, and communication.

In this study, we seek to deepen the understanding of Content Marketing and determine the importance of a publication's content when planning communication strategies delivered on social media to improve business performance and positioning. We ask the question, "How can content marketing help further target consumer buying behavior?"

We chose to focus on the brand "SAMSUNG", which offers a rich range of electronic devices, smartphones, tablets, home

appliances, etc. We conducted a survey of 100 people using a time-constrained non-probabilistic approach. The results of the survey show that the brand "SAMSUNG" is the main element that the consumer takes into consideration when making a purchase intention. The majority of Internet users (63%) are women. They have a great knowledge of the brand represented by a proportion of 90,7 % buying the brand " SAMSUNG " and then to the reputation which teaches us about its use. Indeed, knowledge has an influence on the purchase of online products such as the brand "SAMSUNG". We found that the majority of respondents (90.7%) answered "yes" to the purchases of the brand "SAMSUNG" they use, of which 69.9% buy phones and 49.5% buy televisions or home appliances.

We also observed that the consumer perceives certain difficulties, such as the mode of delivery, the originality of the product, and the mode of payment. The crisis of Covid-19 has had a negative impact on the level of production, and economic growth and has proliferated social distancing

The paper is structured as follows: Section II deals with interesting readings on the concept of Content Marketing and its applications, while Section III presents the method and material used. The results are presented and interpreted in Section IV, before we conclude our work in Section V.

II. PRACTICAL APPLICATIONS AND REVIEW OF CONTENT MARKETING LITERATURE

Digital Marketing, also known as Digital Marketing, has become an increasingly popular business practice as technology continues to advance. With digitalization, businesses of all sizes and types have begun to use digital marketing tools and strategies to reach their target audience.

Small businesses, such as VSEs and SMEs, as well as large enterprises (LEs), have recognized the importance of this new form of marketing to increase their visibility, awareness, and profitability. Digital marketing is dependent on content marketing, and the effectiveness of a company's communication depends on the quality of content marketing, which obliges

marketers to select and analyze their target audience appropriately to ensure its promotion ([5]).

A. Understanding Content Marketing: Definition, techniques, purposes, the role of intermediary companies and implications for professionals

1) Definition, techniques, and purposes

Before discussing the theoretical and empirical review of articles on Content Marketing, it is important to provide a clear definition of this key concept. According to [6], Content Marketing is defined as: "*Bit-based objects distributed through electronic channels*". The focus of any Content Marketing strategy is the customer (or consumer).

Content Marketing can take many forms such as blogs, videos, case studies, e-books, websites, e-commerce, etc. However, the most common technique is Content Marketing via social networks. [7] identifies six objectives of Content Marketing:

- Strengthening the customer perspective: Understand customer needs and preferences to improve their shopping experience.
- Sales and lead generation: The choice of channels and tactics for delivering information reflects the company's ability to meet the needs of buyers and influencers for a brand.
- Brand knowledge.
- Customer Upgrade: Encouraging a customer to opt for an upgraded version of a product they are already using.
- Consumer Engagement.

2) Implications for professionals

Content marketing requires increased expertise and creativity to produce quality content that is attractive and engaging to consumers. Professionals must be able to produce content that is relevant, informative, and interesting, and that engages consumers and prompts them to interact with the brand. Content marketing has significant implications for professionals, who must be experts in content production, social media management, and performance analysis to develop an effective content strategy that meets the needs of consumers and the company's marketing objectives.

DMCOM Company Sousse, for example, helps companies to achieve the goal of launching a website project and switching to web marketing.¹

B. Review of the literature on the effects of content marketing

The literature reveals several positive effects of Content Marketing.

1) Content marketing and customer loyalty

Content marketing can help build customer loyalty by providing continuous, quality content that meets their needs

and interests. A study of patients and family members in private hospitals in Saudi Arabia showed that Content Marketing had a positive impact on customer engagement, trust and loyalty (See [8]). Research has also shown a positive correlation between Content Marketing in the form of images, videos, e-books, games, slides, quizzes, case studies, blogs, etc. and online customer loyalty (See [9]). However, it is important to note that boring content can negatively affect brand image and customer loyalty. A study by [10] on the brand "Lenovo" found that the informational and entertainment value of the content and the perceived functional value of the brand's YouTube channel positively influenced experiential evaluation, resulting in high brand loyalty. Other studies such as [11] showed that improved Content Marketing practices increased customer engagement, which in turn increased brand loyalty. Finally, the study conducted by [12] with 100 users of the digital platform "Bareska" did not find a significant effect of Content Marketing on brand loyalty.

2) Content marketing and quality lead generation

In digital marketing, leads are business contacts. Derived from lead generation, the term describes various techniques to attract visitors to a company's website.

Therefore, the goal of lead generation is to find interesting prospects and convert them into customers. To increase sales, it is recommended to use Content Marketing to attract more customers. According to [52], lead generation metrics measure how often content consumption leads to leads. As such, lead generation is often one of the primary goals of content creation, especially in the B2B space.

3) Content Marketing and lower costs than other forms of marketing

Cost reduction is one of the biggest challenges for companies. Implementing a cost reduction strategy is one of the avenues that companies can use to gain productivity and profitability. Content marketing can help reduce costs (See [53]).

4) Content marketing and the buying decision

Customer perceptions and purchase decisions are very important and related to content marketing. [13] highlight the weak relationship between brand awareness and purchase decision, but find a positive effect of Content Marketing on the latter. For [14], image and brand equity explain purchase intention. Blogger comments are decisive for the purchase decision according to [15], while [16] emphasize the importance of e-WOM, brand loyalty and social network marketing. The purchase decision is also affected by perception, motivation, learning and beliefs ([17], p. 91). Product quality, brand image and user feedback are the key factors for the purchase decision according to [18]. Finally, according to [19], brands must communicate on social networks, respond to consumers' queries and launch advertising campaigns to

¹ One of the main services offered by this agency is Branding. DMCOM Company's partner companies that have adopted Branding or relevant content marketing have seen an average increase of 28% in revenue. Examples of e-commerce sites for electronics on Facebook that have been created by DMCOM Company are Le Bon Plan and The Best Choice-Negotium.

increase their purchase intention. Several studies ([20], [21], [22] and [31]) also highlight the positive impact of Content Marketing on purchase intention. Therefore, our study puts forward the following hypothesis:

H1: Content marketing has a positive impact on online purchase decisions.

5) Content marketing and brand awareness

Content Marketing can also help improve brand awareness by increasing online visibility and generating engagement and virality on social media and other digital marketing channels. This can help attract new customers and strengthen the brand's position in the market. Social media is powerful and can increase brand awareness online and off. Multinational companies recognize its importance and potential (See [36], [38]). Brand awareness is also associated with the awareness of the brand's products²

This prompts two additional research hypotheses:

H2: Content marketing has a positive impact on brand visibility.

H3: Content marketing increases consumer awareness and knowledge of a product.

III. EMPIRICAL METHODOLOGY

A. Method

1) Questionnaire

The design of our study is based on a questionnaire, a method that has several advantages. According to [26], the reliability and relevance of a questionnaire depend on the quality of the questions asked rather than on the amount of information collected. However, this method does not provide an in-depth picture of a concern (See [27]). Finally, [28] identified three main advantages of questionnaires: their efficiency in collecting information, their low cost, and their anonymity.³ We allowed respondents to answer freely to obtain spontaneous, natural, and unbiased responses to ensure reasonable generalization of results. We used [Google Forms](#) to create an online survey that provides a broad framework for discussion. A questionnaire has different types of questions:

- Open questions.
- Closed questions (Yes/No).
- Multiple choice questions (MCQs).
- Scale questions (e.g., Very Good/Good/Fair/Poor).

We chose the brand "SAMSUNG" as our evaluation criterion because of its iconic status in the field studied. This brand is distinguished by its culture of innovation that emphasizes the knowledge, skills and abilities of its employees to develop superior technological products. This corporate culture is in line with Samsung's mission and vision to improve life and society through its products.

2) Sampling

We opted for the simple random sampling method, which means that each individual has the same probability of being selected.

B. Data collected and demographic characteristics

1) Data collected

We surveyed 100 people with an 11-question questionnaire on demographics, perception and online shopping decision (See [link](#)). The sample is composed of students, teachers of the Faculty of Economics and Management of Sousse, friends, classmates, family, relatives, acquaintances (as neighbors, etc.), as well as employees and subscribers of DMCOM Company on Facebook. This number of respondents is reasonable and satisfactory for robust results.

2) Demographic characteristics

Fig. 1 shows that 63% of the respondents are women and that men represent 37% of the sample, which means that the results are mainly based on women's responses. This predominance can be explained in part by the surplus of women in Tunisia relative to men, according to data from the National Institute of Statistics (NIS). In addition, women tend to be more subservient and agile than men, who appear to be in a greater hurry. The difference in response rates by gender has been well raised by [39].

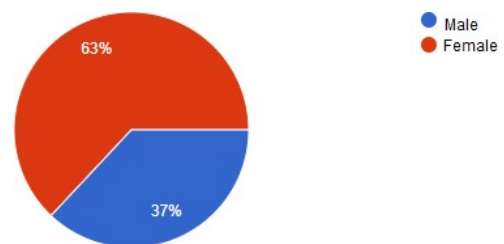


Fig. 1 Distribution by gender

Fig. 2 shows that 65% of the participants are between the ages of 19 and 25, suggesting that the sample is composed primarily of young adults. This finding is consistent with other studies showing that young people are more likely to respond to questionnaires (see [40], [41]). In addition, it is interesting to note that young people are more "up-to-date" in their use of electronic devices, especially smartphones, and have a more developed knowledge of all brands due to their instantaneous trend and fashion following. Finally, this generation Z accesses websites and social networks more frequently than generation X, which has known a "non-internet" world. (See [30]).

² For a brief literature review on our concept of interest, readers may consult [23].

³ For guidance on the steps involved in constructing a questionnaire, we recommend reading [24], [25], [26], [27], [28], [29], [42] and [43].

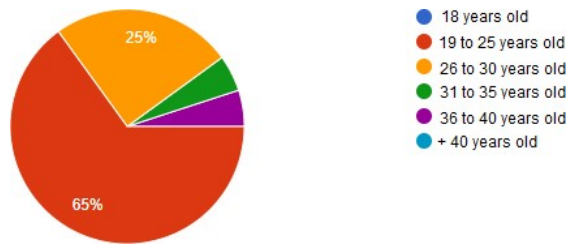


Fig. 2 Age distribution

After determining the predominant age range, we analyzed the distribution of respondents by occupational category (Fig. 3). The results obtained are extremely consistent and plausible. Indeed, students constitute the highest proportion with 55%, followed by workers with 23% and executives with 10%. The other professional categories such as craftsmen, shopkeepers, company managers, civil servants and pensioners show similar and very low percentages. This result can be explained by the fact that students are more familiar with new media and technologies and have more free time to devote to answering online surveys. The distribution according to socio-professional category is an important indicator when designing digital marketing questionnaires (see [44] and [45]).

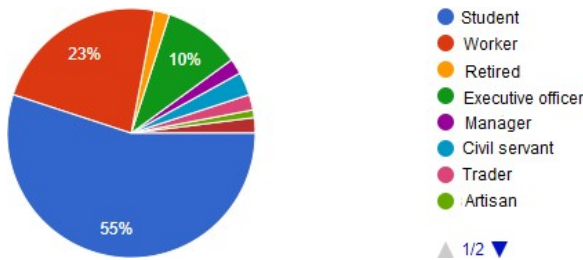


Fig. 3 Distribution by occupational category

IV. RESULTS AND DISCUSSION

In this section, we present and provide an interpretation of the results obtained in response to our research question.

A. Results

After presenting the characteristics of the sample and the personal information of the participants, let us examine their online behavior, including towards the brand "SAMSUNG". According to Fig. 4, 85% of the respondents are considered online shoppers, while the remaining 15% either visit websites and online platforms but refuse to go through with the purchase, or are not regular Internet users (such as Generation X or Y consumers). These observations contradict the study conducted by [46] which shows a risk aversion of consumers towards online purchasing. Note that this study was conducted in 1999 and therefore users belonging to generation X or Y are not yet familiar with the use of the Internet itself. Fig. 4 shows that Content Marketing positively influences the online purchase decision by attracting consumers' interest. This strategy relies on effective communication (design, topicality, reading experience, timing and tone) provided by companies like DMCOM Company, which provide the necessary information

about a specific brand's products to satisfy customers' needs and desires and create mutual value.

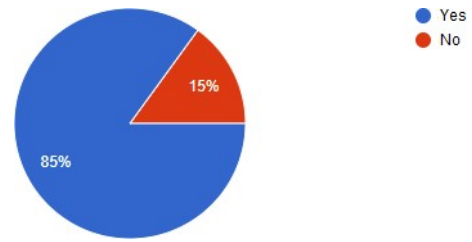


Fig. 4 The number of people buying online

There are several reasons that may prevent consumers from buying online even if they develop confidence in the product brand in terms of quality, reliability and warranty (life span). The most commonly identified reason is related to payment (missing details on the quote, additional charges not claimed on the sites, security of payment in case it is also done online, etc.). Another factor is related to the product itself, which sometimes does not correspond to its display on e-commerce sites or social networks. The lack of details on a product disappoints (potential) online buyers. Consumers (with or without intention to buy) who consult a site or any electronic platform may abandon a site that takes more than three seconds to load.

The online shopping experience is not without risk, and therefore Content Marketing must overcome several challenges to make it reliable and credible. Among these challenges, it must overcome the difficulties that consumers encounter when shopping online.

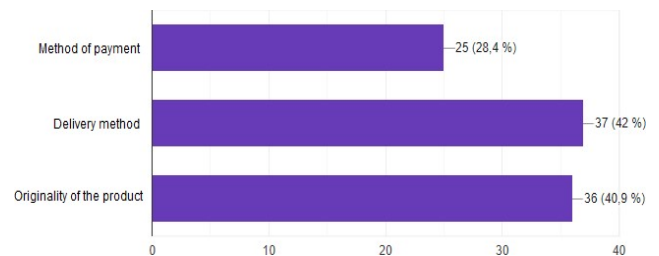


Fig. 5 Difficulties encountered during the purchase

Fig. 5 shows that 41% of users of the sites have a problem with originality and quality. Online, it is much easier to be fooled and end up buying a fake product. To originality, we associate a possible poor quality. We should not always trust the opinions and comments of some Internet users. With a similar proportion (42%), consumers encounter delivery and logistics problems when shopping online. Products are often lost or damaged in transit, and order tracking systems are unable to accurately locate the product. Consumers opt for same-day or next-day delivery, paying extra to have their product delivered.

However, these products are often not delivered on time and consumers have to wait several days before finally receiving their product. [47] also identifies high frequencies of the above-

mentioned problems, but confirms the existence of other risks associated with online shopping.⁴

The method of payment is a difficulty encountered by 28% of consumers, especially when it comes to online payments. Electronic payment failures are a problem that should not be underestimated. Many consumers experience problems with online payments. Although there are several payment methods, such as e-dinar, credit or debit card payments and even cash on delivery, some payment failures are due to website server error, payment gateway error or one-time password (OTP) problems. Technical problems often lead to the payment being deducted from the buyer's account or card, but the website does not actually receive the payment.

Thus, we asked about the most effective means of payment according to consumers and 51% favor a cash payment. 24% of consumers prefer the use of the e-dinar card, an easy and safe payment solution that can be made at any time. It is also available to young people who are not yet employees such as students and pupils. Payment by check or wire transfer are in the order of 13% and 12%, respectively (See Fig. 6). These percentages can be explained by the fact that most of the respondents are students as we have pointed out in Fig. 2. According to the study by [48], the choice of payment method when shopping online depends on the price of the items. For expensive items, credit card is considered a convenient, safe, and flexible option, while for inexpensive items, consumers do not show a particular preference for a particular payment method.

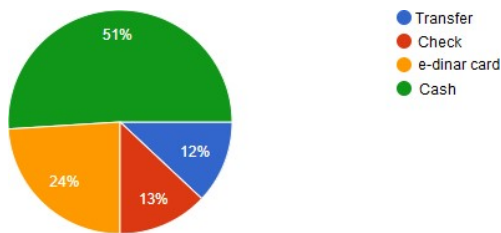


Fig. 6 Most efficient payment method

It is crucial to ask which content marketing communication channels are preferred by consumers. 59.6% of the respondents opt for e-commerce sites according to Fig. 7. According to [32], the knowledge level of consumers plays an important role in their adoption of e-commerce. This is because consumers with better market knowledge can search for information more efficiently, which reduces the cost of searching and thus increases their ability to use e-commerce.

Facebook also plays an important role in the intention to buy online with 40.4% of respondents favoring this purchasing channel. This finding is explained by certain factors that influence the decision. The number of "likes" of a product, shares, and reviews in comments especially from friends positively influence the purchase intention of this product online ([33], [34]).

In fact, the two purchasing channels are interrelated according to [49].

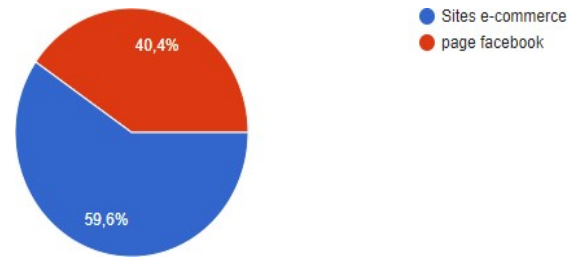


Fig. 7 The best channel to buy a product

We have just understood that, according to the participants of the survey, the best purchasing channel is e-commerce. This channel is used to increase brand awareness, known as "Brand awareness". New companies that have launched e-commerce sites are competing for brand awareness, forcing established companies to build brand awareness in online markets through e-commerce. These strategies have helped them bring their existing brand assets online and reposition those assets to build a new brand through competitive e-commerce initiatives ([35]).

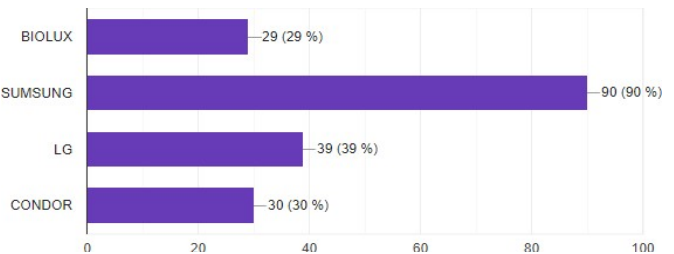


Fig. 8 Brands known by consumers

Fig. 8 shows that the "SAMSUNG" brand is placed first in terms of brand awareness with percentages of 90%, compared to 39%, 30% and 29% for the LG, CONDOR and BIOLUX brands, respectively.

The perfect combination of digital marketing and innovation has allowed "SAMSUNG" to establish itself as a unique and quality brand, worthy of its customers' loyalty. By developing its presence on social media, Samsung offers customers and brand loyalists several opportunities to share their experiences with those around them. This result contradicts the study conducted by [50] in Iran who find that "LG" has a higher brand awareness than "SAMSUNG".

To connect with the different segments of the population that its products target, "SAMSUNG" has social profiles on all major social networks, including YouTube, Facebook, Instagram, and Twitter.

In summary, the digital presence of the brand "SAMSUNG" is remarkable compared to other competing brands

⁴ Among these problems, [47] adds the inability to see or to touch the product, the unavailability of a delivery point, delivery delay, very high delivery charges, color variation, and difference in the quantity to be delivered.

Product awareness is the degree of knowledge that customers have about a product. The first step in purchasing a product is to gain knowledge of its existence. Information about function, benefits, quality, price, compatibility, and ease of use can also be important to a sale. Fig. 9 shows that the proportions are close together for household appliances and computer products (57%) and the highest percentage is for smartphones and tablets (66%).

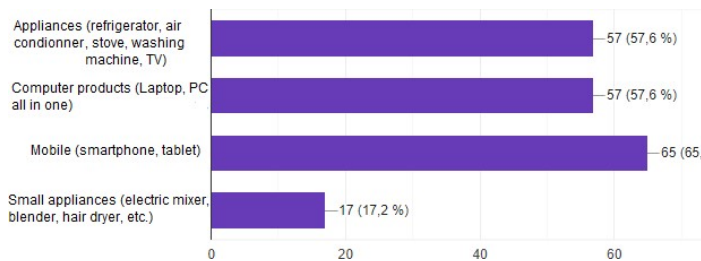


Fig. 9 Known products of "SAMSUNG"

Brand awareness and familiarity with a brand's products are often considered prerequisites for consumers' purchase decisions, as they are the primary factor in including a brand in the consideration set.

Brand and product awareness may also influence consumers' assessment of perceived risk and their confidence in the purchase decision, due to familiarity with the brand and its characteristics ([36]).

It is therefore plausible to find that 90.7% of the respondents agree that they have purchased products of the brand "SAMSUNG" (Fig. 10).

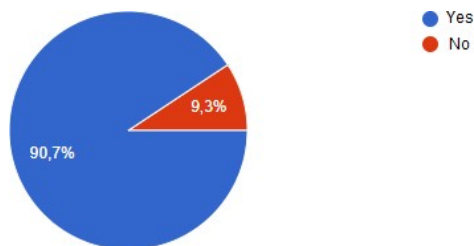


Fig. 10 Purchase of the SAMSUNG brand

Fig. 11 shows that the most purchased products in order of percentage are smartphones (70%), TVs (49.5%) and tablets (37.6%).

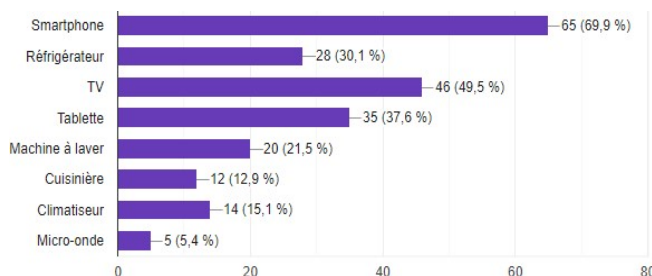


Fig. 11 Purchased products of the "SAMSUNG" brand

The popularity of SAMSUNG smartphones is not surprising and coincides with the observations of the International Data

Corporation (IDC) that SAMSUNG remains the world's leading seller with 73.6 million smartphones shipped. The findings [51] show that the decision to buy SAMSUNG smartphones is not only influenced by the brand's product awareness but also by its price.

B. Content Marketing: What lessons can we learn?

There are several lessons to be learned about the impact of Content Marketing on the purchase decision. First, Content Marketing can help build trust between the brand and the consumer by providing useful and relevant information. Consumers are more likely to buy from a company they know and trust.

Second, Content Marketing can also help position a brand as an expert in its field, offering valuable information and advice. This can influence the purchase decision in favor of the brand that is perceived as more knowledgeable and capable of meeting consumers' needs.

Finally, Content Marketing can also help boost consumer engagement with the brand by providing interesting and engaging content that grabs their attention and piques their interest. This can help build customer loyalty and increase the likelihood of repeat purchases.

In summary, Content Marketing can play an important role in the online purchase decision by building trust with consumers, positioning the brand as an expert and driving consumer engagement.

The concept, although very attractive, has major drawbacks, which have been identified by [37] such as time intensity, trademark and copyright issues, trust, privacy and security issues, user generated content and customer service.

C. Content marketing in the light of the health crisis

The COVID-19 crisis has stimulated digitalization and online shopping in Tunisia. Health measures have limited access to traditional stores. According to an MDWEB survey, 30% of Tunisian internet users purchased online during the pandemic, with 16% purchasing exclusively online. 69% of online shoppers are satisfied with their shopping experience, but 27% of first-time buyers are not satisfied with their first experience. Avoiding travel, risk of contamination and queuing are the main reasons for buying online.

V. CONCLUSIONS

Content Marketing is an inbound marketing strategy that delivers educational content to engage audiences and acquire customers. Surveys are a quick and cost-effective way to reach people, but can have limitations in terms of interpretation and understanding of the questions. Future research could focus on assessing the relationship between content marketing and customer satisfaction/loyalty, as well as adding specific questions about psychological/behavioral factors to enrich the questionnaire.

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