

# Effectiveness of Content in Blogs for Customer Engagement

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## Abstract

*In the dynamic landscape of digital marketing, businesses continually seek innovative approaches to engage their audiences effectively. Among these strategies, blogs have emerged as a potent tool for fostering customer engagement and nurturing lasting relationships. This study delves into the correlation between various characteristics of blog content and levels of customer engagement. Through a snowball sampling technique involving 114 participants, the research employs correlation and ANOVA analyses to unveil patterns and relationships between different variables. The findings underscore the significant influence of clear, visually appealing content that addresses audience pain points and interests. Compelling blog posts, resonating with readers' challenges and offering actionable solutions, significantly enhance engagement metrics. Furthermore, delivering understandable and visually appealing content fosters trust and credibility. Integration of striking visuals such as images, infographics, and multimedia enhances the content experience, encouraging prolonged dwell time and social sharing. This study offers data-driven insights into the effectiveness of blog content in driving customer engagement, guiding businesses in refining their content strategies to cultivate meaningful connections with their audience.*

**Keywords:** Customer Engagement, Visual Content, Understandable Content, Audience Engagement

## Introduction

In the rapidly evolving digital landscape, businesses recognize content marketing as an integral part of their strategies. Among various content platforms, blogs stand out as a powerful tool for engaging potential customers. Posting relevant and valuable content on blogs can raise awareness, establish thought leadership, drive website traffic, and forge deeper connections with audiences. Despite the widespread adoption of blogging as a marketing strategy, there is a lack of empirical studies that delve into the specific elements that contribute to the success of blog content in promoting customer engagement. This knowledge gap presents challenges for businesses seeking to enhance their content strategies and boost engagement through blogging. Without understanding the content traits that trigger interactions such as views, comments, shares, and conversions, firms risk investing resources in ineffective content that fails to resonate

with their audience. This study aims to fill this gap by providing empirical data on the correlation between different elements of blog content and measurable customer engagement indicators. By analyzing content performance data, testing content variations, and gathering expert opinions, this research aims to offer crucial insights for strategic content planning in digital age.

**Literature Review**

Tuten, T. (2015). A content analysis was performed for identifying there new and creative strategies of the social media posts through aspecific group of elite firms a jiable Opacity Results demonstrate which social media channels are used, how brand social media are used, users’ creative tactics, appeals’ influence, and how these channels and approaches reflect user participation in brand social media.

Verma, S. (2014). An extensive analysis revealed key performance indicators that hint at what works for blogging, and the degree to which the reach of blogs is complimentary to other social media platforms. The application of analytical data showed relations between the subject and the object, illustrated through the emotions, cognition, and behavior that would ultimately lead to specific customer engagement.

De Vries, L., Gensler, S., &Leeflang, P. S. H. (2012). A constant stream of well-written content and a level post rate also help keep the audience coming back and sustaining engagement.

**Objectives**

- Assess the impact of easily understandable content on various customer engagement metrics, including time spent on a webpage, bounce rate, and social sharing frequency.
- Examine how visual elements such as images, videos, and infographics influence customer engagement metrics such as click-through rates, comments, and overall interaction.
- Contrast the effectiveness of understandable content with that of visual content in driving customer engagement, analyzing both their individual contributions and their combined effects.
- Explore the correlation between the quality of understandable content and visual content, as well as their combined impact on customer engagement, with the aim of identifying optimal strategies for creating engaging blog content.

**Research Methodology**

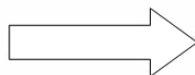
**Research Design**

Data will be collected for this study using a cross-sectional survey design, facilitating the acquisition of data at a distinct time period. This design is particularly suitable as it allows for the examination of both participants’ and employees’ perceptions and experiences concurrently. Its strength lies in its capacity to gather data on multiple variables simultaneously.

**Variables and Hypothesis**

**Independent Variable**

- **Understandable Content**
  - **Visual Attractive Content**
  - **Removing Pain Point**
  - **Timeless**
  - **Feedback**



**Dependent Variable**

- **Customer Engagement**

## Hypothesis

**Null Hypothesis ( $H_0$ ):** There is no significant difference between age with factors of customer engagement.

**Alternative Hypothesis ( $H_1$ ):** There is a significant difference between age with factors of customer engagement.

## Data Collection

Data will be collected from a sample through the utilization of a self-administered online questionnaire. This survey will consist of a mix of closed-ended and open-ended inquiries, allowing for the gathering of both quantitative and qualitative information.

## Sample Size and Characteristics

The Sample Size is approximately 114

A snowball sampling method will be used due to the limited scope of the research and accessibility constraints within the geographical location. While this method may not guarantee a statistically representative sample, it allows for efficient data collection within the given timeframe and resources.

## Results

### Anova

#### Hypothesis

**Null Hypothesis ( $H_0$ ):** There is no significant difference between age and customer engagement.

**Alternative Hypothesis ( $H_1$ ):** There is a significant difference between age and customer engagement.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Understandable Content	Between Groups	62.898	4	15.724	3.704	.007
	Within Groups	462.787	109	4.246		
	Total	525.684	113	23.082		
Removing Pain Point	Between Groups	92.326	4	4.427		
	Within Groups	482.595	109			
	Total	574.921	113			
Virtual Attractive Content	Between Groups	14.217	4	3.554	1.587	1.587
	Within Groups	244.073	109	2.239		
	Total	258.289	113			
Customer Engagement	Between Groups	65.271	4	4	2.881	.026
	Within Groups	617.466	109	109		
	Total	682.737	113	113		

## Interpretation

As the p-value is greater than 0.05, we accept the null hypothesis so, There is no significant difference between age with respect to Virtual Attractive Content. As the p-value is less than 0.05,

we accept the alternative hypothesis so, There is a significant difference between age with respect to Understandable Content, Removing Pain Point, Customer Engagement.

### Findings

The majority of respondents are young adults aged between 18 and 25, indicating a demographic trend in online engagement.

The study reveals a significant relationship between blog content factors and customer engagement metrics. However, no significant difference is observed between age and virtual content attractiveness. Significant differences are found between age and factors such as understandable content, pain point addressing, and overall customer engagement.

### Conclusion

The results of this study underscore the essential role of clear and visually appealing blog content in enhancing customer engagement. Through the utilization of a snowball sampling technique involving 114 participants and the application of correlation and ANOVA analyses, the research establishes a positive relationship between compelling blog posts tailored to the audience and increased customer interaction metrics. These findings offer valuable insights for organizations aiming to create content that addresses the specific challenges faced by their audience, presenting practical solutions in an easily understandable manner. Moreover, the integration of visually appealing elements such as high-quality images, infographics, and multimedia can further captivate readers and promote prolonged engagement. Consistently delivering content that is both understandable and visually appealing is crucial for maximizing the impact of blog initiatives on customer engagement. These findings contribute to the expanding field of content marketing, providing guidance for businesses to optimize their blogging strategies for sustained success.

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