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## *Influence of Content Marketing on E-Word-Of-Mouth in Organic Products: Evidence from India*

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*Abstract: The purpose this article is to examine the influence of content marketing on electronic word-of-mouth in organic foods. To achieve our objective, we collected the data from 300 individuals who purchase online organic foods specifically, in state of Haryana. To collect the required data, we designed a structure questionnaire which keeps statements on content marketing dimensions and electronic word-of-mouth in organic foods. The results of this article documented that dimensions of content marketing such as content information, content entertainment, social interaction and self-expression positively influence the e-word-of-mouth in organic foods. Therefore, our results documented that dimensions of content marketing are significant predictors of electronic word-of-mouth in organic foods. Therefore, the findings of this article provide unique implication to companies who produce organic products. In addition, this study discusses the utility of content marketing in relation with promoting organic foods.*

*Keywords: Content Marketing, Organic Foods, India.*

### I. INTRODUCTION

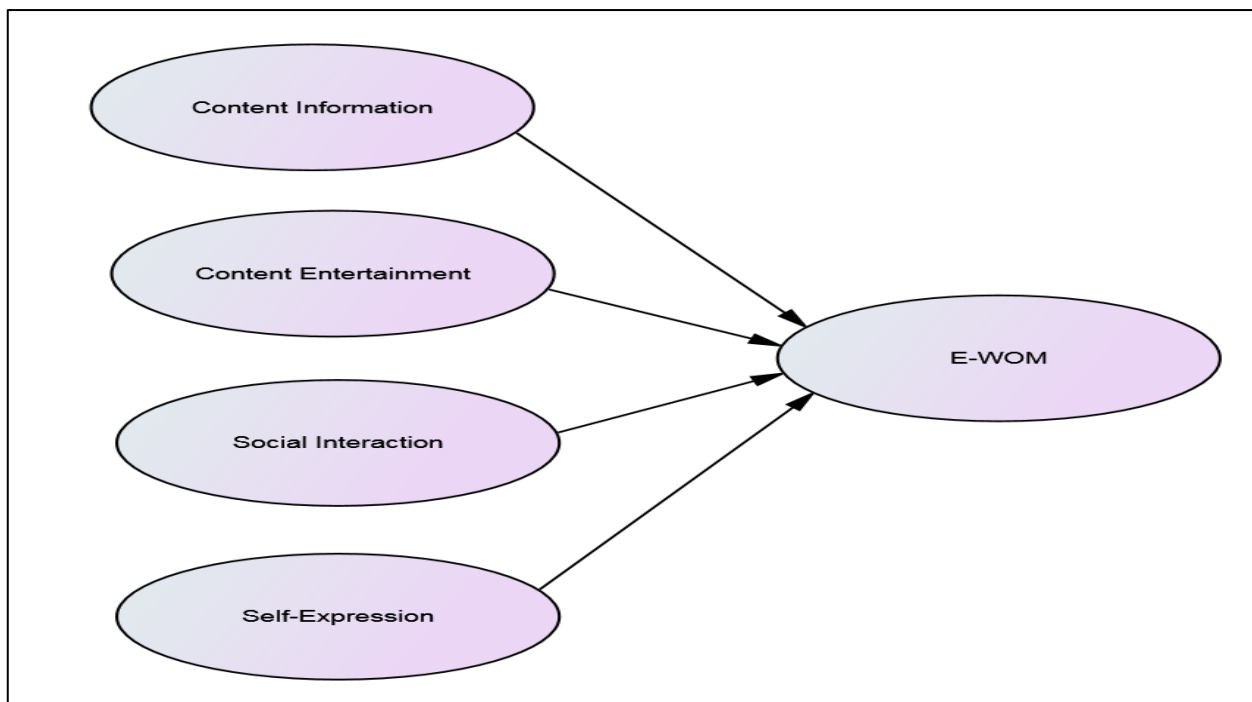
The term “organic” refers to the way agricultural products are grown and processed. While the regulations vary from country to country, in the U.S., organic crops must be grown without the use of synthetic herbicides, pesticides, and fertilizers, or bioengineered genes (GMOs). Organic livestock raised for meat, eggs, and dairy products must be raised in living conditions accommodating their natural behaviors (such as the ability to graze on pasture) and fed organic feed and forage. They may not be given antibiotics, growth hormones, or any animal by-products. Studies comparing the nutrient content of organic and non-organic foods have had mixed results. This is most likely due to natural variation in food handling and production. However, evidence does suggest that foods grown organically may be more nutritious.

These days, many organizations promote their items through announcements, radio, TV, banner and flyers or then again leaflets to impact into showcase and hold onto a major piece of the market for reason for selling their merchandise and administrations. All things considered, the organizations are prosperous which can find or make a practical way of affecting on clients buy expectation and expose their image since promoting with cost is the way that each organization can do it without any problem. In flow research, it is attempted to clarify how content marketing as an autonomous variable by the assistance and infiltration of powerful planning can impact the shoppers' buy expectation as the reliant variable of exploration in numerous effective sorts. Therefore, these studies examine the influence of content marketing on electronic word-of-mouth in organic foods. Hence, this article is organized as follows. Section 2 shows the relevant studies related to influence of examine the influence of content marketing on electronic word-of-mouth. Then, research methodology is discussed in Section 3. Section 4 provides empirical results. Section 5 concludes the findings of this study.

## II. LITERATURE REVIEW

Later investigations about content marketing have moved toward it, among others, from points like business-to-business methodology (Holliman and Rowley 2014), brand commitment (Vivero 2016), organization marking (Koljonen 2016), its essentials (Du Plessis 2015), functional execution (Arhammar 2014), web based promoting procedure (Augustini 2014), as a recent fad in showcasing practice (Wong and Kee2015), consumer loyalty (Anda, Akbiyik and Karkar 2016), advancement (Kose et al. 2016), computerized channels (Banjo 2013), openings and difficulties (Salojrvi 2016) and search promotion viability (Pazeraitė and Repoviene 2016). Albeit these investigations consider online media as an apparatus that supplements a substance content marketing strategy, to the scientists information no review has explicitly checked out content marketings job in web-based media content networks to draw in with the main interest group in a more normal way. Since content promoting follows and rehearses a consumer centered reasoning (Ku 2016), online media content networks consider discussions on content, which a brand could use to determine concerns, while the local area individuals could likewise help each other through client produced content.

**Figure 1:** Proposed Theoretical Model



Moreover, additional narrating openings could interface shoppers with the brand on a more profound passionate level. In such manner, Du Plessis (2015) contends that content marketing mirrors the normal event and subtlety of content in private internet based media spaces while regular messages likewise add more warmth and a recognizable brand voice in web-based media. Saleh (2016) has given an easy framework that includes three steps, such as: traffic generation, engage the audiences, convert the audiences into customers, to measure content marketing success based on brand-point practices. The quality of content is a critical element in content marketing campaign, because if a content cannot provide the needed information with high quality, it will be unlike to use (Alshibly, 2014). Quantity of information refers to the number of things and objects that try to describe or explain an alternative such as product, service, brand, and etc (Wilkie, 1974).

## III. RESEARCH METHODOLOGY

As aim of this article is to examine the influence of content marketing on e-word-of-mouth in context of organic products, we collected the data from individuals who purchase online organic foods specifically, in state of Haryana. To collect the required data, we designed a structure questionnaire which keeps statements on content marketing dimensions and electronic word-of-mouth in organic foods. Initially, we spread 320 questionnaires among individuals through online and offline mode.

Out of 320 questionnaires, 310 questionnaires were returned by survey individuals. Then, 300 of the 310 questionnaire found fully complete and suitable to further analysis. Therefore, this article is base on responses of 480 individuals. In addition, we use SPSS V.24 to analyze the data. The questionnaire is provided as **Annexure A**.

#### IV. DATA ANALYSIS AND DISCUSSION

##### 4.1 Demographic profile of respondents

**Table 1** presents the demographical profile of survey customers. We found that 53.33% of respondents were 31-40 years followed by 26.67% were 41-50 years, 10.67% were less than 30 years, and rest of 9.33% respondents were more than 50 years. Further, 40% of respondents were post-graduate followed by 36.67% were graduates, 13.33% were less than 12<sup>th</sup> standard, and rest of 10% were others degree holders. In addition, we found that 40% of respondents were employed in service sector followed by 34.67% were businessmen, 17.33% were engaged in other occupation, and rest of 8% were students. Our results show that majority of respondents were married. 90% of customers were married followed by 10% were unmarried. 70% of respondents were earned Rs. 30,001-1,00,000 monthly followed by 12.67% of respondents earned less than Rs. 30,000 monthly, 10% of respondents earned Rs. 1,00,001-1,50,000, and rest of 7.33% earned more than Rs. 1,50,000. In addition, we found that majority of respondents were always prefer to organic products. Furthermore, our findings indicates that 53.33% respondents spend Rs. 6001-10000 followed by 28.33% respondents spend 3000-6000. Then, we found that 13.33% of respondents spend less than Rs. 3000 monthly on organic products and 5% spend more than Rs. 10000 monthly.

**Table 1: Demographics of respondents**

Variables	Category	Frequency	%
Age (years)	<30	32	10.67
	31-40	160	53.33
	41-50	80	26.67
	>50	28	9.33
Educational qualification	<12th	40	13.33
	Graduation	110	36.67
	Post-Graduation	120	40
	Others	30	10
Occupation	Student	24	8
	Service holder	120	40
	Business	104	34.67
	Others	52	17.33
Marital status	Married	270	90
	Unmarried	30	10
Monthly income (in Rs.)	Less than 30,000	38	12.67
	30,001-1,00,000	210	70
	1,00,001-1,50,000	30	10
	Above 1,50,000	22	7.33
Preference to purchase organic products	Always	270	90
	Sometimes	28	9.33
	Never	2	0.67
Expenses to purchase of organic products in a month (in Rs.)	< 3000	40	13.33
	3001-6000	85	28.33
	6001-10000	160	53.33
	>10000	15	5

Notes: N=300.

Source: The survey.

##### 4.2 Correlations between variables

Table 2 shows correlation between variables. Our results indicate positive and significant correlation of Content Entertainment with Content Information ( $r=0.556$ ,  $p<0.001$ ). In addition, we found that Social Interaction positively and significantly associated with Content Information ( $r=0.432$ ,  $p<0.001$ ) and Content Entertainment ( $r=0.321$ ,  $p<0.01$ ). Then, our findings indicate that Self-Expression positively associated with Content Information, Content Entertainment and Social

Interaction. In last, E-Word-of-Mouth have positive relationship with Content Information ( $r=0.611$ ,  $p<0.001$ ), Content Entertainment ( $r=0.588$ ,  $p<0.001$ ), Social Interaction ( $r=0.566$ ,  $p<0.001$ ) and Self-Expression ( $r=0.583$ ,  $p<0.001$ ).

#### 4.3 Content Marketing and electronic Word-of-Mouth

Table 3 shows the results of regression model. We found constant coefficient positive and significant ( $\beta=1.321$ ,  $p<0.001$ ), implied the value of dependent variable will be positive in absence of other independent variables. Further, the coefficient of Content Information (CI) is positive and significant ( $\beta=0.532$ ,  $p<0.001$ ), indicates that one unit increase in Content Information (CI) cause 0.532 unit increase in E-Word-of-Mouth (EWoM). Then, the coefficient of Content Entertainment (CE) is positive and significant ( $\beta=0.488$ ,  $p<0.001$ ), indicates that one unit increase in Content Entertainment (CE) cause 0.488 unit increase in E-Word-of-Mouth (EWoM). In addition, the coefficient of Social Interaction (SI) ( $\beta=0.503$ ,  $p<0.001$ ) and Self-Expression (SE) ( $\beta=0.423$ ,  $p<0.001$ ) are positive and significant, indicates that one unit increase in of Social Interaction and Self-Expression cause 0.503 and 0.423 units increase in E-Word-of-Mouth (EWoM), respectively. Moreover, our results documented that dimensions of content marketing are significant predictors of electronic Word-of-Mouth in organic foods.

**Table 2:** Descriptive statistics and correlations matrix

Variables	Cronbach's alpha	Mean	SD	CI	CE	SI	SE	EWoM
Content Information (CI)	0.887	3.442	0.887	1				
Content Entertainment (CE)	0.912	3.887	1.054	0.556***	1			
Social Interaction (SI)	0.901	3.552	1.120	0.432***	0.321**	1		
Self-Expression (SE)	0.892	3.887	1.212	0.581***	0.511***	0.432***	1	
E-Word-of-Mouth (EWoM)	0.911	4.124	0.883	0.611***	0.588***	0.566***	0.583***	1

Notes: \*, \*\*, \*\*\* correlation is significant at 0.05, 0.01, and 0.001, respectively.

**Table 3:** Results of regression model

Variable	Unstandardized coefficients	Standard error	t-value	Standardized coefficients
Constant	1.321	0.323	4.090*	-
Content Information (CI)	0.532	0.063	8.444***	0.501
Content Entertainment (CE)	0.488	0.034	14.353***	0.342
Social Interaction (SI)	0.503	0.133	3.782*	0.483
Self-Expression (SE)	0.423	0.044	9.614***	0.322

Notes: Dependent variable = E-Word-of-Mouth (EWoM).  $R^2=56.23$ . \*, \*\* and \*\*\* coefficient is significant at 0.05, 0.01 and 0.001, respectively.

Source: The authors

## V. CONCLUSION

This study aims was to investigate the influence of dimensions of content marketing on electronic word-of-mouth in organic foods. Using the sample of 300 individual, our study suggest that. Dimensions of content marketing such as content information, content entertainment, social interaction and self-expression positively influence the e-word-of-mouth in organic foods. Therefore, our results documented that dimensions of content marketing are significant predictors of electronic word-of-mouth in organic foods. In contrast to traditional advertising, clients energetically look for the fascinating substance or step up and look for data with respect to items and administrations through portable online media. For advertisers, an instrument that helps them to comprehend the primary elements of content marketing strategy, like exchange and correspondence, narrating, and invigorating client association and support, is significant as these elements are exactly in accordance with customers' needs when looking for data through the versatile correspondence.

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