

Effectiveness of Content Marketing of Vespa Scooter With Reference to Vignesh Moteurx Pvt Ltd, Pondicherry

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ABSTRACT

This project, titled "Evaluating the Efficacy of Content Marketing for Vespa Scooters: A Case Study on Vignesh Moteurx Pvt Ltd," aims to assess the success of content marketing strategies employed by Vignesh Moteurx Pvt Ltd in promoting Vespa scooters. Content marketing plays a crucial role in contemporary marketing, offering unique avenues for customer engagement and brand promotion. The study adopts a comprehensive approach by analyzing various content marketing channels, including social media, blogs, and multimedia content, utilized by Vignesh Moteurx Pvt Ltd. To gather insights, the research employs a combination of quantitative and qualitative methodologies, incorporating surveys and interviews with both target consumers and industry experts.

Keywords: Content Marketing Vespa Scooters Vignesh Moteurx Pvt Ltd Effectiveness Case Study Social Media Blogs Multimedia Content Brand Awareness Customer Engagement Lead Generation Competitive Analysis Brand Identity Industry Standards Consumer Insights

1. INTRODUCTION

This project, titled "Assessing the Impact of Content Marketing on Vespa Scooter Sales: A Case Study of Vignesh MoteurX Pvt Ltd," endeavors to delve into the realm of content marketing effectiveness within the context of one of the automotive industry's prominent players. Vignesh MoteurX Pvt Ltd, custodians of the iconic Vespa scooter brand, operates in an environment where digital engagement and consumer-centric strategies are increasingly pivotal. The study aims to comprehensively analyze the effectiveness of the content marketing strategies employed by the company, scrutinizing aspects such as content creation, distribution, and engagement metrics. By investigating the integration of digital platforms and social media in disseminating Vespa-related content, the research seeks to uncover patterns that illuminate the impact of content marketing on consumer perceptions, brand loyalty, and, ultimately, sales figures. This exploration is poised to contribute valuable insights to both academic and business communities, offering a nuanced understanding of content marketing dynamics in the automotive industry. The anticipated findings are expected to empower marketing professionals with actionable recommendations, enhancing their strategies and driving tangible business outcomes in the ever-evolving landscape of digital marketing.

OBJECTIVES

- To analyse content marketing tactics used by vespa to target its customers
- To find the effect that branded content has on the customer brand retention
- To analyse the branded content that affects the consumer attitudes and decision making process

2. REVIEW OF LITERATURE

(barrett, 2009), explain that content marketing has given a new survival to the marketing strategies. Author mention that the marketers have reached out the audience not only through the traditional mean of content such as newspaper or magazines but also through emphasising new media promotion through technology like search engine optimization (SEO), video series, blogs, podcast and more which helps the companies to meet the promises of the customer. Thus, content creation is a new domain for marketers post advertising age (rowley, 2008), mentioned that digital content marketing (DCM) plays a vital role as a part of commercial landscape. The approach focuses on the uniqueness of digital content which creates value for content created by the marketers. The format of content can be images, text, multimedia, music etc. which can be channel on various platforms.

According to (Le, 2013), content has converted traditional four P's into solution, access, value, education framework. This helps to educate customer instead of focusing on sale cycle. Valuable content makes more customer-oriented network which possibly leads to creating more purchases. Thus, the goal of using content marketing in business to create customer, base building brand engagement and improving leads.

(Puro, 2013) Explain the effectiveness of content marketing in corporate branding is created through linking the corporate identity with marketing content creating to build the corporate brand. Interesting and valuable content can be distributed in various forms and the main goal of content marketing strategy is to increase brand equity to enable the growth. Author mention that content marketing is the best marketing method in building corporate brand and creating leader position within competitive B2B markets. Above research work explain the role and usefulness of content marketing (Kee, 2015), reveals that content marketing shows a new pattern of marketing through story marketing. It is all about informing and perusing audience to raise awareness or to change their perception upon the brand. Brands will accomplish their marketing goals not only through interruptive media but by creating and distributing valuable information for the niche (palekar, 2016), mentioned that content marketing creates a vital importance for improving sales and profit, and helps to ensure satisfactory increase in sales and profit through advertising direct and internet marketing the B2C marketers work to convert shoppers into buyers.

(Rathor, 2017) explain that digital market has targeted different medium to popularize their business which focuses on Search engine optimisation, Search engine marketing, content creation, digital display advertising, interactive marketing and more. The consumer is looking and searching more on internet and thus marketer's tries to influence through above mentioned sources. Thus, growing digital marketing in India is evident that to showcase your business and create effective consumer ecommerce plays a vital role.

(Chua, 2017), explain Content marketing as a solution to the declining effectiveness of traditional marketing. Author suggested that there should be a comprehensive strategic approach. Further author mention that content should be customised according to target market and group.

According to (hakkaraiinen, 2016) companies can attract the early adopters and opinion leaders can be proved favourable by adopting content marketing. Content marketing can be part of strategic program, to attract the customers and creates value for the company.

(Plesis, 2017), mentioned that content marketing helps to create and build brand loyalty by engaging the target audience with the valuable content, social media had widely adopted this strategy to attract the market. The role of content marketing is broadly categorized by building communities, platform specific content and understanding channels.

(simon, 2005), mentioned that Internet has become more dynamic and multilingual more companies are adopting the website approach to meet the requirement of multilingual users and increase sales on e-commerce platform. Emarketing content has a crucial role in e-commerce activity which results to effectiveness and leads to success.

3. RESEARCH METHODOLOGY

Research methodology is the roadmap researchers use to navigate their inquiries. It ensures their approach is logical, objective, and rigorous, leading to trustworthy and credible results. In essence, it involves defining research questions, choosing appropriate methods, collecting and analyzing data, drawing conclusions, and considering ethical implications. By understanding research methodology, researchers can conduct successful projects that contribute meaningfully to their chosen fields.

4. DATA ANALYSIS AND INTERPRETATION

TABLE 1: Showing Annova Analysis

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	33.858	3	11.286	57.559	0.00
Within Groups	20.000	102	.196		
Total	53.858	105			

TABLE 2: Showing Chi-square Analysis

	Value	d.f	Asymptotic Significance (2-sided)
Pearson chi-square	272.571 ^a	9	.000
Likelihood ratio	168.287	9	.000
Linear by linear association	87.668	1	.000
N of valid cases	106		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .69.

TABLE 3: Showing Correlation Analysis

		Productivity	Career growth
Productivity	Pearson correlation	1	.877**
	Sig. (2-tailed)		.000
	N	106	106
Career growth	Pearson correlation	.877**	1
	Sig. (2-tailed)	.000	
	N	106	106

5. FINDINGS

ANNOVA

it is inferred that there is no statistical significance between branded content and purchase value

REGRESSION

it is inferred that the tools have greater impact on customer engagement.

CHI-SQUARE

it is inferred that there is no significant association between customer support and customer satisfaction of the respondent

6. CONCLUSION

In conclusion, the study on the effectiveness of content marketing for Vespa scooters with reference to Vignesh Moteurx Pvt Ltd reveals valuable insights into the impact of strategic content creation and distribution. Through a comprehensive analysis of various content marketing channels, engagement metrics, and consumer feedback, it is evident that a well-executed content marketing strategy can significantly enhance brand awareness, customer engagement, and ultimately contribute to the overall success of Vespa scooters in the market. The findings underscore the importance of aligning content with the target audience's preferences, leveraging various platforms, and consistently delivering high-quality, relevant information. As Vignesh Moteurx Pvt Ltd continues to invest in and refine its content marketing efforts, the potential for strengthening the brand's position and fostering long-term customer loyalty remains promising. This research provides a foundation for future strategic decisions, emphasizing the ongoing need for innovation and adaptation in the dynamic landscape of content marketing for the automotive industry..

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