

## CONTENT MARKETING EFFECTIVENESS TOWARDS CONSUMER'S PERSPECTIVE ON THE NEW PRODUCT LAUNCH. INVESTIGATION STUDY AMONG YOUNG ADULTS IN INDONESIA

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### Abstract

Marketing techniques have shifted from physical to digital, and digital marketing has many subtypes, one of which is content marketing. People in Indonesia prefer content marketing because of easy access to the Internet with multiple platforms, and this has made effective marketing, provided the right content marketing is available. Content marketing is used by online marketplaces or people buying and selling on the Internet to market their products because it is more effective, cost-effective, and easy for customers and buyers to meet each other based on their needs and demands without the limitations of distance and time. Customers who shop through the Internet can easily be influenced primarily by marketing exposed on the Internet, which alert them about goods being sold and knows who and on which websites the goods are being sold, particularly young adult customers, who constitute the majority of the population exposed to social media and e-commerce. Findings from this study revealed evidence on the importance of content marketing, especially for the early introduction of a new product. Content marketing provides brands with more access and channels to reach their target customers.

**Keywords:** *Content Marketing, Consumer Perspectives, Product Launch, Digital Marketing, Young Adult*

## **1.0 Introduction**

A new launch product, according to Schneider and Yocum (2004), is a multidisciplinary, potent procedure that effectively propels and sustains a new product or service on the market over time. It is very important for a business to launch a new product on the market; whether the business is introducing a recent service upgrade or a physical product, launching can be the difference between the success and failure of a product. To launch a new product, A strategy is needed, and marketing is one of the main initiatives. Marketing is an integral part of business, wise and visionary business people must ensure that part of its budget is allocated to the marketing sector, and as for today, customers tend to make online transactions that trigger the marketing patterns of this era are shifting so rapidly from conventional physical marketing to digital marketing on the Internet (Wibowo, 2020). Thus, marketers are now moving to use the Internet to promote brands through e-commerce sites, social media, and e-mail, as the Internet provides a medium that can reach vast numbers of customers (Aryanto, 2020).

The Internet plays a major role in modern society. It connects people from different places, allows endless opportunities, and as a result, innovation, development, new things continue to appear (Attaran, 2017). The Internet improves the quality of life in a way that provides conveniences to 59% of the world's population who can access the Internet by allowing access to inaccessible things, which means that the Internet has emerged as one of the most important communication tools in this era (Statista, 2020). The range of services available on the Internet, including social media, search engines, marketplaces, creative content outlets, communications services, app stores, payment systems, services comprising the so-called cooperative or gig economy, is known in terms of online platforms (OECD, 2019). Online platform plays an extremely crucial role in the internet world and thus in social and economic life (Martens, 2016). However, due to the rapid number and development of online platforms on the Internet, everything that was physically held has begun to switch online, and communication activities, including marketing, have shifted to digitalization. This marketing is known as digital marketing. Digital marketing is defined as marketing on the Internet that is developed and distributed using digital technologies or devices such as mobile phones, computers and other digital media that is connected to the Internet (Financial Times, 2017). Digital marketing campaigns have become widespread and adapted by any kind of business and brand. Therefore, content marketing has an important role to play in attracting customers' attention.

## **2.0 Literature Review**

Content marketing is an online marketing activity or strategy that focuses on producing, publishing and distributing content to the target audience with the aim of achieving objectives such as increasing brand awareness, credibility, sales, engaging the online community of users, attracting attention, generating leads and expanding the customer base on the Internet (Pulizzi & Barret, Get Content Get Customers: Turn Prospects into Buyers with Content Marketing, 2010; M, 2013). Content marketing begins by identifying customers in terms of their needs, preferences, and trends for the development of attractive content. Later, the information will be displayed in a variety of online formats, including infographics, blogs, videos, podcasts, e-mail, images, and many other formats accepted on the Internet (Steimle, 2014).

In Indonesia, the major population uses the Internet daily. Based on a survey conducted by the Indonesian Internet Service Providers Association, out of a total population of 266.91 million, 196.71 of them are internet users (around 73.7% of Indonesia's population uses the Internet) (APJII, 2019). If disaggregated by generation, 34% of internet users in Indonesia are millennials, followed by gen x at 20% and baby boomers at 13% are internet users in Indonesia. The others are adolescents and children. Indonesians mostly use smartphones as their primary means, while personal laptops, home PCs, office PCs and other gadgets are optional means of accessing the Internet (Alvara, 2019). In addition, approximately 86 per cent of Indonesian Internet users shop online from any computer. These are also classified as Internet users who bought the most items online in December 2018 (CNN Indonesia, 2019). The online platforms most visited by Indonesians are the marketplace, followed by websites and social media. The marketplace is also the most trusted shopping platform, with 97% of respondents, while 91% prefer website shopping and 82% prefer social media (Maulana, 2021).

In Indonesia, social media are the trends in content marketing that are commonly used by businesses to promote their business or to announce a new product or brand launch. Based on a survey conducted by the Global Web Index, YouTube, WhatsApp, Instagram, Facebook, Twitter became Indonesia's most popular social media in 2020 (Dahono, 2021). Social media play an important position in content marketing success and performance, enabling marketers to influence prospects, build brand awareness, and ultimately lead to conversion and sales (Tama, 2018). Another common content marketing used is infographics. Infographic is quite enjoyable for Indonesians, especially millennials, the generation that dominates the industry in the modern age. This analysis revealed that millennials' attention span had reduced by up to 8 seconds, and they were unable to concentrate for a long time (Finch, 2015).

Content that uses an editorial approach such as infographics is the best solution because it can contain a lot of information at the same time, can attract visual attention (Sotya, 2020). Compared to Indonesia, another content marketing type, such as podcasts, are quite popular in South Korea, and 53% of South Korean respondents to the Reuters Institute's latest digital news survey have been listening to a podcast in the past month (Richter, 2020 ). This content marketing is delivered with a voice advertisement in the middle of a break of the speaker's podcast. In Malaysia, social media is the most popular type of content marketing based on Malaysia Digital and Content Marketing Report 2018 GetCraft's Survey (2020) by describing content marketing as the most exciting digital opportunity for Malaysian marketers, with an estimated third of Malaysia's total media budgets going to digital advertising, making social media the most important platform for optimizing opportunities with 83% of Malaysians connecting to the Internet daily (Kemp, DIGITAL 2020: MALAYSIA, 2020). Content marketing may be one of the essential marketing strategies for the launch of a new product, particularly in the Indonesian market, but the perspective of internet users in Indonesia regarding this must also be acknowledged to develop social media content and infographics that can be enjoyed and in accordance with the preferences of the Indonesian market.

There have been many ways of advertising on the Internet (Haan, Wiesel, & Pauwels, 2016). Yet, digital content is the main factor in online advertising that is defined as any type of information or data that can be stored in videos, audio, pictures, and visual stories (Appel , Grewal, Hadi, &

Stephen, The future of social media in marketing, 2019). For content marketing, it has been described as part of digital inbound marketing in the quest for 'attracting new customers, keeping current customers once, and turning aspiring consumers into advocating through the creation of different types of content that prospective customers find valuable, and which will be used to navigate a website for more information more about it or to get in touch with a marketing offer. (Opreana & Vinerean, 2015). Nowadays, digital content trends are quite popular among businesses to promote products and services online, and there have been many papers discussing content marketing as the new market trends practices (Wong, 2015).

However, the previous study on content marketing related to the launch of a new product is still minimal, as it has not been adequately reported. Therefore, this study aims to further comprehend and examine content marketing efficiency by considering two types: social media and infographics and their correlation with the consumer perspective on the launch of a new product.

### 3.0 Methodology

This study used primary data, which were gathered through an online survey questionnaire. The survey questionnaires were distributed to random respondents in Indonesia between the ages of 20 and 34. This study employs a mono-method of quantitative, and the approach takes place when the researcher extracts quantitative data based on decisions made at the previous point of the study onion in numerical format (Saunders, Lewis, & Thornhill, 2019). The survey questionnaire has two parts for respondents to complete: stress-free reading and comprehension.

The first part uses both numerical and ratio measurements to gather general behaviours and demographic data from respondents through multiple-choice questions. The numerical measure was used for questions related to citizenship, sex, occupation of the respondent, the income level of the respondent measured using the ratio, as well as the request for the respondent's consent to contribute voluntarily to this survey. While the second part applies 5-point Likert scale questions in which the participants determine their level of agreement by pointing between 1 and 5 whereas:

- Strongly Disagree – 1
- Disagree – 2
- Neutral – 3
- Agree – 4
- Strongly Agree – 5

Below are the items used on the survey questionnaire:

**Table 1: Items used in the Questionnaire**

|   |  |
|---|--|
| (Ansu, Yeboah, & Amankwah, 2013); (M, 2013) |  |
| 1   | What advertising elements are more influential in attracting the consumer to an advertisement? |
| 2   | What demographic factors have an impact on consumer attitudes towards advertising elements?    |
| 3   | What kind of content are the consumers passionate about and likely to share?                   |

|   |   |
|---|---|
| 4 | What advertising elements are more influential in attracting the consumer?                    |
| 5 | What demographic variables have an impact on consumer attitudes towards advertising elements? |

|               |  |
|---------------|--|
| (Gümüş, 2017) |  |
| 1             | Does social media content lead participants to follow brands?                          |
| 2             | Does social media content lead participants to quit following brands                   |
| 3             | Does social media content shared by brand followers on their profiles?                 |
| 4             | Do contents correspond to negative or positive electronic word of mouth communication? |

|  |   |
|--|---|
| (Yildirim, Celik, Yildirim, & Kaban, 2016)                         |   |
| 1  | Infographics are more informative compared to long texts  |
| 2  | Visualization in infographics helps the content provides a long-lasting impression to the viewers                         |
| 3  | People prefer to read an infographic rather than reading plain text to learn the same subject                             |
| 4  | People tend to share the infographics that they like on social media platforms.   |
| (Ali, Shabbir, Rauf , & Hussain, 2016); (Smith & Harvidsson, 2017) |   |
| 1  | Do people think the perceptions of the consumer about a brand change through content marketing?                           |
| 2  | Do people believe that the content marketing provided by other consumers in the brand's social media outlets is reliable? |
| 3  | Do users have the capacity to influence the business's potential customers?   |
| 4  | What "content" platforms do users consume on a daily basis?   |
| 5  | How do these messages affect the brand's consumer perspective?  |
| (Hutlink, Hart, Robben, & Griffin, 2000)                           |   |
| 1  | What are the differences that exist in strategic launch procedures for products and consumers?                            |
| 2  | What are the differences that exist in tactical launch procedures for products and consumers?                             |
| 4  | What comparisons can be made between the strategic decision to launch successful consumers and products?                  |

|   |   |
|---|---|
| 5 | What comparisons can be made between the tactical decisions of successful consumers and products? |
|---|---|

The research design for this study adopted principles from Saunders (2019). Primary data were compiled and analyzed according to Bryman's (2016) principles. The sample used in this study was chosen from a larger group of persons categorized as a population. Sampling for this analysis must take into consideration the population data at a specific point in time; a study in which data are collected only once could be conducted within a short to a longer period of time to answer a research question. Therefore, the survey questionnaire was distributed online at once and proceeded within two weeks, with sample size determined based on non-probability sampling with a formula developed by Tabachnick & Fidell (2001), whereas N stands for DV, and M stands for IV:

$$Size = N > 50 + 8M$$

Based on the calculation above, the sample size for this study must be at least 66 respondents. In Indonesia, this number represented the target population of young adults aged 20 to 34, with a total population of 64,960,300 (Badan Pusat Statistik, 2019). However, to obtain more accurate data, this study gathered a larger sample size and managed to collect 143 respondents for the study. The data collection process adopted the snowball sampling method (Jawale & Baba, 2012). This method is used because it is efficient, cost-effective and time-efficient since referrals make it easy to find respondents because the participants come from reliable sources and are obtained efficiently through contact leveraging and connections. Hesitant subjects may also be invited to participate without any concern because their identities will not be revealed (Meter, 1990).

According to Hair et al. (2018), the data analysis includes a description of the respondents, the preliminary analysis of the data and the hypothesis test, the response rate and a survey of the respondents, followed by the preliminary analysis of the data. Preliminary analyses are important as they help ensure that the preferred multivariate approaches are used in the necessary conditions; they also provide legitimacy to all subsequent analyses and improve the precision of the findings (Sekaran & Bougie, 2018). Therefore, the analysis is carried out because the research is quantitative in nature to validate the research hypothesis and existing theory used to develop the hypothesis, which is delivered in the form of a literature review.

#### **4.0 Research Findings**

The majority of the respondents are female, accounting for 82 samples with 57.34 % of the overall sample. At the same time, males make up 42.66% with 61 samples. On the type of occupations, most of the respondents were students with 64.34%, business owners at 23.08 %, 4.90% were unemployed, and 7.68 % were categorized as other occupations. On respondents' monthly income, findings discovered that 51.05% of the respondents earned less than IDR 5 million, 24.48% earned between IDR 5-10 million, 11.19% earned between IDR 10-15 million and 3.5% earned IDR 20 million beyond and finally 9.79% earned IDR 15 to 20 million monthly.

Reliable analysis was conducted in this study to ascertain the level of reliability for all items used in measuring all predictors and dependent variables. All items were adopted and adapted from previous researchers, and findings from the reliability test are depicted in Table 2 below.

**Table 2: Reliability Analysis**

| <b>Variables</b> | <b>Cronbach's Alpha</b> | <b>N of items</b> |
|------------------|-------------------------|-------------------|
| <b>CM</b>        | 0.532                   | 3                 |
| <b>SM</b>        | 0.678                   | 4                 |
| <b>IG</b>        | 0.641                   | 3                 |
| <b>CP (DV)</b>   | 0.739                   | 5                 |

The results of reliability statistics for each variable are as follows; The dimension, Content Marketing, with three items, has a Cronbach's Alpha of 0.532, and the independent variables, Social Media with four items and Infographic with three items, have a Cronbach's Alpha of 0.678, 0.641, respectively. On the other hand, the dependent variable, with five items, has a Cronbach's alpha of 0.739. This validates that the discrete variables relating to the number of items are reliable. As a result of using both methods' reliability statistics, the test instrument is concluded to be reliable because its Cronbach's alpha value exceeds 0.80 (0.824) for overall results, and the instrument can be proceeded with for official distribution to the target respondents.

Items in the survey questionnaire were measured using the five-point Likert scale ranging from least; (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree and (5) Strongly Agree. There was one predictor used in this study, i.e., Content Marketing with two dimensions in it. The dimensions were Social Media and Infographic. Content marketing's reliable value was at 3.79 and standard deviation at 0.70. The value demonstrated a high acceptance leaning towards agreeing and strongly agree scale. Social Media mean score was 3.92, and the standard deviation at 0.70. This score also exhibited a high acceptance towards agree and strongly agree scale. Finally, the mean score for Infographic was 4.20, and the standard deviation was 0.72. With this result, it shows that all predictors demonstrated an inclination towards agree and strongly agree scale. Consumer perspective as the dependent variable showed 4.42 on mean score value and standard deviation value of 0.50. All of the predictors and dependent variables indicated a higher agreeableness level towards agree and strongly agree level. Findings obtained from frequency analysis for all dimensions of the predictor and dependent variable are illustrated in Table 3 below.

Items used to measure predictors and dependent variables inside the questionnaire are depicted in the table below. The survey used a 5-point Likert scale as a measurement scale. The scale determines how high or low the mean and standard deviation values.



**Table 3: Mean and Standard Deviation value for all Predictors and Dependent Variable**

| Item  | Content Marketing   | Mean   | SD      | Rate     |
|---|---|--------|---------|----------|
| CM1   | Would you be more INTERESTED in seeing product / service content in the form of IMAGES (digital banners, posters, content that explains the product/service including the price and description in imagery form)? | 4.3427 | 0.77917 | High     |
| CM2   | Would you be more INTERESTED in seeing product / service content in the form of VIDEOS (motion, ads, live, audio)?  | 4.3147 | 0.91482 | High     |
| CM3   | Would you be more INTERESTED in seeing product/service content in the form of TEXT (Long written description/ plain text)   | 2.6993 | 1.19291 | Moderate |
| <b>Cumulative Mean and Standard Deviation</b> |   | 3.7855 | 0.7885  | High     |
| Item  | Social Media  | Mean   | SD      | Rate     |
| SM1   | Are you actively participating in SOCIAL MEDIA or E-COMMERCE platforms?   | 4.2028 | 0.90039 | High     |
| SM2   | Would you FOLLOW a specific business or brand on SOCIAL MEDIA to receive updates on new products or the brand's progress?   | 3.9231 | 0.98636 | High     |
| SM3   | Would you SHARE a brand-new product or service on SOCIAL MEDIA in order for your acquaintances or friends to recognize the brand you use?   | 3.5455 | 1.10522 | High     |
| SM4   | Would you TELL OR DISCUSS the new product of a brand you follow on SOCIAL MEDIA with your friends or acquaintances?   | 3.9930 | 0.89989 | High     |
| <b>Cumulative Mean and Standard Deviation</b> |   | 3.9161 | 0.69641 | High     |
| Item  | Infographic   | Mean   | SD      | Rate     |
| IG1   | Would you PREFER TO (rather) read infographic content than long plain text?   | 4.2867 | 0.96138 | High     |
| IG2   | Does VISUALIZATION on infographic content gives you better and long-lasting impression?   | 4.4755 | 0.76758 | High     |
| IG3   | Would you SHARE Infographic content on your social media platforms?   | 3.8462 | 1.06353 | High     |
| <b>Cumulative Mean and Standard Deviation</b> |   | 4.2028 | 0.71649 | High     |
| Item  | Consumer's Perspective  | Mean   | SD      | Rate     |
| CP1   | Do you think social media content marketing is EFFECTIVE in INFLUENCING your product PURCHASES toward specific brands?  | 4.5634 | 0.60100 | High     |
| CP2   | Do you PERCEIVE DIFFERENT PERCEPTION when the new product is advertised in a different marketing method (for example, billboard advertisement versus content marketing (digital on the Internet) gives            | 4.1399 | 0.86888 | High     |
| CP3   | Would you SHARE Infographic content on your social media platforms?   | 4.6993 | 0.55709 | High     |
| CP4   | As a customer, do you think SOCIAL MEDIA is EFFECTIVE for promoting new products/brands?  | 4.2448 | 0.83258 | High     |
| CP5   | As a customer, do you think (digital) CONTENT MARKETING is more EFFECTIVE than other marketing methods for promoting new products?  | 4.4685 | 0.61443 | High     |
| <b>Cumulative Mean and Standard Deviation</b> |   | 4.4210 | 0.50279 | High     |

**Table 4: Correlations Analysis**

|      |                     | CP  | SM      | IG      |
|------|---------------------|-----|---------|---------|
| (DV) | Pearson Correlation | 1   | 0.422** | 0.547** |
|      | Sig. (2-tailed)     |     | <0.001  | <0.001  |
|      | N                   | 143 | 143     | 143     |

Table 4 above illustrates the correlation statistic between the dependent variable, consumer's perspective and social media. Social media as one of the dimensions in content marketing denoted a significant relationship value at +0.422, indicating a moderate positive relationship against the consumer perspective. The variable's significance level is 0.000 ( $p < 0.001$ ). Correlation statistic between infographic one of the dimensions in content marketing against consumer perspective is

valued at +0.547. This value suggested that there is a moderately positive relationship and a significant correlation between these variables. The significance level is set at 0.000, with  $p < 0.001$ . Amongst all predictors, the infographic demonstrated a stronger correlation with consumers' perspective compared to social media, which shows a lower correlation statistic that refers to a weak positive correlation with the dependent variable.

**Table 5: Multiple Linear Regression Analysis**

| <b>Model Summary<sup>b</sup></b> |                   |          |                   |                            |               |
|----------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                            | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                                | .584 <sup>a</sup> | .341     | .332              | .41098                     | 2.069         |

a. Predictors: (Constant), IG, SM

b. Dependent Variable: CP

Multiple linear regression analysis was also conducted to investigate the fitness of the model. Findings from the analysis showed that the value of multiple R is 0.584. Corresponding to the positive value of multiple R, it reveals that there is a positive linear relationship between dimensions in the predictors - social media, infographics and the dependent variable - consumer perspectives. The R square value is a proportion of the accumulated variation in the dependent variable that is produced from the variation in the independent variables. According to the model summary, the R square is 0.341, which is less than one. This indicates that there is a positive linear relationship between content marketing effectiveness, including social media and infographics, towards consumer perspectives. These two dimensions from the predictor contributed altogether approximately 30.41% of the variance for consumer perspective. The remaining 69.59% may come from the contribution of other predictors, which is not tested in this study.

## 4.2 Discussion

This study delves into the conceptualization and extension of dimensions in content marketing toward the customer's perspective on the new product. The content marketing score resulting from this study may be utilized confidently to gain understanding into relations with other relevant dimensions of interest. According to the overall findings, research objective one is met, as it confirms the significant positive relationship between social media and consumer's perspective, pointing to social media's significant influence as an effective content marketing for promotion method towards consumer's perspective for new product launch. Based on the findings, it is highly recommended that businesses use social media as a content marketing tool when launching a new product into the market as it is one of the effective ways to reach out to the target market. Businesses should utilize social media to develop a message and information that the business wants to communicate to its target customers, and the customers should perceive the impression that the company wants them to have.

There are many social media platforms or apps, and most of them provide similar functions for one goal: to increase connectivity by providing engagement measures such as public shares,

leaving comments, connecting with other users, and giving likes (Appel, Grewal, Hadi, & Stephen, The future of social media in marketing, 2020). Amongst the popular social media platforms are Instagram, Facebook, YouTube, WhatsApp, Tik Tok, Snapchat, Twitter, LinkedIn, Pinterest, Reddit, QQ and Weibo, just to name a few (Kangur, 2021). The study found that 70% of customers visited social media sites to connect and interact with networks of friends and family (Baird & Parasnis , 2011). With social media functionality, businesses can conduct online surveys using various social media features, create promotional campaigns, and improve attraction through both organic and paid promotions made possible by the social media platform (Belanche, Flavián, & Sánchez , 2020). For example, Instagram is a popular social media platform that businesses can use for content marketing to improve consumer perception by increasing the frequency with which they connect, to generate creative content, relevant and aesthetic feeds to represent new brands or products, create campaigns, giveaways, or online competitions to increase excitement and draw customers to the debut of a new product, as well as the answer to customer queries via Instagram's comment area and direct messaging capabilities. Businesses may also increase customer engagement through their brand's page by utilizing Instagram's function of reposting stories and feeds to encourage customers to share or be involved with the new product campaign or previous experiences as testimonials on the brand's product, allowing consumers to interact with a broad community of networks and exchange thoughts with others through the comments thread.

Research objective two is met and suggested a strong positive relationship between infographic and consumer's perspective. In fact, between 2 dimensions, infographics point to the largest influence on the effectiveness of content marketing towards consumer's perspective performance in new product launch. Businesses should strongly prioritize the growth of their attention and initiatives to drive consumers' perspectives through the concept of the infographic to achieve marketing objectives. Infographics, which are considered visual content, can express the brand, highlight important information, showcase the product and what it offers, and increase traffic to the brand's page; It is shown that posts with images can produce 65% higher engagement than posts on text-based and 40 times more likely to get shared rather than other types of contents (Monaghan, 2016). Infographic is evergreen content, which increases flexibility and effectiveness for marketers because the infographic can be used multiple times in social media, e-mail, the brand's marketing kits, the website, and a variety of other digital platforms for months or even years (Cox, 2021). In addition, to promote the new product launch, information such as pricing, product introduction, characteristics, functions, promotions, ingredients, and other information can be summarized in the form of a single infographic content, supported by visual contents such as imagery, figures, statistics, and additional creative elements (Nediger, 2020).

## **5.0 Conclusion**

In conclusion, the variables of proposed content marketing were positively correlated to consumers' perspectives on the new product launch in Indonesia. Infographics have the greatest influence on the effectiveness of content marketing in influencing the consumer's perspective on new product launch, followed by other significant factors of social media as an effective means of content marketing to attract customers on the launch of a new product. The study's implications for infographics and social media as content marketing means for a new product launch for

businesses in Indonesia to influence consumers' perspectives, as well as the study's recommendations for future research to improve the quality of the research, have been provided.

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