A Study On Customer Awareness On Content Marketing With Reference To Iamneo Edutech Pvt Limited, Coimbatore

Mr. KESAV KRISHNA. K[1], Ms. SUMA R[2]

[1]Dept of Management Studies
[2]assistant Professor, Dept of Management Studies
[1, 2] Jawaharlal College of Engineering and Technology, Ottapalam, Palakkad

Abstract- *In the rapidly evolving realm of educational technology (Edutech), content marketing is crucial for shaping customer awareness and driving organizational success. This article examines the strategic importance of content marketing in enhancing customer awareness, focusing on a case study of IAMNEO Edutech Pvt Limited. Through a comprehensive study at IAMNEO Edutech, the research explores the intricate interplay of customer perceptions, preferences, and behaviors that influence marketing strategies and brand positioning within the dynamic industry environment. By analyzing the research methodology, key findings, and actionable recommendations, this article underscores the necessity for organizations to effectively leverage customer awareness. It delves into critical aspects such as brand awareness, brand perception, content type, personalized content, data utilization, customer experience, and customer satisfaction to optimize marketing initiatives, build enduring customer relationships, and achieve sustainable business growth. The insights from this exploration not only shed light on the unique context of IAMNEO Edutech but also offer valuable lessons and best practices for organizations navigating the complexities of content marketing and customer engagement in the competitive Edutech landscape.*

I. INTRODUCTION

IAMNEO Edutech Pvt Ltd, a key player in the educational technology industry, is examined as a case study to evaluate how content marketing influences customer awareness. By focusing on IAMNEO Edutech's innovative content marketing approaches, this study seeks to analyze customer perceptions, preferences, and behaviors regarding content consumption and interactions with the brand. The ability to comprehend and leverage customer awareness is essential for organizations to optimize their marketing strategies, improve brand perception, and achieve sustainable growth in a competitive market landscape. The research delves into the strategic importance of content marketing in shaping customer awareness and driving organizational success within the educational technology sector. In today's ever-evolving business environment, effective marketing strategies play a vital role in helping companies establish a robust market presence, connect with their target audiences, and cultivate enduring customer relationships. Content marketing has emerged as a potent tool for organizations to provide customers with valuable and pertinent content, thereby fostering trust, credibility, and long-lasting loyalty.

Through a thorough investigation involving data analysis, customer input, and strategic recommendations, this article aims to offer practical insights for IAMNEO Edutech and other educational technology firms. By shedding light on the complex relationship between content marketing, customer engagement, and brand positioning, this research contributes to a broader understanding of effective marketing tactics in the educational technology sector. Ultimately, the conclusions and suggestions outlined in this article provide valuable direction for organizations aiming to enhance their marketing endeavors, effectively engage customers, and succeed in the competitive realm of educational technology.

1.1 INDUSTRY PROFILE

EdTech is rapidly evolving globally, using digital tools to transform education, enhance learning outcomes, and offer personalized experiences. Key drivers include the demand for tailored learning, increased access through digital platforms, growth in online education, and a focus on lifelong learning opportunities. Companies worldwide are developing innovative solutions like learning management systems, virtual classrooms, adaptive learning platforms, and educational apps. Locally, regions like Coimbatore and Kerala are embracing EdTech to improve classroom experiences and address educational disparities. The sector continues to innovate, shaping the future of education on a global scale.

1.2 COMPANY PROFILE

Established in 2016, IamneoEdutech Private Limited, formerly known as Examly, has swiftly ascended to a prominent position in the Educational Technology (EdTech) realm from its headquarters in Coimbatore, Tamil Nadu, India.

Boasting a dedicated workforce of over 200 professionals, the company has garnered recognition for its cutting-edge AI-driven Adaptive Learning Platform. This platform offers a holistic array of tools that seamlessly integrate learning, upskilling, assessment, and recruitment functionalities, providing personalized educational experiences. Under the visionary leadership of Founder and CEO Senthilkumar T P, Iamneo.ai remains steadfast in its commitment to excellence and innovation, solidifying its reputation as a resilient and influential entity shaping the dynamic landscape of EdTech.

1.3 VISION

100 Crores Company in Three Years.

1.4 MISSION

To Provide Technology-enabled Hands on Coding Education at Scale.

1.5 PRODUCTS

- For Corporates: NeoHire, NeoCoder
- For Universities: NeoExam, NeoColab, NeoPAT

II. REVIEW OF LITERATURE

Agarwal, M (2020). Importance of User Generated Content as a part of Social Media Marketing that drives Customer" s Brand Awareness and Purchase Intentions. *The International journal of analytical and experimental modal analysis.* The very purpose of this research paper is to analyze the impact of social media user interactions such as Facebook, twitter, blogs and corporate web sites. Visitors interact on social media and build perceptions about the brand and manufacturer and eventually it influences them on making their purchase decisions. Author wishes to also highlight how leading organizations are giving importance to user generated content in the context of their social media marketing strategy.

Weerasinghe, K. P. W. D. R (2019). Impact of content marketing towards the customer online engagement. *International Journal of Business, Economics and Management.* Most of customers depend on to find out information to fulfil their ultimate needs. Content marketing strategy creates the content to achieve the target market. Based on that, customers are engaged with the brand to satisfy their needs. There still lack of study in the terms of content marketing due to it is a new thing. So, objective of the research is to find out the impact of content marketing towards the customer online engagement. 75 online questionnaires were distributed by using convenience sampling. The descriptive analysis and bivariate analysis were used to analyze the research data

Rahimi, M., Keshavarz, S, &Salehipour Shirazi, B (2023). The impact of digital content marketing on brand awareness through social media and customer engagement. *Journal of Development studies and resource management.* The purpose of this research is to investigate the impact of digital content marketing on brand awareness through social media and customer engagement. The current research is descriptive, survey-based, and practical in nature. The statistical population for this study included all consumers of Ramek dairy products in Shiraz city. A sample of 384 individuals was selected using random sampling. The data collection tool used was the Elekdra standard questionnaire (2021). The data was analyzed using the partial least squares approach and Smart PLS3 software.

III. BACKGROUND OF THE STUDY

The project examines factors influencing customer awareness at iamneoedutech Pvt Ltd in the EdTech sector, emphasizing the critical role of content marketing. In a competitive industry, understanding and managing customer awareness is key to success. As digital transformations change customer interactions, aligning marketing with EdTech trends is vital. The study aims to gain insights into customer behaviors to refine strategies, enhance reputation, and drive growth. Recognizing the diverse EdTech audience, it tailors content marketing to meet varied needs, ensuring relevance and competitiveness. Ultimately, the study aims to create effective marketing campaigns, boost engagement, and secure long-term success.

IV. OBJECTIVES OF THE STUDY

Primary Objective:

To evaluate customer awareness by understanding of content types, channels used, and overall marketing approach.

Secondary Objectives:

- To know Iamneo's content marketing efforts in reaching and engaging their target audience.
- To understand customer preferences regarding content format (videos, blogs, infographics, etc.).
- To analyze the impact of brand perception on Iamneo's content marketing activities.

V. RESEARCH METHODOLOGY

This study uses a descriptive research design with a questionnaire method. The sample includes 96 respondents chosen through clustered random sampling from a population of 127 clients. Clusters are based on organizational affiliation, with 59 corporate clients and 68 university clients.

VI. DATA ANALYSIS TOOLS AND TECHNIQUES

The study employs several data analytics methods. Percentage analysis converts values to percentages for comparison and trend identification, useful for assessing customer awareness. Chi-Square tests determine associations between categorical variables, examining relationships and consumer patterns through hypothesis testing. ANOVA tests compare means of three or more groups to identify significant differences, analyzing experimental data. Cross-tabulation examines relationships between categorical variables, visualizing patterns and correlations, often used in market research to analyze consumer behavior. These methods collectively help refine marketing strategies and improve customer awareness at iamneoedutech Pvt Ltd.

### 6.1 EFFECTIVE UTILIZATION OF DATA FOR CONTENT MARKETING

From the graph below, it is evident that the majority of respondents (69.8%) rated the utilization of data for content marketing as a 4, suggesting a high level of effectiveness. A smaller proportion of respondents rated it as a 3 (18.8%) or a 2 (6.3%). Only 5.2% of respondents gave the highest rating of 5, and none of the respondents rated it as 1. Overall, the graph indicates that most respondents view the utilization of data for content marketing as quite effective, with the majority giving it a rating of 4 out of 5., 18.8% as 3, 6.2% as 2 and No response as Least 1.
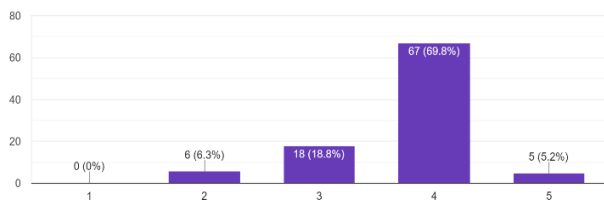

6.2 PREFERRED CONTENT TYPE

From the graph provided below, it is evident that the most valued type of content is Videos/Webinars, with 82.3% of respondents finding them valuable. Articles/Blogs are also highly valued, with 74% of respondents indicating their

preference for this type of content. Infographics are found valuable by 42.7% of respondents, while Podcasts are the least valued type of content, with only 26% of respondents finding them valuable. Overall, the graph suggests that for online education services, the majority of respondents prefer more interactive and detailed content such as videos/webinars and articles/blogs over infographics and podcasts.
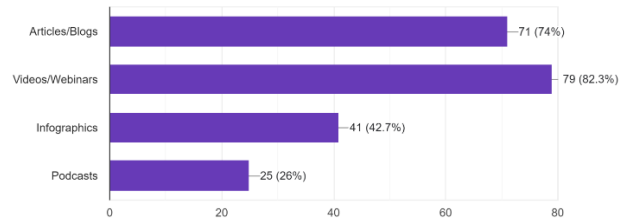
6.3 SATISFACTION WITH USER EXPERIENCE
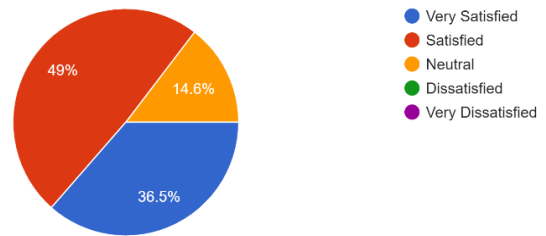
The graph provided shows that the majority of respondents are satisfied with the user experience, with 49% indicating satisfaction. A significant portion, 36.5%, are very satisfied. A smaller percentage, 14.6%, remain neutral about their experience. No respondents indicated dissatisfaction or extreme dissatisfaction. Overall, the chart suggests a generally positive user experience, with a combined 85.5% of respondents expressing satisfaction or higher.

6.4 ASSOCIATION BETWEEN ORGANIZATION SIZE AND FREQUENCY OF CONTENT CONSUPMTION

Chi-Square analysis test is performed on the variables "Frequency of Content Consumption" and "Organization Size". The hypothesis are:

- **Null Hypothesis (H_0):** The organization size and the frequency of content usage are independent.
- **Alternative Hypothesis (H_1):** The organization size and the frequency of content usage are not independent.

After conducting a chi-square test of independence to examine the relationship between organization size and frequency of content usage, we obtained a test statistic of 13.34. This value exceeds the critical value of 12.592 at our chosen significance level, indicating that the observed data significantly deviate from what would be expected under the null hypothesis.

This finding implies that organization size plays an important role in influencing content usage frequency, which may be due to factors such as resource availability, user needs, or content management practices varying by organization size.

Observed	Expected	(o-e)^2	(o-e)^2/e
6	2.34	13.24	5.66
12	10.42	2.49	0.24
7	12.24	27.47	2.24
3	3.84	0.71	0.18
14	17.08	9.48	0.56
24	20.08	15.41	0.77
0	1.4	1.96	1.4
8	6.25	3.06	0.49
7	7.34	0.12	0.02
0	1.4	1.96	1.4
6	6.25	0.06	0.01
9	7.34	2.75	0.37
		Total $\Sigma(\frac{(o-e)^2}{e}) =$ **13.34**	

6.5 ANALYSIS OF VARIANCE BETWEEN BRAND REPUTATION AND CONTENT QUALITY

It appears the hypothesis being tested is related to the relationship between "Brand Reputation" and "Quality of the Content".

- **Null Hypothesis (H₀):** There is no significant difference in ratings for brand reputation and content quality.
- **Alternative Hypothesis (H₁):** There is a significant difference in ratings for brand reputation and content quality.

The ANOVA table provides information on the statistical analysis of variance between groups and within groups. The factor considered for the analysis is "Brand Reputation" and the dependent variable is "Content Quality".

Groups	Count	Sum	Average	Variance
Brand Reputation	96	406	4.23	0.45
Quality of Content	96	424	4.42	0.41

ANOVA:

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1.69	1	1.69	3.90	0.05	3.89
Within Groups	82.29	190	0.43			
Total	83.98	191				

The results after conducting an ANOVA test to compare ratings of brand reputation and content quality is that, the F test statistic exceeded the F critical value and the P-value was ≤ 0.05. This indicates a significant difference in ratings, leading us to reject the null hypothesis. Thus, content quality ratings vary significantly with brand reputation, showing that brand association impacts how content is perceived.

6.6 CORRELATION BETWEEN IMPORTANCE OF PERSONALIZED CONTENTS AND SATISFACTION LEVELS

After conducting Cross Tabulation, the Total Percentage table below shows the Correlation between the variables "Importance of Personalized Contents" and "Satisfactory Levels"

Satisfaction Level	Importance of Personalized Content					
	1	2	3	4	5	Total
Very Satisfied	0	1.04	3.13	26.04	6.25	**36.46%**
Satisfied	0	1.04	6.25	37.5	4.17	**48.96%**
Neutral	0	0	7.29	5.21	2.08	**14.58%**
Dissatisfied	0	0	0	0	0	**0%**
Very Dissatisfied	0	0	0	0	0	**0%**
Total						**100%**

Most respondents who are 'Very Satisfied' or 'Satisfied' rate the importance of personalized content as 4 (71.43% and 76.60% respectively). 'Neutral' respondents show varied ratings, with 50% rating it as 3 and 35.71% as 4. No respondents were 'Dissatisfied' or 'Very Dissatisfied,' indicating all feedback was neutral to positive. This suggests a strong correlation between higher satisfaction levels and the

perceived importance of personalized content, especially at rating level 4.

VII. FINDINGS

The study reveals key insights into customer awareness and perceptions of iamneo's content marketing. Most respondents are from the Education Industry (60.4%) and Technology Industry (32.3%). Organization sizes vary, with 48.9% large, 41.7% medium, and 9.4% small. Tenure with iamneo ranges widely, with a majority located regionally. A significant 60.4% are familiar with iamneo's products, primarily discovered via online search (45.8%) and social media (39.6%). The brand reputation is strong, with 86.5% rating it 4 or 5, and content quality is highly rated by 91%. Engagement is substantial, influencing decision-making for 72.9% of respondents. Personalization is valued by 75%, and satisfaction with user experience is high at 85.5%. Future engagement looks positive, though social media engagement is lower, with 75% not engaging frequently. Addressing areas where iamneo is seen as inferior to competitors is essential.

VIII. SUGGESTIONS

To boost engagement, iamneo should enhance its social media strategy with consistent, engaging content across platforms and direct communication channels. Leveraging data analytics and AI for personalized content can improve user satisfaction. Optimizing the website's user experience is crucial, focusing on mobile optimization, intuitive interfaces, and faster load times. Innovating content formats, including interactive and multimedia elements, can increase engagement. Strengthening data utilization through advanced analytics will refine content strategies and personalize user experiences. Building community and thought leadership via forums, webinars, and success stories can enhance brand loyalty. Continuous feedback and agile improvements will help iamneo stay responsive to market changes and customer needs, driving long-term success in the EdTech landscape.

IX. CONCLUSION

In conclusion, the research on customer awareness in content marketing with reference to IAMNEO Edutech Pvt Ltd provides a comprehensive understanding of the role of content marketing in shaping customer perceptions, driving engagement, and fostering brand loyalty in the educational technology industry. It shows the relationship between various variables that aids in understanding and improving content marketing through the perspective of customer awareness. By leveraging customer awareness effectively, organizations can optimize marketing strategies, enhance brand positioning, and achieve sustainable growth amidst a competitive market landscape.

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