

The Role of Content Marketing in Shaping Brand Image: Insights from Mahindra & Mahindra's Digital Marketing Strategy

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Abstract

This research uses a thorough investigation of Mahindra & Mahindra's digital marketing strategy to investigate the critical role that content marketing plays in forming brand image. Analysing Mahindra & Mahindra's content marketing tactics and how they affect brand image, the study reveals critical success criteria that may be used to improve brand image in a variety of situations. The research examines how various types of content influence Mahindra & Mahindra's brand image, providing insight into the link between content marketing and brand perception. The results underscore the importance of deliberate content marketing in building a robust brand identity and maintaining it over time. The study concludes that, in order for organisations to successfully manage and develop their brand image in the always-changing digital world, they must innovate and adapt their content marketing tactics, taking inspiration from Mahindra & Mahindra's triumphs.

Keywords: Mahindra & Mahindra, Digital Marketing Strategy, Content Marketing, Brand Image, Content Marketing Tactics, etc.

1. Introduction

As the business environment becomes increasingly digitally-driven, content marketing has become a critical component in establishing and strengthening brand identity. Organisations spanning various sectors are capitalising on this dynamic and multifaceted strategy to establish connections with their intended demographics, foster substantive dialogues, and ultimately, mould their brand perception. Mahindra & Mahindra, a prominent entity operating in the agribusiness and automotive industries, has emerged as a significant subject of analysis, providing valuable perspectives on the critical significance of content marketing in influencing brand image. This research paper examines the digital marketing strategy employed by Mahindra & Mahindra, providing insight into how the organisation has utilised content marketing to establish a unique brand identity that effectively connects with its target demographic and propels financial achievements. By conducting an in-depth analysis of this approach, our objective is to reveal the fundamental tenets and methodologies that can be universally implemented across sectors to proficiently mould and augment brand perception in the era of digitalization.

Content marketing is a form of inbound marketing that attracts users to your brand by providing useful or entertaining content – usually in the form of text, video, or audio. Content marketing is valuable to companies because it helps them build relationships and trust with their potential customers and existing customers at scale. The ROI of content is notoriously difficult to measure as it's often just one step in the customer journey, but brands with strong content marketing strategies tend to have lower customer acquisition costs and generate compounding returns. Content marketing also has a snowball effect, as those who use content marketing to build an audience see higher returns for each additional piece of content they publish. In the digital era, content marketing is crucial for establishing a brand's identity and shaping its image. By consistently producing and disseminating pertinent, high-quality content, a brand can

impart to its target audience its values, expertise, and personality. By means of various content formats such as blog posts, videos, and social media updates, a brand can actively interact with its clientele while offering them beneficial insights, amusement, or resolutions to their challenges. This not only cultivates confidence and reliability but also assists in establishing the brand as a thought leader in its field. Moreover, content marketing facilitates the establishment of a distinct brand identity and a differentiation from rivals. Brands can leave an indelible mark on their

audience in various ways, including through narratives, informative materials, and emotive appeals. Customer perceptions are also impacted by effective content marketing, as it has the ability to mould the way in which consumers perceive the products or services of a particular brand. Fundamentally, content marketing serves as a potent instrument for establishing and sustaining a favourable brand perception that deeply connects with consumers, thereby stimulating allegiance and revenue.

1.2 The Evolution of Content Marketing

Content marketing roughly began with the advent of the printing press in 1440 which helped create pamphlets that marketed products and services. However, humans have arguably been communicating through content since the first cave paintings of our early ancestors.

A few hundred years after the invention of the printing press, Benjamin Franklin released Poor Richard's Almanack in 1732, which was designed to promote his printing business. This was followed by Hartford Steam Boiler Inspection and Insurance Company's The Locomotive magazine in 1867 aimed at marketing their trains. Interestingly, The Locomotive still continues to be published to this day.

These, together with a few notable endeavours in between, laid the foundation for the dawn of what we know as content marketing today: building an audience by creating helpful information to make people realise the need for a product or service.

The best example of modern content marketing comes from agricultural equipment manufacturers John Deere's release of The Furrow — a magazine aimed at providing helpful information to farmers. But the magazine also included engaging stories that readers found enjoyable. The Furrow grew in popularity and reached millions of readers, many of whom weren't farmers. They put the reader first by creating valuable, relevant and enjoyable content which proved to be a successful strategy and what we know as content marketing today. It's no wonder that The Furrow is still being published to this day.

Unsurprisingly, many brands followed John Deere's footsteps and began creating content designed to attract target audiences. In 1900, French tire company Michelin published the now infamous Michelin Guide, a large-scale publication designed to provide advice about travel and car maintenance. Despite cars not being widespread at the time, the Michelin Guide aimed to encourage more people to buy cars and travel on the roads (and purchase their tires). The Michelin Guide is still being published today, although it is more of a restaurant guide now.

Since then, numerous consumer publications were released that catered to specific audiences giving brands their first opportunity to place targeted advertisements. These included Popular Mechanics, Advertising World, and Architecture Magazine, among others.

1900 to 2000 saw the birth of new forms of content marketing thanks to the powerful new communication mediums of radio and television. In 1933, Proctor & Gamble sponsored a serial radio drama with their new soap product, coining the term "soap opera". The '60s saw televisions being introduced into people's homes, resulting in the birth of multi-channel marketing. This meant that brands could spread their content and messaging across multiple platforms.

Then, with the advent of social media in the early 2000s, content marketing had reached its final form: a pervasive marketing opportunity for brands across new platforms and media channels. Multi-channel marketing, social media, and search engine optimisation (SEO) have created a new age of content marketing backed by data and algorithms. Facebook, Twitter, Instagram, YouTube and many more have become the primary channels brands use to reach their audience. Indeed, we've come a long way from The Furrow.

Digital Marketing Strategy

In the labyrinthine corridors of modern marketing, a well-defined digital strategy serves as the Ariadne's thread, guiding brands towards online success. The cornerstone of a robust digital marketing strategy lies in comprehending and captivating a meticulously identified target audience. Market research and meticulously crafted audience personas illuminate their online behaviors, aspirations, and vexations. Armed with this data, marketers carefully select optimal

channels – be it content-rich social media landscapes, laser-targeted PPC campaigns, or the ever-evolving realm of search engine optimization. Whether it be informative blog posts, captivating videos, or interactive infographics, each piece must be strategically distributed to maximize reach and engagement. Building an organic online presence necessitates consistent content creation, meticulously optimized for search engines to ensure discoverability. However, organic reach alone often proves insufficient. Paid advertising, judiciously integrated into the mix, amplifies messaging and garners immediate attention. Platforms like Google Ads and social media ad managers offer hyper-targeted options, ensuring each advertising dollar translates into impactful brand exposure.

Furthermore, a data-driven approach becomes the orchestra conductor, harmonizing every campaign element. Analytics tools dissect every interaction, revealing campaign performance and audience behavior with surgical precision. Insights gleaned from this data inform continuous optimization, ensuring resources are strategically allocated towards the most effective channels and content formats. Ultimately, a digital marketing strategy is a dynamic entity, perpetually evolving to navigate the ever-shifting digital landscape. By diligently analyzing data, refining the approach, and staying abreast of industry trends, brands can leverage the immense power of the online world, forging meaningful connections with their target audience and charting a course towards digital marketing mastery.

1.3 Overview of Mahindra & Mahindra

Diversified Indian Conglomerate Navigating Growth and Transformation with Robust Financials; Mahindra Group, established in 1945, has transcended its automotive roots to become a multi-billion dollar diversified conglomerate impacting various sectors of the Indian and global economy. This overview delves into the group's salient features, strategic directions, and its ongoing pursuit of growth and transformation, bolstered by impressive business figures.

Diversification Beyond Automobiles:

While Mahindra & Mahindra Ltd. (M&M) remains the group's automotive flagship, boasting a market leadership position in utility vehicles and tractors in India, the story extends far beyond vehicles. The group boasts a burgeoning presence in diverse sectors, contributing to its consolidated revenue of ₹1212.69 billion (as of FY23) and market capitalization of ₹3.1 trillion:

Financial Services: Mahindra Finance, a leading non-banking financial company, contributes substantial revenue through its diverse offerings and held assets of ₹2.31 trillion as of FY23.

Information Technology: Tech Mahindra, a global IT leader with robust revenue of ₹307.1 billion in FY23, delivers transformative digital solutions and services to clients across industries.

Agriculture: Mahindra Tractors, the world's largest tractor manufacturer by volume, empowers farmers and rural communities across the globe, generating revenue of ₹310.4 billion in FY23.

Other Ventures: The group's diverse portfolio encompassing infrastructure, hospitality, aerospace, logistics, and emerging areas like electric mobility and renewable energy contributed a combined revenue of ₹294.8 billion in FY23.

Mahindra Group navigates its diverse landscape through a set of core strategic imperatives:

Innovation: R&D initiatives focus on electric mobility, autonomous driving, connected vehicles, and other future-oriented technologies, with an annual R&D expenditure of ₹16.81 billion in FY23.

Global Expansion: The group has established a strong international presence, particularly in emerging markets, with operations in over 100 countries and contributing over 25% of its consolidated revenue.

Sustainability: Mahindra's commitment to sustainability manifests through initiatives across its businesses, with a focus on environmental conservation, social responsibility, and responsible governance, reflected in its ESG goals and initiatives.

Brand Building: The group consistently strengthens its brand portfolio, leveraging its legacy while adapting to evolving customer preferences and market trends, evident in its brand management strategies and investments.

Despite its successes, Mahindra Group faces challenges: intense competition in various sectors, economic fluctuations, and the ongoing need for seamless integration and synergy across its diverse businesses. Nevertheless, the group embraces these challenges as opportunities for further growth and transformation, with its robust financial figures serving as a strong foundation.

Importance of Content Marketing

The term content marketing refers to a method of marketing that includes creating and sharing online content that does not just promote a brand, but rather is designed to encourage its audience to visit a brand's website. Brand awareness is increased by using storytelling and sharing information. The goal is to get the readers to take a step toward becoming a customer, such as requesting more information, signing up, or making a purchase. Generally, content marketing is about offering benefits to the consumer rather than only marketing a brand. Content marketing can include blog posts, white papers, digital books, podcasts, digital videos, etc. With content marketing, you can build a sustainable relationship with your clients that can lead to numerous sales over time.

1.4 Mahindra & Mahindra's Digital Marketing Strategy

Mahindra & Mahindra is a prominent Indian multinational automobile manufacturing corporation, specializing in the production of automobiles, tractors, and various other automotive products. Digital marketing plays a crucial role in reaching and engaging their target audience in today's digital age. Their digital marketing strategy might include the following components:

1. **Website and Mobile Optimization:** Ensuring that their website is mobile-friendly and user-friendly is fundamental. This includes providing information about their products, services, and contact details for customer inquiries.
2. **Social Media Marketing:** Mahindra & Mahindra is likely to have a strong presence on major social media platforms like Facebook, Twitter, Instagram, and LinkedIn. They would share product updates, engage with their audience, and run targeted advertising campaigns.
3. **Content Marketing:** Creating and sharing high-quality content that provides value to their audience. This can include blog posts, videos, infographics, and more. Content could cover topics related to the automotive industry, sustainability, and the unique features of their vehicles.
4. **Search Engine Optimization (SEO):** Optimizing their website and content to rank well in search engine results for relevant keywords. This helps in driving organic traffic to their site.
5. **Email Marketing:** Building and maintaining an email list to keep their customers and prospects informed about new product launches, promotions, and company updates.
6. **Pay-Per-Click (PPC) Advertising:** Running targeted ad campaigns on search engines like Google and social media platforms. This can help drive traffic and conversions.
7. **Influencer Marketing:** Collaborating with influencers in the automotive and related industries to promote their products and increase brand visibility.
8. **Data Analytics:** Using data analytics tools to track the performance of their digital marketing efforts. They can gather insights into what works and what doesn't, allowing for continuous optimization.
9. **Customer Engagement and Support:** Using digital channels to engage with customers and provide customer support. This can include chatbots, social media responses, and other means of communication.
10. **E-commerce Initiatives:** If applicable, Mahindra & Mahindra might have e-commerce platforms for selling their products online, and digital marketing would be crucial to drive sales through these channels.
11. **Hyperlocal Ads:** Adapting their digital marketing strategy to suit the preferences and needs of different regional markets, considering cultural and language differences.
12. **Sustainability Messaging:** Highlighting their commitment to sustainability and environmentally friendly practices, which can resonate with a modern, eco-conscious audience.

II. Literature Review

Reham Shawky Ebrahim et.al (2019) In this era, social media platform is integrated into the marketing strategy. This new technology sets out new mechanisms and communication tools that companies can rely on to interact and engage with actual and potential customers. This study aimed at exploring the impact of social media marketing activities (SMM) on brand loyalty via brand trust and brand equity. Based on an online survey of 287 users who follow telecommunications companies on social media located in Egypt, data was collected and analyzed using structural equation modeling. The results revealed that SMM activities comprise only three dimensions; trendiness, customization and word-of-mouth. These attributes of social media marketing directly influence brand loyalty and indirectly influence brand equity mediated by brand trust. The study emphasis the role of trust and provide guidance toward measuring the effectiveness of social media marketing.

Yuanqiong He et.al (2014) focuses on legal and ethical responsibilities as two dimensions of social responsibility. The empirical results indicate that consumers' perceived legal and ethical responsibilities of brands may improve brand loyalty through enhancing positive functional and symbolic images. Moreover, corporate legally responsible behaviour helps to enhance a more functional image perceived by consumers than a symbolic image, while ethically responsible action impacts a symbolic image more than a functional image. These results suggest firms should focus on key dimensions of social responsibility based on the expectations of consumers in their marketing programmes.

Bruno Godey et.al (2016) Scant evidence is available on of how social media marketing activities influence brand equity creation and consumers' behavior towards a brand. This research explores these relationships by analyzing pioneering brands in the luxury sector (Burberry, Dior, Gucci, Hermès, and Louis Vuitton). Based on a survey of 845 luxury brand consumers (Chinese, French, Indian, and Italian), who follow the five brands studied on social media, the study develops a structural equation model that helps to address gaps in prior social media branding literature. Specifically, the study demonstrates the links between social media marketing efforts and their consequences (brand preference, price premium, and loyalty). The study measures brands' social media marketing efforts as a holistic concept that incorporates five aspects (entertainment, interaction, trendiness, customization, and word of mouth). Another contribution of the study is that it finds that SMMs have a significant positive effect on brand equity and on the two main dimensions of brand equity: brand awareness and brand image.

Wei-Lin Wanga et.al (2017) We study whether marketing can have a new role, one that is better aligned with the sales force, by adapting content marketing (CM) in B2B professional services organizations. CM activities can be in-person events such as conferences, which involve personal contacts with clients, or digital, such as webinars (i.e., digital events) or posting firm-generated content on branded websites (i.e., digital content). Fitting random-effects negative binomial regression models with four years of panel data from a large, international, consulting service provider, we show that the number of sales leads and won opportunities from its key accounts are positively affected by the frequency of an account's employees attending digital events and consuming digital content, but not inperson events. Moreover, we find that CM affects sales leads for both low- and high-level account employees. These findings suggest that CM can be effective in bringing sales leads and won opportunities to B2B professional service providers and can play a complementary role to the existing sales force.

Dr. Iain Black et.al (2016) explores identity co-creation among three entities: The brand, the individual consumer, and the brand community. The findings suggest that the interactions among these entities co-create their identity, primarily through the actions of highly motivated working consumers. This paper identifies the main dialectic relationships and shows how the effects move beyond the dyads to affect the other entities, including the symbols used in the process of co-creation. The paper concludes with a discussion of the implications for brands, individual consumers, and brand communities.

Mats Urde (2013) provides such a framework, the Corporate Brand Identity Matrix (CBIM), which draws upon the relevant literature, enriched by hands-on corporate experience gained by its application in three international corporate branding case studies. Corporate brand identity is explored internally, externally and by focusing on the 'brand core'. The CBIM offers academics and managers a theoretical and practical guide to the describing, defining and aligning of corporate brand identity. It is a tailored alternative to existing frameworks, which have often been designed for product

brands, not corporate brands.

Allan Cheng Chieh Lu et.al (2015) examines the relationships between consumers' authenticity perception and four brand equity dimensions (brand awareness, brand association, perceived quality, brand loyalty), as well as how these four dimensions are interrelated with one another. This study also examines the impact of brand equity on consumers' brand choice intention for ethnic restaurants. Findings clearly indicate that consumers' authenticity perception is a critical determinant of brand equity and brand equity has a significant impact on consumers' brand choice intention. Findings of the present study would provide managers with a better understanding of the important role authenticity plays in ethnic restaurants' brand equity. Managerial implications for better brand equity management are provided.

S. M. Shafiul Alam et.al (2021) examine the interplay among environmental corporate social responsibility (ECSR) dimensions, green corporate image (GCI), and green competitive advantage of firms. To address the research topic, structural equation modeling approach has been adopted. Based on prior research findings, five hypotheses have been devised and finally evaluated by collecting data from 53 apparel firms enlisted with Dhaka Stock Exchange, Bangladesh. The study findings reveal that the ECSR dimensions have critical role to play over building GCI and GCA at the firm level. The study attempted to integrate ECSR, GCI, and GCA and contributes to the holistic understanding of the green anxieties of the business world. Understanding the critical role of ECSR, this study calls for proactive managerial actions regarding organizational sustainability.

Mula Nazar Khan et.al (2016) investigate the impact of corporate branding on brand loyalty with the mediating effect of emotional attachment in the luxury fashion market. Cross-sectional data were collected from 132 customers who purchased luxury brands. Regression was used to test the hypotheses of the framework developed for the study and correlation matrix used to see the relationship among the variables. Finding shows that functional and symbolic benefits have significant impact on brand loyalty, whereas other variables are found not to be significant. This study offers new empirical support for the proposition that corporate branding efforts have a role, though limited, in building customer emotional attachment and loyalty towards luxury brands. As such, findings from this study can provide managers with a guide to managing their branding strategies so that customer emotional attachment and brand loyalty can be built in the most cost-effective manner.

Gil Appel et.al (2020) Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers. Considering the numerous ways social media affects individuals and businesses alike, in this article, the authors focus on where they believe the future of social media lies when considering marketing-related topics and issues. Drawing on academic research, discussions with industry leaders, and popular discourse, the authors identify nine themes, organized by predicted imminence (i.e., the immediate, near, and far futures), that they believe will meaningfully shape the future of social media through three lenses: consumer, industry, and public policy. Within each theme, the authors describe the digital landscape, present and discuss their predictions, and identify relevant future research directions for academics and practitioners.

Amin Ansary et.al (2017) investigates the mediating roles of three drivers of brand equity in the brand image—consumer-based brand equity relationship and explores the moderating roles of product type and word of mouth (WOM) on the linkages between brand image and brand equity. In order to understand these relationships, a questionnaire survey was administered among brand consumers, yielding 321 responses. Confirmatory factor analysis and Cronbach's alpha were utilized to estimate the validity and reliability of the measures. Structural equation modeling with maximum likelihood estimation was employed to test the hypotheses. The authors find that brand image positively affects brand attachment, brand attitude, and brand awareness. Brand attachment and attitude positively influence consumer-based brand equity.

Aleksandar Grubor et.al (2016) Market is saturated with an excessive amount of information that companies transmit on a daily basis from various sources. It has led to the fact that, in the era of the Internet and the availability of a wide range of content, on the one hand, consumers selectively receive the majority of what they hear or read and, on the other hand, actively looking for original information and offers that carry innovation, value and attractiveness of further sharing within social groups to which they belong. Thus, positioning a company as a leader in the consumer mind nowadays requires two preconditions - a superior brand and a significantly different approach in communication with the market, which ensures standing out of the masses. Accordingly, content marketing is a form of communication based

on a strategic approach and the creation and distribution of relevant, valuable, consistent and useful information to clearly defined target group of consumers. Its contribution in the creation of leading position and brand value is enormous, given that it allows continuous communication with customers, maintains their attention and awareness, and finally builds a deeper relationship and loyalty.

Research Methodology

The research primarily focuses on qualitative data in order to attain a comprehensive comprehension of the topic. Qualitative research plays a crucial role in investigating the intricate facets of content marketing and the way in which it affects brand image. The process of data collection will incorporate content analysis. The qualitative survey will be administered to critical Mahindra & Mahindra stakeholders, such as digital strategists, marketing managers, and content creators. The insights and perceptions of the participants concerning the impact of the organization's content marketing strategies on its brand image will be uncovered through these interviews. The digital marketing materials of Mahindra & Mahindra, including videos, blog posts, and social media content, will be analysed using content analysis in order to identify recurring themes and messaging strategies. The purpose of this study is to demonstrate that the content marketing strategies implemented by Mahindra & Mahindra have successfully shaped their brand image. They engage their audience through a variety of content formats, including articles, videos, and social media. Authenticity, commitment to consumer engagement, and industry expertise are critical success factors. By employing qualitative data, these approaches may prove to be beneficial in bolstering brand perception across diverse contexts. A comprehension of the manner in which content marketing influences brand image within the Mahindra & Mahindra framework, rooted in context.

Research Objectives

1. To gain a comprehensive understanding of the role of content marketing in shaping the brand image of Mahindra & Mahindra's.
2. To gauge the effectiveness of Mahindra & Mahindra's content marketing efforts in shaping its brand image.

Hypothesis

1. Null Hypothesis (H0): There is no significant relationship between Mahindra & Mahindra's content marketing strategy and the shaping of their brand image.
2. Alternate Hypothesis (H1): There is a significant relationship between Mahindra & Mahindra's content marketing strategy and the shaping of their brand image.
3. Null Hypothesis (H0): The effectiveness of Mahindra & Mahindra's content marketing efforts has no significant impact on shaping their brand image.
4. Alternate Hypothesis (H1): The effectiveness of Mahindra & Mahindra's content marketing efforts has a significant impact on shaping their brand image.

IV. RESULT AND DISCUSSION

Demographic Profile of the respondents

The demographic profile of the respondents provides key insights into the composition of the surveyed population. It typically includes data on age, gender, education, income, and location, which helps researchers understand the characteristics and diversity of the sample, enabling more targeted analysis and conclusions in the study.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	10	10.0	10.0	10.0
	25-40	73	73.0	73.0	83.0
	40 & above	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

It is evident that the majority of respondents fall within the age range of 25-40, comprising 73% of the total sample. This age group is the most dominant and accounts for a substantial portion of the dataset. Meanwhile, the younger age group of 18-25 makes up 10% of the respondents, and individuals aged 40 and above constitute 17% of the sample. When considering the cumulative percent, it becomes clear that the vast majority of respondents are under 40, as they account for 83% of the total. This data provides valuable insights into the age demographics of the survey participants.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	88	88.0	88.0	88.0
	Female	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

The table displays data on gender distribution in a sample of 100 individuals. It indicates that 88% of the sample is male, while the remaining 12% are female. The "Valid Percent" column represents the percentage of each gender category within the valid responses, and the "Cumulative Percent" shows the cumulative proportion of respondents up to a given point. Overall, the majority of the sample is male, making up 88% of the total, with females comprising the remaining 12%.

Educational Background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School or Below	2	2.0	2.0	2.0
	Bachelor's Degree	16	16.0	16.0	18.0
	Master's Degree	27	27.0	27.0	45.0
	Doctorate or Professional Degree	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

It categorizes participants into four groups: "High School or Below," "Bachelor's Degree," "Master's Degree," and "Doctorate or Professional Degree." The "Frequency" column shows the number of individuals in each category, while the "Percent" column indicates the percentage of participants within each group. The "Valid Percent" column represents the percentage of participants when missing or invalid responses are excluded. The table reveals that the majority of respondents in this sample hold a "Doctorate or Professional Degree," making up 55% of the total, while "High School or Below" has the lowest representation at 2%.

How familiar are you with Mahindra & Mahindra's products and services?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Familiar	49	49.0	49.0	49.0
Somewhat Familiar	18	18.0	18.0	67.0
Not Familiar at All	12	12.0	12.0	79.0
Other	21	21.0	21.0	100.0
Total	100	100.0	100.0	

The table presents data on the familiarity of respondents with Mahindra & Mahindra's products and services. It shows that 49% of the respondents are "Very Familiar," 18% are "Somewhat Familiar," and 12% are "Not Familiar at All." The remaining 21% fall under the category of "Other." In total, 100 respondents participated in the survey, and this table summarizes their responses, indicating that a majority of them have some level of familiarity with Mahindra & Mahindra's offerings.

Have you ever engaged with Mahindra & Mahindra's content marketing, including their website, social media, blogs, or other online materials?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	65	65.0	65.0	65.0
No	35	35.0	35.0	100.0
Total	100	100.0	100.0	

The table presents data on engagement with Mahindra & Mahindra's content marketing, which includes their website, social media, blogs, and other online materials. Out of 100 respondents, 65 (65%) have engaged with their content, while 35 (35%) have not. This data suggests that a majority of the surveyed individuals have interacted with Mahindra & Mahindra's online content, indicating a significant level of interest and involvement in their digital marketing efforts.

If you have engaged with Mahindra & Mahindra's content marketing, please select the platforms you have used

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Website	55	55.0	55.0	55.0
Social Media	24	24.0	24.0	79.0
Blogs	17	17.0	17.0	96.0
Other	4	4.0	4.0	100.0
Total	100	100.0	100.0	

The table displays the platforms used by individuals who have engaged with Mahindra & Mahindra's content marketing. It indicates that 55% of respondents have used the company's website, while 24% engaged through social media. A smaller proportion, 17%, used blogs, and 4% chose "Other" platforms. In summary, the majority of respondents interacted with Mahindra & Mahindra's content on the website, followed by social media, with a cumulative total of 100% respondents surveyed.

How would you describe Mahindra & Mahindra's brand image based on your perception?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Innovative	9	9.0	9.0	9.0
Environmentally conscious	8	8.0	8.0	17.0
Trustworthy	11	11.0	11.0	28.0
High-quality	35	35.0	35.0	63.0
Others	37	37.0	37.0	100.0
Total	100	100.0	100.0	

It shows that respondents associate the brand with several key attributes. The most prominent perception is that Mahindra & Mahindra is seen as high-quality, with 35% of respondents sharing this view. Trustworthiness is also significant, with 11% of respondents considering the brand trustworthy. The brand is seen as innovative and environmentally conscious by 9% and 8% of respondents, respectively. Additionally, 37% of respondents had other perceptions. Overall, the brand appears to have a strong image of quality and trustworthiness, with some emphasis on innovation and environmental consciousness.

Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.803	15

The table presents the results of a reliability test, showing a Cronbach's Alpha coefficient of 0.803 for a set of 15 items. A Cronbach's Alpha value of 0.803 suggests a reasonably high level of internal consistency, indicating that the items in the test are reliable in measuring the same underlying construct.

Hypothesis 1

Null Hypothesis (H0): There is no significant relationship between Mahindra & Mahindra's content marketing strategy and the shaping of their brand image.

Alternate Hypothesis (H1): There is a significant relationship between Mahindra & Mahindra's content marketing strategy and the shaping of their brand image.

Test Statistics

	Have you ever engaged with Mahindra & Mahindra's content marketing, including their website, social media, blogs, or other online materials?	How would you describe Mahindra & Mahindra's brand image based on your perception?	If you have engaged with Mahindra & Mahindra's content marketing, please select the platforms you have used
Chi-Square	9.000 ^a	43.000 ^b	56.240 ^c
df	1	4	3
Asymp. Sig.	.003	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.

c. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.

The test statistics are based on survey responses related to participants' engagement with Mahindra & Mahindra's content marketing and their perception of the brand image. Three variables are considered: engagement with content marketing, perception of brand image, and the platforms used for engagement. The Chi-Square statistic measures the association between these variables. The degrees of freedom (df) are 1, 4, and 3 for the respective variables. The asymptotic significance levels (Asymp. Sig.) For each variable are notably low, indicating that they are statistically significant. Since the p-values are less than the conventional alpha level of 0.05, we can conclude that the null hypothesis (H0) is rejected. This means that there is a significant relationship between Mahindra & Mahindra's content marketing strategy and the shaping of their brand image. In other words, the analysis suggests that Mahindra & Mahindra's content marketing strategy does impact their brand image according to the survey data.

Hypothesis 2

Null Hypothesis (H0): The effectiveness of Mahindra & Mahindra's content marketing efforts has no significant impact on shaping their brand image.

Alternate Hypothesis (H1): The effectiveness of Mahindra & Mahindra's content marketing efforts has a significant impact on shaping their brand image.

Test Statistics

	Mahindra & Mahindra's content marketing materials are informative.	Mahindra & Mahindra's content marketing materials are engaging	Mahindra & Mahindra's content marketing materials have positively influenced my perception of their brand.	I am more likely to consider Mahindra & Mahindra's products or services due to their content marketing efforts.	Overall, I believe Mahindra & Mahindra's content marketing strategy plays a significant role in shaping their brand image.	Mahindra & Mahindra's content marketing efforts are aligned with their core values and mission.	How likely are you to recommend Mahindra & Mahindra's products or services to others based on their content marketing efforts?
Chi-Square	37.700 ^a	41.800 ^a	43.900 ^a	50.000 ^a	61.700 ^a	47.300 ^a	53.300 ^a
df	4	4	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.

The table includes various questions or statements related to respondents' perceptions of Mahindra & Mahindra's content marketing materials and their willingness to consider the company's products or services. The chi-square test statistics for each question indicate the degree of association between respondents' perceptions and the effectiveness of the content marketing efforts. All the chi-square values are substantially large, and the associated p-values are extremely small (close to 0), which implies a strong association between respondents' perceptions and Mahindra & Mahindra's content marketing efforts.

This indicates that the null hypothesis (H0) should be rejected. Therefore, the findings suggest that the effectiveness of Mahindra & Mahindra's content marketing efforts has a significant impact on shaping their brand image. In other words, the alternate hypothesis (H1) is accepted, signifying that the content marketing efforts do influence the brand image positively. This implies that Mahindra & Mahindra's content marketing strategy is effective in shaping their brand

perception, aligning with their core values and mission, and prompting consideration and recommendations from consumers.

V. Conclusion

In conclusion, the empirical analysis of Mahindra & Mahindra's content marketing strategy has provided substantial insights into the pivotal role it plays in shaping the brand image of the company. The statistical evidence, derived from survey data and chi-square tests, overwhelmingly supports the assertion that Mahindra & Mahindra's content marketing efforts have a significant and positive impact on their brand perception. The low p-values associated with engagement with content marketing, perception of brand image, and the platforms used for engagement unequivocally reject the null hypothesis, underscoring a profound relationship between the two. These findings emphasize the significance of well-executed content marketing in influencing consumers' perceptions of the brand. The Chi-Square values for various questions related to respondents' perceptions and their willingness to consider Mahindra & Mahindra's products or services reaffirm this association, leading to the rejection of the null hypothesis in each case.

It is evident that Mahindra & Mahindra's content marketing strategy is not merely a promotional tool but a powerful means of aligning their brand image with their core values and mission. This alignment, in turn, triggers consideration and recommendations from consumers. In essence, the alternate hypothesis is validated, confirming that content marketing is a driving force in fostering a positive brand image for the company. This study's findings have broader implications for businesses looking to enhance their brand image in a digital age. It highlights the strategic importance of content marketing as a tool for establishing a strong and favourable brand perception, ultimately influencing consumer behavior. As Mahindra & Mahindra's digital marketing strategy exemplifies, a well-crafted content marketing approach can be a game-changer in shaping brand identity and fostering trust and loyalty among consumers.

Future scope of the study

- **Cross-Industry Case Studies:** Extend the analysis beyond Mahindra & Mahindra to encompass a broader range of industries. Comparing and contrasting content marketing strategies and their impact on brand image in different sectors can provide valuable insights and trends for practitioners and researchers.
- **Emerging Technologies:** Investigate how emerging technologies, such as AI, virtual reality, and augmented reality, are being integrated into content marketing strategies. Analyze their effectiveness in enhancing brand image and engaging audiences.
- **Content Personalization:** Explore the future of content personalization. Assess the use of big data and machine learning to tailor content to individual preferences, thereby improving user engagement and brand perception.
- **Crisis Management and Content Marketing:** Investigate how content marketing strategies can be employed in crisis management. Analyze how companies like Mahindra & Mahindra have adapted their content to address public relations challenges and crises.
- **International and Cross-Cultural Perspectives:** Consider the impact of cultural differences and globalization on content marketing strategies. Examine how companies adapt their content to resonate with diverse global audiences while maintaining a consistent brand image.
- **Sustainability and Corporate Social Responsibility (CSR):** Study how companies incorporate sustainability and CSR initiatives into their content marketing efforts. Evaluate how this impacts their brand image, customer loyalty, and market positioning.

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