

The Impact of Content Marketing on Consumers’ Purchase Intention for Home Appliances: A Study in Afghanistan

Ahmad Yaser Yaqubi¹, Ilkay Karaduman²

¹(Business Administration, Istanbul Aydin university, Turkey)

²(Business Administration, Istanbul Aydin university, Turkey)

Corresponding Author; Ahmad Yaser Yaqubi

ABSTRACT: The main and critical mission of marketing is to effect on consumers’ purchasing intention and content marketing target is as well. Nowadays, content marketing seems to be one of the most effective and practical methods of marketing all around the world. Content marketing is defined as any marketing or business process for creating and sharing of valuable content to attract, acquire, and engage a clearly defined and understood target audience with the objective of profitable customer action.

The purpose of this study is to explore how content marketing can affect the consumers’ purchase intention and how it can be managed by marketers of companies to gain new consumers for home appliances. The aim of this research is to determine whether the content marketing affect or not affect the purchase intention of Afghan consumers for home appliances. To measure if this affection differs according to demographic variances such as: age, education level, occupation, monthly income and purpose of internet usage. However, the questionnaire of this study was conducted among the 384 people in Afghanistan and collected data is analysed by the SPSS program version 22. This study comprises five main parts such as introduction, literature review, conceptual framework and hypotheses, research methodology (analysis and finding), and in the last part is conclusion and recommendations.

KEYWORDS: Content Marketing, Consumers’ purchase Intention, Decision Making Process, Consumer Buying Behaviour

Date of Submission: 03-02-2019

Date of acceptance: 19-02-2019

I. INTRODUCTION

Nowadays, many companies advertising their products through billboards, radio, TV, poster and flyers or pamphletstoinfluence into market and seize a big part of the market for purpose of selling their goods and services. Actually, the companies are prosperous which can find or create acost-effective way to influence on customers’ purchase intention and publicize their brand because advertising with cost is the way that every company can do it easily.

In current research, it is tried to explain how content marketing as independent variable by the help and penetration of effective designing can influence on the consumers' purchase intention as the dependent variable of research in many efficient kinds. The aim of this study is to develop an understanding of the content marketing strategies and explore how content marketing can influence on consumers’ purchase intention and how it can be managed by organizations to gain new and potential consumers for home appliances as a significant and cost-effective strategy of marketing.

This study based on survey which is conducted between 384 home appliances’ consumers in Afghanistan from which 384 consumers answered the survey questions. Moreover, it is tried to assess the impact of content marketing betweenhome appliances’ consumers according to respondents’ education level, occupation, age, purpose of internet usage and monthly incomeon their purchase intention for home appliances. As it can be seen in table 1, there are some important and influential studies which is made in similar literature:

Table 1: Studies on the effect of content marketing on consumers’ purchasing

Subject	Studies
Impact of content marketing on consumers’ purchasing	Patricia Raquel, 2015; AadarshPataria, 2015; Petrialaksamana, 2018; AnantSaxena, 2017; James e. Richard and Sarita guppy, 2014; Walid Nabil et al., 2016;Maoyan and Sangyang, 2014;Yuksel. F. Hale,2016;

II. THEORETICAL BACKGROUND

2.1 The Content Marketing Concepts

2.1.1 The History of Content Marketing

When we introduce the term of "content marketing" subconscious minds are drawn to blogs, social media and ultimately, viral videos that have had a lot of noise on the Internet. But the word is wider than that. For many years, cavemen were producing content on the walls of caves before there was even an image of the Internet (Pulizzi, 2013). The Furrow magazine was one of the first examples of content marketing in 1895 (Gardiner, K. 2013). In 1859, John Deere, who owns an agricultural machinery company, published a magazine called Furrow to help his audiences (farmers). Johan Deere tried to educate farmers about the new technology which was unknown for them by delivering some useful information to the farmers and also providing some valuable information for its customers to enjoy, instead of directly selling products (Nosrati, Karimi, Mohammadi, and Malekian, 2013).

The Michelin Guide, that began in 1900, is another example of content marketing (PatrutiuBaltes, 2015). The cookbook Jell-O from 1904, is the third example (Nosrati, Karimi, Mohammadi, and Malekian, 2013). After Furrow's success, several brands began to use this method.

2.1.2 Definitions of content marketing

According to Pulizzi's (2013) definition: "content marketing is the marketing and business process for creating and distributing valuable and compelling content to attract, acquire, and engage a clearly defined and understood target audience with the objective of profitable customer action".

According to Rowly's (2008) definition: "content marketing is a management method that a company recognizes, analyze and satisfy customers' needs by using digital content with electronic channels to increase profit".

Pulizzi (2008) states that, content marketing is not just all about online channels; it exists in three forms which needs to be considered as below:

- Print (Magazine, Newsletter and White Paper Series).
- Online (Content Web portal, White Paper Series Online, eBook Series, e-Newsletter, Digital Magazine, Video Series, Webcast Series and Virtual Trade Show).
- In person (Road Show and Executive Roundtable).

There are innumerable reasons that why companies use content marketing as an effective solution. In fact, these reasons are generally common in the all types of marketing practice. According to MaczugaPiotr (2014) there are some important reasons that why marketers decide to launch content marketing, those reasons are as follow: increasing brand awareness, increasing intention of customers into products or services, converting audiences into potential customers, increasing the company image, customer engagement, saving customers, website traffic and increasingly change the direct sales. Consequently, we can say that, marketers using content marketing to penetrate into new bazar and increase sales, customer loyalty and brand identity recognition.

2.1.3 Content marketing tactics

Nowadays, the developments of information vehicles become so fast and companies are trying to adapt themselves with this new environment, and also, they try to keep connect with their prospective customers by new tactics and tools. Thus, it is so important to know which kinds of tools or tactics are useful to answer the consumers' needs or questions and to achieve the content marketing objectives.

Content can be present by different tools and tactics including: Magazine, Images, Blogs, Newsletters and White Paper Series, Video Series, Webcast Series and Virtual Trade, Content Web portal, White Paper Series Online, eBook Series, E-Newsletters, Digital Magazines and etc (Pulizzi, 2013). The detailed information in the bellow table illustrates the usage of content marketing tactics.

Table 0: B2C Content Marketing Usage (by tactic)

Content Tactic	B2C Content Marketing Usage	Effectiveness Ratings of Tactics Among B2C Users
Social Media	90%	66%
Pictures/illustrations	87%	66%
e-Newsletters	83%	67%
Video	82%	59%
Articles on Company Website	81%	55%
Blogs	77%	53%

Source: B2C Content Marketing Trends – North America: Content Marketing Institute/Marketing profs (2016)

According to table which is drawn, social media has the most usage for companies with efficiency of 66% to do content marketing and blogs which is a tool of content marketing, has the less usage and efficiency for companies with 77% of usage and 53% of efficiency.

2.1.4 Content marketing strategy

All content marketing tools and channels are valueless and ineffective without an efficient strategy at the center of content marketing. Indeed, all types of marketing campaign need a good strategy to be alive. Thus, content marketing as a marketing campaign needs a good strategy to attract audiences and cover the company's targets. Pulizzi and Barrett (2009), state that during installation of content marketing strategy, companies should consider some important aspects.

As first step, marketer or organization should describe and specify the organization targets; it is a vital part of a strategy. At second step, marketer and organization should discover and figure out the information that targeted consumer and audience need it. As third step, the informational needs should answer the consumers' questions. After identifying the problem, it is time to fourth step, in this step marketer or organization should analyze what it wants its audiences and consumers to do, how the consumers' repercussion will aid the company. After answer to these questions, the company will be able to have a vivid picture with what product and content mix it should bring forward.

2.1.5 content complexity:

Content marketing as a new field of marketing has many unknown aspects that go beyond content marketing's tools and tactics. Nowadays, lack of choosing a good content for doing marketing campaign leads some companies with failure. Therefore, beyond of every successful marketing campaign is a noncomplexed and clear content.

Keller and Staelin (1987) in their study that is called "Effects of Quality and Quantity on Decision Effectiveness" mentioned the concept of complexity expresses as apprehended quality, apprehended quantity, apprehended usefulness and apprehended ease of use of content.

The quality of content is a critical element in content marketing campaign, because if a content cannot provide the needed information with high quality, it will be unlike to use (Alshibly, 2014).

Quantity of information refers to the number of things and objects that try to describe or explain an alternative such as product, service, brand, and etc (Wilkie, 1974).

Usefulness and ease to use of content are important variables that influence on customers' motivation. A website with high usability will attract customers' motivation to maintain their using of website, consumers' motivation will increase customers' experiences and thus consumers' satisfaction (Alshibly, 2014).

Usefulness of content is the degree of a person's belief in that using of information will increase her or his job efficiency. Perceived ease of use of content is the degree of a person's belief in that using of information will be free of effort (summer, 1974).

2.1.6 Measuring the effectiveness of content marketing

Measurement is one of the most important part of marketing processes to measure the marketing efforts and its results. Saleh (2016) has given an easy framework that includes three steps, such as: traffic generation, engage the audiences, convert the audiences into customers, to measure content marketing success based on brand-point practices. Saleh (2016) states that the first step is traffic generation that shows the number of people who visit the site. In this case, the metrics for measuring the success of traffic generation can be as follow: the number of unique visitors, the number of page views, the number of sharing your website's link to any other page, and the source of traffic. The second step is engagement. Encourage the potential customers to engage, download, read, comment, and share the company's content are the goals of this step. In this case, the metrics for measuring the success of engagement can be as follow: the rate of bounce, the number of new and returning visitors and comparing them, the amount of spending time on the website, and the number of shares and comments. The last step is conversion; this step shows how readers change into customers who purchase products or services. The most important metrics for measuring the success conversion are as follow: the percentage of site visitors, click-through rate, and number of leads and ROI (Saleh, 2016).

2.2 Consumer Purchase Intuition Concepts

2.2.1 Consumer

Consumer as a common word is a person who purchases things, items, products and services for personal or private usages. in other word, consumer is a person who intends to purchase product or expends money to use something (Noel, 2009).

2.2.2 Definition of Consumers' purchase intention

In marketing literature, one of the main and huge concepts is purchase intention. In the opinion of Crosno, Freling & Skinner (2009), purchase intention applies to the feasibility of buying a particular brand in a segment of product during purchase. Saxena, (2011) states that in studies of consumer purchase behavior, purchase intention defines as consumers' intention to purchase a particular product in the future time. Hence, consumer purchase intention generally has related to the consumers' behavior, attitudes and perceptions. It has played an essential role because the companies want to maximize the number of sales of their product for the purpose of enlarge their profit and purchase intention is a key tool to forecast the process of purchasing.

2.2.3 Effects of External factors on consumers' purchase intention

As indicated by Keller (2001), there are a lot of external factors that effect on consumers' purchase intention. In addition, according to the past studies which are done by researchers, the external factors that influence on purchase intention are: demographic factors, geographic factors and group factors.

2.2.3.1 The effect of demography factors on purchase intention

One of the most important and essential factors that has effect on purchase intention is demographic factors such as: age, gender, education level and race. People in different level of their ages have different purchasing behavior. For example, a consumer with twenty years old has different behaviors and needs with a fifty years old consumer. The gender of consumer is the other important demographic factor that has a significant impact on purchase intention. For example, males and females have different behaviors and desires when they want to purchase something, they look from different window for the feature of products or services (Ahasanul, Ali & Sabbir, 2006; Safiek, 2009). In addition, there are a lot of factors that formed the purchase intention between males and females like, information and education level. For example, studies confirm that females have less experience with online purchasing, so they rely on other references than males when they do decision making process.

2.2.3.2 The effect of geography Factors on purchase intention

The origin place that product is being manufactured and produced are so important for consumers, and it shapes their purchase intention. For example, for Muslims people the origin country where product made is so important, and it has a powerful impact on their purchase intention. The shopping place is also important and shapes the consumers' purchase intention.

2.2.3.3 The effect of group on purchase intention

Annual festivals, or sport competitions or celebrities, music festivals and other celebrities as a group of influential factors have essential impact on consumers and consumers' purchase intention, spatially young consumers (Rashidah & Fairuzana, 2006).

III. RESEARCH METHODOLOGY

The topic of current research is "the impact of content marketing on consumers' purchase intention for home appliances: a study in Afghanistan". The aim of this study is to develop an understanding of the content marketing strategies and explore how content marketing can influence on consumers' purchase intention and how it can be managed by organizations to gain new and potential consumers for home appliances as a significant and cost-effective strategy of marketing and also does content marketing differs according to age, occupation, education level, the purpose of internet usage and monthly income on consumers' purchase intention.

The result of this research will appear the importance of content marketing as a new phenomenon in field of marketing on consumers' purchase intention for home appliances and also it is hoped to introduce a better marketing strategy for Afghan companies to increase their brand recognition, trust, authority, credibility, loyalty and authenticity. According to Cochran (1977), when the amount of population is not certain, or it can be said an infinite population which means that the population is greater than 50000 and also there is no known amount of variance from previous research, the researcher can conduct his or her research among the 384 respondents. Hence, the sample size is defined 384 respondents with the level of confidence 95% and 5% statistically allowable error.

In current research the examining strategy utilized is convenience sampling (Haphazard sampling or accidental sampling) which is a kind of nonrandom or nonprobability sampling. In convenience sampling the sampling member of population targeted by easy accessibility of participants, geographical vicinity, and availability of participants at the given time, and also the willingness to participate. The convenience sampling invites participants wherever the researcher can find them and wherever is convenient to do the questionnaire. Indeed, all subjects invite to participate. Convenience is a type of sampling where the first available primary

data source will be used for the research without additional requirements. In other words, this sampling method involves getting participants wherever you can find them and typically wherever is convenient. In convenience sampling no inclusion criteria identified prior to the selection of subjects. All subjects are invited to participate. The questionnaire of this research conducted among the users and buyers of home appliances who had convenient conduction being surveyed. Thus, the population and area of current study is Afghanistan and Afghan consumers of home appliances.

Data collection is one of the most important issues to create a useful research. Likewise, there are so many different sources of collecting data such as surveys, interviews, observations, studies, focus groups and etc. In current study it is planned to gather and collect the primary and secondary data. In fact, the primary data has been collected through the survey and secondary data has been collected from libraries and previous studies and theses. The survey of this study includes two parts of questions (demographics questions and Likert-scales questions) related to the topic of this studying in order to test the predetermined hypotheses which took part in this section of research. Hence, the secondary data has been collected from the libraries and previous researches and theses in the same object or field and primary data has been collected from Afghan customers of home appliances companies by the survey and collected data has been analyzed by use of SPSS (statistical package for the social science) program version 22.

In the bellow the paper hypotheses are presented as follow:

H1: The effect of content marketing differs according to consumers' age on purchase intention for home appliances.

H2: The effect of content marketing differs according to consumers' education level on purchase intention for home appliances.

H3: The effect of content marketing differs according to consumers' occupation on purchase intention for home appliances.

H4: The effect of content marketing differs according to consumers' purpose of internet usage on purchase intention for home appliances.

H5: The effect of content marketing differs according to consumers' monthly income on purchase intention for home appliances.

IV. DATA ANALYSIS & INTERPRETATION

4.1 Reliability Test

In social science, one of the accepted tests of reliability is Cronbach's alpha reliability test. Hence, in current study the Cronbach's alpha reliability test is used to test the reliability of collected data. According to Cronbach's alpha the ranges of between 0 and 1 are normal, but in social science the acceptable range is above the point of 0.7. Consequently, if the coefficient of Cronbach's alpha was closer to 1, it means that the reliability of data is high and acceptable. The given table below shows the reliability coefficients of current research Likert-scale questions data.

Table 3: Cronbach's Alpha Reliability Test

Name of test	Number of variables	Cronbach Alpha
Cronbach's Alpha	9	0.860
Cronbach's Alpha Based on Standardized Items	9	0.860

4.2 Normality test

Kruskal-Wallis H test was used to test the given hypotheses. In order to certain whether Kruskal-Wallis H test can be used or not, actually the normality test should be executed.

Table 4: Normality Test

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
New scale	.304	384	.000	.850	384	.000

As it can be seen in table 4, Shapiro-Wilk and Kolmogorov-Smirnov tests were executed. By doing so, the results of them show lower p-value than accepted 0.05. Thus, the data does not come from normal distribution population and there is no barrier to conduct Kruskal-Wallis H test. Kruskal-Wallis H test is a nonparametric test which is used to find out if there is a meaningful difference among two or more groups of variables or not. Kruskal-Wallis H test is developed version of Mann-Whited U test and it is a nonparametric substitute to the One-Way ANOVA test

Table 5: Main demographic characteristics of respondents

Demographic profile	Frequencies	Percent
Age		
15-20	17	4.4
21-25	122	31.8
26-30	102	26.6
31-35	40	10.4
36-40	67	17.4
More than 41	36	9.4
Educational status		
Illiterate	6	1.6
Elementary level	26	6.8
High school level	45	11.7
High school graduate	88	22.9
Bachelor	179	46.6
High level such as master and so forth	40	10.4
Occupation		
Student	104	27.1
employee	123	32.0
unable to work	1	0.3
retired	9	2.3
trader	31	8.1
housewife	11	2.9
military	13	3.4
other	92	24.0
Purpose of internet usage		
communication	159	41.4
research	155	40.4
news	70	18.2
game		
shopping		
banking		
other		
Monthly income		
0-199(\$)	141	36.7
200-399(\$)	133	34.6
400-599(\$)	110	28.6
600-799(\$)		
800-999(\$)		
More than 1000(\$)		

4.3 Hypothesis Testing and Interpretation

To test the research's hypotheses, actually it is needed to sum all Likert-scale answers of respondents and find the mean value of them. After that the new variable derived from founded mean valuable. To find and create the new derived values, we selected the option of "transform" and after that the option of "Recode into different variable" in SPSS program version 22 was chosen.

In order to find the new derived values, the option of transform was chosen and after that the option of "Recode into different variables" in SPSS program version 22. During the recode of new variables, there are some new values equal to the Likert-scale answers from "strongly disagree to strongly agree". The recoding range score was selected from the Adigüzel (2016) research paper. Here the old and new recoding range according to Likert scale answers.

H₁: The effect of content marketing differs according to consumers' age on purchase intention for home appliances.

Table 6: The Kruskal-Wallis H test of content marketing effect according to age

Impact of content marketing between afghan consumers according to age	age	N	Mean Rank	X ²	Sig.
	15-20	17	229.88	5.986	0.308
	21-25	122	196.00		
	26-30	102	196.00		
	31-35	40	178.51		
	36-40	67	173.37		
	More than 41	36	204.24		
	Total	384			

The table 6 illustrates the result of Kruskal-Wallis H test of content marketing influence on purchasing intention according to age of respondents. As it can be seen in table above, the value of chi-square is 5.986. As $X^2 = 5.986$; $p = 0.308$ and $p > 0.05$ the test rejects the alternate hypothesis and accepts the null hypothesis. It means that the effect of content marketing does not differ according to age on consumers' purchase intention for home appliances.

H₂: The effect of content marketing differs according to consumers' education level on purchase intention for home appliances.

Table 7: The Kruskal-Wallis H test of content marketing effect according to education level

Impact of content marketing between afghan consumers according to education level	Education level	N	Mean Rank	X ²	Sig.
	Illiterate	6	248.17	3.056	0.691
	Elementary level	26	176.58		
	High school level	45	204.03		
	High school graduate	88	190.64		
	Bachelor	179	190.36		
	Graduate or professional degree	40	195.18		
	total	384			

The table 7 illustrates the Kruskal-Wallis H test result of content marketing influence on Afghan consumers' purchase intention according to the education level of respondents. As it is obvious from the table above that the chi-square is 3.056 and p is 0.691. According to the result $X^2 = 3.056$; $p = 0.691$ and $p > 0.05$ the test rejects the H₂ and accepts the null hypothesis that stated as (the effect of content marketing does not differ according to consumers' education level on purchase intention for home appliances).

H₃: The effect of content marketing differs according to consumers' occupation on purchase intention for home appliances.

Table 8: The Kruskal-Wallis H test of content marketing effect according to occupation

Impact of content marketing between afghan consumers according to occupation	Occupation	N	Mean Rank	X ²	Sig.
	Student	104	193.91	1.704	0.974
	Employee	123	202.24		
	Unable to work	1	167.73		
	Retired	9			
	Trader	31			
	Housewife	11			
	Military	13			
	Other	92			
	Total	384			

The Table 8 illustrates the results of Kruskal-Wallis test of content marketing influence on consumers' purchase intention according to occupation of respondents. The value of chi-square is 1.704 ($X^2 = 1.704$); $p = 0.974$ and $p > 0.05$. So the test rejects the H₃ hypothesis and accept the null hypothesis. It means that the effect of content marketing does not differs according to occupation on consumers' purchase intention for home appliances.

H₄: The effect of content marketing differs according to consumers' purpose of internet usage on purchase intention for home appliances.

Table 9: The Kruskal-Wallis H test of content marketing effect according to purpose of internet usage

Impact of content marketing between afghan consumers according to occupation	purpose of internet usage	N	Mean Rank	X ²	Sig.
	Communication	131	189.91	4.535	0.605
	Research	72	196.35		
	News	56	197.86		
	Game	18	216.92		
	Shopping	28	182.27		
	Banking	9	133.94		
	Other	70	194.45		
	Total	384			

The table above illustrates the Kruskal-Wallis H test result of content marketing influence on Afghan consumers' purchase intention according to the purpose of internet usage of respondents. As it is clear from the table above that the chi-square is 4.535 and p is 0.605. According to the result $X^2=4.535$; $p=0.605$ and $p>0.05$ the test rejects the H4 and accepts the null hypothesis that stated as (the effect of content marketing does not differ according to consumers' purpose of internet usage on purchase intention for home appliances).

H₅: The effect of content marketing differs according to consumers' monthly income on purchase intention for home appliances.

Table 10: The Kruskal-Wallis H test of content marketing effect according to monthly income

Effect of WOM between female consumers according to interdependency behavioral characteristics	Monthly income in USA Dollar	N	Mean Rank	X ²	Sig.
	0-199\$	117	193.59		
200-399\$	114	195.10			
400-599\$	72	192.76			
600-799\$	30	180.52			
800-999\$	28	183.84			
1000(\$ and above	23	199.43			
Total	384				

The table 10 shows the results of Kruskal-Wallis test of content marketing influence on consumers' purchase intention according to occupation of respondents. The value of chi-square is 0.791 ($X^2=0.791$); $p=0.978$ and $p>0.05$. As the result of test shows, the test rejects the H3 hypothesis and accept the null hypothesis. It means that the effect of content marketing does not differs according to monthly income on consumers' purchase intention for home appliances.

Table 11: The result of tested hypotheses

	Hypothesis	Result
H₁	The effect of content marketing differs according to consumers' age on purchase intention for home appliances.	Rejected
H₂	The effect of content marketing differs according to consumers' education level on purchase intention for home appliances.	Rejected
H₃	The effect of content marketing differs according to consumers' occupation on purchase intention for home appliances.	Rejected
H₄	The effect of content marketing differs according to consumers' purpose of internet usage on purchase intention for home appliances.	Rejected
H₅	The effect of content marketing differs according to consumers' monthly income on purchase intention for home appliances.	Rejected

V. CONCLUSION

In this study, the impact of content marketing, which is a new activity in the field of marketing, on consumers' purchase intention were investigated. Literate or educated people and university students in Herat city (the second biggest city in Afghanistan) were selected as the sample of the research's survey. The reason that why these sample groups were selected is that these groups are accepted to be more knowledgeable and have more information about the marketing activities and their internet usage seem higher.

The research is performed among 384 consumers of home appliances in Afghanistan. The sample size is defined 384 respondents with the level of confidence 95% and 5% statistically allowable error.

Indeed, a lot of books, articles, master's degree and doctoral research articles, reports, academic online and offline journals and magazines were investigated in order to gather secondary data. Moreover, after gathering secondary data the questionnaire provided to perform the survey included demographic and Likert-Scale questions. The questionnaire is performed between 2.06.2018 – 21.07.2018 in Afghanistan. Respondents were consisted of employee, university students, and other relevant people to research with different characteristics.

The hypotheses of this study were tested by Kruskal-Wallis H test in SPSS program version 22 and all hypotheses tested with five demographic variables such as age, education level, occupation, monthly income, and purpose of internet usage.

However, as it mentioned before all hypotheses were rejected by performing Kruskal-Wallis H test, because the values of P that were gotten by performing Kruskal-Wallis H test were bigger than 0.05. The result of this research shows that in Afghanistan, the participants had many common characteristics and views. As it is shown in the tables and graphs in the analyzing part, most of participants were males because in Afghanistan it is so difficult to find women to be interested to answer the questionnaire's questions. On the other hand, few people are found to have enough information in marketing knowledge especially in field of content marketing.

Therefore, researcher have to distribute the questionnaire among university students and the community of literate people. So the most participants in this research were students and employees who were home appliances consumers. Besides, most participants who are in middle class (mostly employees and students) have a fairly similar monthly income with a common purpose for using the internet. All these factors that we mentioned above, with the similar answers that participants gave to the Likert-Scale part of questionnaire's questions led to the rejection of research hypotheses, it means that the effect of content marketing does not differ according to demographic factors on consumers' purchase intention for home appliances in area of this research was done in Afghanistan.

So the research and researcher were faced with some limitations which tried to overcome these limitations as much as possible. These limitations were:

- 1- Lack of scientific or academic resources about the content marketing as a new phenomenon in the field of marketing.
- 2- There weren't enough available respondents who were interested to participate in answering the questionnaire's questions (specially female respondents).
- 3- Lack of participants' knowledge and information regarding content marketing.
- 4- Due to not availability of other respondents, a great number of questionnaires were handed to university students.

Furthermore, there is still a need for future academic within the field of content marketing.

- 1- Considering the limitation of this study in terms of geographic demographics of the respondents and knowing that culture has an impact on consumer attitudes and intentions, it is recommended for future research on the study at hand to be tested on consumers of different cultures or countries, even comparing the results of this thesis.
- 2- Further research could provide some guidelines for the companies on how to employ different content and social applications in order to encourage customer experience on the website and other platforms, provide post-purchase service support, and maintain customer relationships by getting a deeper insight into the motivations and interests and generating more content offerings.
- 3- For further research, it will be good to explore that the content which a company creates increases the sales or not.
- 4- The main variables which were taken to determine the influence of content marketing on age, education, occupation, and monthly income. However, it can be other demographic variables such as marital status, gender and other demographic or geographical factors as well.

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Ahmad Yaser Yaqubi" The Impact of Content Marketing on Consumers' Purchase Intention for Home Appliances: A Study in Afghanistan" *International Journal of Business and Management Invention (IJBMI)*, vol. 08, no. 02, 2019, pp 38-47