Navigating Oman's Digital Landscape: The Impact of Demographics on SME Marketing

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Abstract

Purpose of the study: This study aims to investigate the influence of demographic factors such as the Employment sector, Education, and Designation on Digital Content Marketing dimensions such as Brand awareness (BA), Customer Engagement (CE), Customer Retention (CR), and Customer Information (CI) from Oman's leading SMEs.

Methodology: This study used a deductive research approach to test hypotheses. A survey of 155 Omani SME managers in middle and senior roles was conducted. Demographic variables were analyzed using one-way ANOVA statistical analysis to compare their influence on the research findings.

Main Findings: This study found significant influence of content marketing on the Hospitality, Technology, and Service sectors, which use websites, blogs, and social media. In contrast, Engineering, Real Estate, Education, and SME managers focus more on customer engagement and retention. Education level also impacts brand awareness, customer retention, and engagement.

Applications of the study: The results of this study will help SMEs and businesses target audiences more effectively, create content that appeals to their interests, select the best distribution channels, and optimize their marketing spending. This study advances knowledge of efficient marketing strategies in Oman's developing digital environment.

Novelty of the study: The study provides a fresh perspective on how geographical and demographic variables influence digital content marketing strategies of SMEs in Oman, presenting original empirical data from this understudied region and sector.

INTRODUCTION

In today's marketing landscape, Digital Content Marketing (DCM) highlights its effectiveness in engaging consumers and building trust. DCM, which leverages digital platforms like websites, social media, blogs, and mobile apps, offers a cost-effective alternative to traditional advertising and focuses on adding value to consumers' lives. Many sectors employ content analysis to investigate the impact of social media, particularly Instagram. It gathers data from various sources, categorizes content types, and studies factors like comments and likes. Such strategies can enhance destination branding and attract greater attention to desired destinations (Khairani & Fachira, 2021). Socioeconomic characteristics that make up demographics have an essential effect on business strategies. Consumer preferences and purchase patterns are influenced by purchasing power, region, age, and family status. For instance, pricing should align with income levels, items should meet regional demands, and marketing should concentrate on specific age groups. Collecting demographic information through surveys and data from the Census Bureau and business organizations is essential for creating effective content. By comprehending and utilizing demographics, businesses can adjust their products and marketing strategies effectively, leading to improved sales and performance.

Statistical data that describe a population are commonly referred to as demographics. With the help of demographics, companies may discover unique consumer markets by developing segments. Gender, age, income, marital status, and education are just a few demographic factors examined and used frequently to segment the customer population. The demographic effects of consumers and prospects on marketing tactics should be constantly reviewed to attract new clients. It also serves as a springboard for the future step of establishing buyer personas, which benefits both marketing and sales. One of the most recent subjects of considerable interest among marketers and academics is how to segment online consumers better to match their wants via virtual modes. Demographic variables provide information that may be utilized to make wise decisions in various settings, including industry, government, and social services. Making judgments requires understanding the features of a population and how it might evolve in the future.

In addition to being significantly impacted by innovative technologies and constantly changing online platforms, the ever-evolving realm of digital marketing is also intricately affected by human traits and habits. Demographic variables, a bundle of socioeconomic and psychographic characteristics that characterize and distinguish people and groups within society, are central to this human-centric paradigm. These factors tremendously impact digital marketing activities' strategies, methods, and results. They range from age and gender to income, education, location, and beyond. This comprehensive study investigates the significant influence of demographic factors such as the employment sector, education, and designation on

Digital Content Marketing dimensions such as Brand Awareness, Customer Engagement, Customer Retention, and Customer Information.

This research will reveal the innumerable ways in which demographic factors influence the world of digital marketing, from the sophisticated methods of generational marketing to the complexities of creating customized content that resonates with the population. Blockchain and Artificial Intelligence (AI) are innovative technologies that have the potential to revolutionize digital content marketing by enhancing security, combating click fraud, increasing trust and transparency, and generating loyalty programs. Marketers can use this technology to build a more secure and customer-focused marketplace by taking advantage of its transparency, decentralization, and immutability features.

REVIEW OF LITERATURE

Digital Content marketing – An innovative marketing strategy

Innovative marketing (Zohra et al., 2022; Terho et al., 2022; Gleim & Stevens, 2021), such as content and influencer marketing, has brought new opportunities for consumers and firms to interact with each other. DCM is a strategic priority for firms in their customer-centric marketing approach. B2B DCM has also seen many changes in the recent marketing scenario. Customer journey intelligence generation is the crucial foundation of DCM. Technology can be utilized to broaden customers' journeys in the right direction. Organizational and marketing unit factors can boost the results of customer-centric DCM. Brands entered a zone where social media makes interaction, possibly digitally and virtually. In this scenario, content marketing plays an essential role in digital marketing. Content is created to make customers realize that they lack something and thus attach themselves to the product emotionally, which can be manifested through peer pressure, personal relationships, advertising, etc. Here, customers make decisions emotionally rather than rationally, making customers loyal to the company. The unique characteristics of blockchain, such as transparency, decentralization, and immutability, have the potential to build a more secure, customer-centric, and open marketplace for consumers and enterprises. This innovation significantly impacts digital advertising and market research.

Research authored by Knihová (2021) explores the significance of educational content within digital marketing strategies, focusing on technology brands. It delves into various aspects of educational content, encompassing formats and platforms, and provides recommendations for enhancing digital communication strategies. It introduces a Digital Communication Maturity Assessment Model to audit a company's digital communication processes. In response to shifting customer behaviour and constrained marketing budgets, companies are increasingly recognizing the value of innovative communication channels, particularly emphasizing customer education. The study underscores the importance of proactive customer education, especially in technology-oriented industries, for customer retention. Educating customers can lead to shorter sales cycles and quicker product adoption.

Moreover, the paper highlights the evolution from traditional customer education practices towards building deeper, long-lasting customer relationships. It discusses strategies for crafting compelling digital customer experiences and emphasizes the pivotal role of digital skills and leadership. It also points out that High-tech entities are adopting innovative approaches to disseminating educational content beyond conventional models. Initiatives like Apple's "Today at Apple" campaign provide free educational content, and various content marketing campaigns emerged during the COVID-19 pandemic. The research advocates for collaboration between academia and business to navigate the evolving landscape of digital educational content marketing. IT sites are pioneering companies like Adobe and Apple as sources of inspiration for marketing professionals. It significantly contributes to marketing theory and practice by shedding light on the evolving role of customer education in the digital era and offering valuable insights into digital marketing strategies for technology brands.

Content is the soul of digital marketing; the correct information at the right time and place is crucial for marketers to beat the competition (Champaneri & Jain, 2021; Odongo, 2016). Internet and social media have influenced the creation of appropriate content for many companies to market their products and services. Differentiating messages is important because they shape customers' perceptions of various brands. Nike's primary social media profile is across Facebook, Instagram, Twitter, and YouTube. Mayahi and Vidrih (2022) emphasized the importance of generative AI in visual content marketing strategies, which can boost brand perception, raise conversion rates, and increase consumer engagement. Artificial intelligence and visual content integration are essential for attracting and keeping repeat consumers since it facilitates the creation of visually appealing material that draws in and engages viewers. The study further highlights that businesses that do not use AI and visual content in their marketing plans are at risk of a lesser market share and missing out on the potential to engage with their target demographic. They studied how "Nike" uses various content marketing strategies on social media platforms. Storytelling is the simplest form of content marketing, which has existed for many years and engages with the audience. Content marketing is nothing but an improved version of storytelling. On all the platforms, Nike has multiple specialized social accounts for brands and product lines, such as football, basketball, golf, sportswear, etc. The brand has expanded its customer base and market presence by utilizing various social media platforms.

Importance of Content Marketing

Content marketing is essential today because it assists organizations in acquiring and retaining loyal customers by stressing customer relationships and offering helpful information to consumers. Consumers are more loyal and trustworthy when they receive information in the form of content and can connect with the business. Content marketing has become the industry standard since it enables marketers to increase customer interaction and deliver value to consumers, replacing

traditional advertising and selling approaches. In the age of digitization, where clients have rapid access to information, online content generation is critical in marketing. Content marketing is a successful method for helping firms adapt to the shifting marketing landscape and fulfil today's consumer expectations (Rani, 2022). Many researchers discovered that specific content marketing approaches increase customer engagement (Gupta & Nimkar, 2020; Weerasinghe, 2019). A content marketing strategy aims to reach the target market using content. It is critical to connect customer emotions with meaningful and transparent information in a targeted and differentiated manner. Videos were regarded as the most interactive method of client involvement due to their visual appeal and direct emotional connection. Content marketing helps develop client relationships, establish trust, and generate leads in the digital marketing age. It shows a beneficial relationship between customer online involvement and content marketing. Content marketing is an essential component of promoting medical institutions online, and it is emphasized as a technique for indirectly convincing the audience to select a specific medical service (Prudnikov & Nazarenko, 2021). Content marketing has proved to be an integral part of promoting medical institutions in the online sphere.

Role of demographics in Content marketing

Demographic variables are essential to successful content marketing strategies. Understanding the demographic aspect of content marketing is essential whenever firms focus their initiatives on a particular customer group. As per the demographic variables of the target audience, marketers should try to create content and engage them (Dholakiya, 2023). The success of content marketing starts with researching the demographics. Age, sex, income, and lifestyle play important roles from ideation to execution. Knowing the demographic factor of content marketing will help organizations understand their audience better, make more relevant content, identify the right market segment, and increase efficiency.

User demographics of social networking play a crucial role in differences in behaviour such as age, gender, marital status, parenthood, etc. Digital Content Marketing is a popular marketing method because of drastic advancements in technology and internet development. Content-based marketing based on demographic variables helps marketers to create tailor-made content for the target audience. It will help the proposed customers to engage more in the purchase decision because of the attractive content offered. Geographic, demographic, and psychographic variables determine the effect of Digital Content Marketing, particularly with B2C customers (Gajanová, 2018). It also explained the critical demographic criteria such as age, gender, and life cycle. Gender segmentation criteria can be used during different product offers. The life cycle can be distinguished into different life stages: a young single man, a young childless couple, couples with children, husband and wife separated with children, middle-aged spouses with children and without children, middle-aged divorced without children, older spouses, and older people without a partner. Results revealed that age, gender social cycle and social media content do not have any significant influence. Young target audiences have more affinity towards social media usage and highly influence their purchase decision. Content Marketing helps companies share valuable insights to acquire market shares and gain competitive advantage. It builds a strong connection in engaging consumers and motivating them to purchase products. Customer purchase decisions and brand recognition are very much correlated with social media content marketing. It improves brand consciousness through information sharing through customer perspective reinforcement, sales and lead generation, and brand awareness (Eshiett, 2022; Ansari et al., 2019) depicted a Sequential Guide to Content Marketing as Figure 1 represented below:

Figure 1: Content Marketing Strategy.

Source: (Eshiett, 2022)

Figure 1 represents a structured process for implementing a content marketing strategy. It comprises three fundamental phases: (i) Creation, which entails attracting visitors through the development of blog posts, web content, and articles; (ii) Promotion, which involves acquiring information through methods such as e-newsletters, e-books, webinars; and (iii) Conversion, the pivotal stage in this strategic framework that necessitates increased engagement through phone interactions, consultations, and thorough evaluation of marketing initiatives.

Digital content marketing techniques successfully influence online purchase intention; age and gender do not control the relationship between digital content marketing and online purchase intention (Gülsoy & Koçer, 2023). Digital content

marketing aims to give customers useful information and concepts to attract and keep the target audience interested. Effective digital content creation, particularly on social media networks, aims to foster closer communication with the intended audience. Through digital content marketing, businesses can foster enduring customer loyalty and enhance consumers' opinions of the product. The digital generation watches television, emphasizing how their habits, attitudes, tastes, and beliefs have changed (Kolodkin, 2023). The digital demographic is people between 18 and 25 who frequently access content on unofficial sites and consume more online content than traditional media. To engage the digital generation, business models should be redeveloped to make the case for acknowledging these shifting consumer habits. The study (Gurjar, 2022) investigates the process of digital content marketing and its implementation in the tourism industry, providing insights into the critical processes involved - content generation, dissemination, and follow-up. The first stage in digital content marketing is creating relevant material that is helpful to the target audience's interests and demands. The following phase is content dissemination, which involves distributing the developed information via various digital channels, including websites, social media platforms, email marketing, and search engine optimization (SEO). Following content dissemination, the follow-up step is critical, which entails connecting with the audience, monitoring their responses, and assessing the performance of content marketing initiatives. It can be accomplished by monitoring website traffic, social media engagement, and conversion rates.

In today's rapidly evolving business landscape, marketers strive to adapt to the dynamic environment. Formulating and implementing effective strategies remains a top priority for organizations. Demographic variables are pivotal in planning and executing marketing strategies for any organization. Numerous studies have investigated the impact of demographic factors on e-marketing strategies, with a surge in research since the early 2000s examining various demographic variables and their influence on the successful execution of e-marketing strategies. Combining user personality traits and demographic data for interest exploration helps personalize selected information to users' interests on social media platforms. Demographic data can be a valuable source of influence on the user's interests and leads to more accurate outcomes in user interest mining systems, enhancing utility and addressing the "cold start" problem for new users (Alrehili et al., 2022).

RESEARCH DESIGN

The current research applied a deductive approach focusing on testing the hypothesis. A structural questionnaire has been developed to execute the primary survey. A Pilot survey was conducted among 50 participants to identify the demographic variables and content marketing constructs. Expert advice also played a significant role in the development of the questionnaire. A sample of 155 respondents from various Oman SME sectors working in middle and top administrative positions were selected for the survey. Secondary literature sources were also used to review the existing literature. The demographic profiles of respondents from leading SMEs in Oman included in this survey are the level of education, designation, and employment sector. Each variable has been measured against four marketing dimensions: Brand Awareness (BA), Customer Engagement (CE), Customer Retention (CR), and Customer Information (CI).

A comparison of variables was considered between various categories of demographic variables with parametric statistics of one-way ANOVA. The prior threshold for statistical significance was set at 0.05. In the current research, the employment sector of the respondents was considered to be one of the independent variables, which included ten groups: (a) Transport, Automobiles, and logistics [TAL], (b) Telecommunications and Utilities [TU], (c) Technology, Healthcare, and Other Services [THS] (d) Oil, Gas, and Minerals [OGM] (e) Engineering & Real Estate [ER] (f) Education & Training Industry [ET] (g) Hospitality and Tourism Industry [HT] (h) Manufacturing[M] (i) Banking and Insurance [BI] (j) Wholesale and Retail [WR] Industry. In the same way, educational level is another independent variable, which was classified under the categories of Graduate, Postgraduate, Diploma and Professional courses. Likewise, the designations were specified as Managers, Executives, Officers, academicians, Non-academic staff, and Proprietors.

A correlational analysis was done between dimensions such as Brand Awareness, Customer Engagement, Customer Retention, and Customer Information to get empirical evidence of their influence on Digital Content Marketing. It helped to identify the strengths and directions of the relationship between these variables, offering insights into how these factors may affect each other for the overall success of the content marketing strategies.

HYPOTHESIS

The following hypotheses are proposed based on a thorough literature review:

H_1: There is a significant relationship between demographic factors on Brand Awareness (BA).

H_2: There is a significant relationship between demographic factors on Customer Engagement (CE).

H_3: There is a significant relationship between demographic factors on Customer Retention (CR).

H_4: There is a significant relationship between demographic factors on Customer Information (CI).

RESULTS

The Pearson correlation coefficient shows the significance between the DCM dimensions. The analysis showed a significant correlation for each pair of variables, which is a positive correlation. The results show (Table 1) that all DCM dimensions are positively correlated with CE is more significant (0.926), followed by BA (.883), CI (.807) and CR (.783).
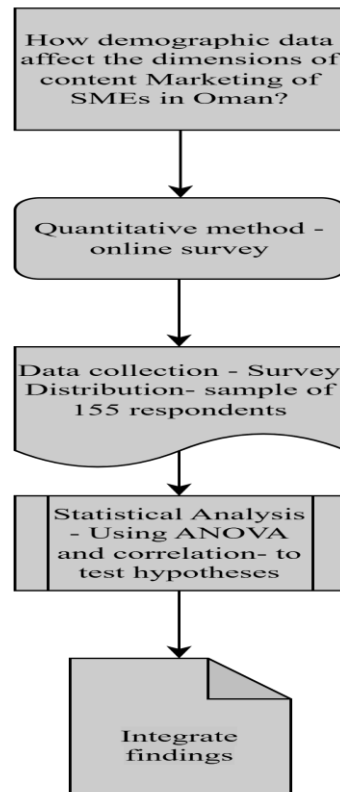
Figure 1: A visual Research Structure: Designed by Researchers

Table 1: Summary of Correlational analysis

		Brand awareness (BA)	Customer Engagement (CE)	Customer Retention (CR)	Customer Information (CI)	Impact on CM
Brand awareness	Pearson Correlation	1	.723**	.519**	.789**	.883**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	155	155	155	155	155
Customer Engagement	Pearson Correlation	.723**	1	.719**	.697**	.926**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	155	155	155	155	155
Customer Retention	Pearson Correlation	.519**	.719**	1	.337**	.783**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	155	155	155	155	155
Customer Information	Pearson Correlation	.789**	.697**	.337**	1	.807**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	155	155	155	155	155
Impact on CM	Pearson Correlation	.883**	.926**	.783**	.807**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	155	155	155	155	155

**. Correlation is significant at the 0.01 level (2-tailed).

ANOVA was used to compare the mean scores of different employment sectors, and the result is exhibited here in Table 1. The F value in ANOVA is calculated to understand the variation of means between the samples. The higher the value of F, the higher the variation between sample means. The higher the F—value, the lower the p values, and so here we can conclude that there is a statistically significant difference between group means.

The results of the ANOVA test depicted in Table 1 reveal that the statistical value of p is less than 0.05 for all the variables. So, it is concluded that the mean score of all variables differs with the employment sector, education, and designation. Since the ANOVA test indicates that a significant difference exists for all the variables, a post hoc test or multiple

comparison test to identify which among employment sectors differs significantly and the result is exhibited in Tables 2a, 2b, 2c and 2d. Tables 3 and 4 represent the post hoc analysis for Education and Designation.

Table 2: Summary of ANOVA representing the influence of CM dimensions on demographic variables

Demographic variables/ Constructs	ANOVA	Brand Awareness	Customer Engagement	Customer Retention	Customer Information
Employment sector	F	8.246*	7.300*	2.24*	7.63*
	Sig.	.001	.001	.001	.001
Education	F	5.166*	6.558*	8.053*	12.406*
	Sig.	0.002	.001	.001	.001
Designation	F	12.71*	10.97*	2.129	11.351*
	Sig.	.001	.001	0.065	.001

Significant @.05% level of significance

Table 2a: Multiple comparison tests for Brand Awareness within the employment sector

Dependent Variable		Employment sector	Mean Difference	Std. Error	Sig.
	TAL	THS	-1.09023*	0.508	0.034
		ET	1.18307*	0.553	0.034
		HT	-4.03828*	0.676	0.000
	TU	M	-5.09091*	1.371	0.000
		TAL	1.09023*	0.508	0.034
		ER	1.77922*	0.617	0.005
	THS	ET	2.27329*	0.479	0.000
		M	2.64286*	1.297	0.043
		BI	1.45055*	0.579	0.013
		WR	1.46544*	0.440	0.001
Brand awareness	OGM	ET	2.13043*	0.732	0.004
		HT	-3.09091*	0.829	0.000
	ER	THS	-1.77922*	0.617	0.005
		HT	-4.72727*	0.761	0.000
	ET	TAL	-1.18307*	0.553	0.034
		THS	-2.27329*	0.479	0.000
		HT	-5.22134*	0.654	0.000
		OGM	-2.13043*	0.732	0.004
	HT	TU	5.09091*	1.371	0.000
		THS	2.94805*	0.617	0.000
		OGM	3.09091*	0.829	0.000
		ER	4.72727*	0.761	0.000
		ET	5.22134*	0.654	0.000
		M	5.59091*	1.371	0.000
		BI	4.39860*	0.731	0.000
		WR	4.41349*	0.626	0.000
	M	THS	-2.64286*	1.297	0.043
		HT	-5.59091*	1.371	0.000
	BI	THS	-1.45055*	0.579	0.013
		HT	-4.39860*	0.731	0.000
	WR	THS	-1.46544*	0.440	0.001
		HT	-4.41349*	0.626	0.000

The result of the analysis indicates that for Brand awareness, sectors of Transport, Automobiles, and logistics [TAL] differ with Technology, Healthcare, and Other Services [THS], Education and Training Industry [ET], Hospitality and Tourism Industry [HT]. Only the significant differences between the groups are shown in the table. The most significant differences in Brand awareness are shown in two sectors: Hospitality and Tourism [HT] and Technology, Health care and other services Industry [THS].

Table 2b: Multiple comparison tests for Customer Engagement with the employment sector

Dependent Variable		Employment sector	Mean Difference	Std. Error	Sig.
	TAL	ER	3.09569*	0.712	0.000
		ET	2.36842*	0.582	0.000
		BI	1.52227*	0.676	0.026
	TU	No significant difference between variables			
		ER	3.67013*	0.649	0.000

Customer engagement	THS	ET	2.94286*	0.504	0.000
		BI	2.09670*	0.610	0.001
		WR	.97512*	0.463	0.037
	OGM	ER	2.72727*	0.873	0.002
		ET	2.00000*	0.771	0.010
	ER	TAL	-3.09569*	0.712	0.000
		THS	-3.67013*	0.649	0.000
		OGM	-2.72727*	0.873	0.002
		HT	-4.00000*	0.801	0.000
		BI	-1.57343*	0.770	0.043
		WR	-2.69501*	0.659	0.000
	ET	TAL	-2.36842*	0.582	0.000
		THS	-2.94286*	0.504	0.000
		OGM	-2.00000*	0.771	0.010
		HT	-3.27273*	0.689	0.000
		WR	-1.96774*	0.517	0.000
	HT	ER	4.00000*	0.801	0.000
		ET	3.27273*	0.689	0.000
		BI	2.42657*	0.770	0.002
		WR	1.30499*	0.659	0.050
	M	No significant difference between the variables			
	BI	TAL	-1.52227*	0.676	0.026
		THS	-2.09670*	0.610	0.001
		HT	-2.42657*	0.770	0.002
	WR	THS	-.97512*	0.463	0.037
		ER	2.69501*	0.659	0.000
		ET	1.96774*	0.517	0.000
		HT	-1.30499*	0.659	0.050

The analysis of Table 2b indicates that the most significant differences with Brand engagement are shown with two sectors Engineering & Real Estate [ER] and Education & Training Industry [ET].

Table 2c: Multiple comparison tests for Customer Retention with the employment sector

Dependent Variable	Employment sector	Mean Difference	Std. Error	Sig.
TAL	ER	3.39234*	0.900	0.000
	BI	1.97976*	0.855	0.022
TU	No significant difference between variables			
THS	ER	2.92468*	0.821	0.000
OGM	ER	2.18182*	1.104	0.050
ER	TAL	-3.39234*	0.900	0.000
	THS	-2.92468*	0.821	0.000
	OGM	-2.18182*	1.104	0.050
	ET	-1.96443*	0.871	0.026
	HT	-2.72727*	1.013	0.008
	WR	-2.31085*	0.834	0.006
ET	ER	1.96443*	0.871	0.026
HT	ER	2.72727*	1.013	0.008
M	No significant difference between variables			
BI	TAL	-1.97976*	0.855	0.022
WR	ER	2.31085*	0.834	0.006

Customer Retention appears as the dependent variable label spanning the ER–HT rows.

The analysis of Table 2c indicates that the most significant differences in Customer retention are shown in Engineering & Real Estate [ER].

Table 2d: Multiple comparison tests for Customer Information with the employment sector

Dependent Variable	Employment sector	Mean Difference	Std. Error	Sig.
TAL	THS	-1.06917*	0.453	0.020
	ET	1.03890*	0.493	0.037
	HT	-3.07177*	0.602	0.000
	WR	-1.07470*	0.463	0.022
TU	HT	-2.54545*	1.222	0.039
THS	TAL	1.06917*	0.453	0.020
	ER	1.99740*	0.550	0.000

Customer Information		ET	2.10807*	0.427	0.000
		HT	-2.00260*	0.550	0.000
		M	2.54286*	1.156	0.029
		BI	1.77363*	0.516	0.001
	OGM	ET	1.56522*	0.653	0.018
		HT	-2.54545*	0.739	0.001
	ER	THS	-1.99740*	0.550	0.000
		HT	-4.00000*	0.678	0.000
		WR	-2.00293*	0.558	0.000
	ET	TAL	-1.03890*	0.493	0.037
		THS	-2.10807*	0.427	0.000
		OGM	-1.56522*	0.653	0.018
		HT	-4.11067*	0.583	0.000
		WR	-2.11360*	0.438	0.000
	HT	TAL	3.07177*	0.602	0.000
		TU	2.54545*	1.222	0.039
		THS	2.00260*	0.550	0.000
		OGM	2.54545*	0.739	0.001
		ER	4.00000*	0.678	0.000
		ET	4.11067*	0.583	0.000
		M	4.54545*	1.222	0.000
		BI	3.77622*	0.651	0.000
		WR	1.99707*	0.558	0.000
	M	THS	-2.54286*	1.156	0.029
		HT	-4.54545*	1.222	0.000
		WR	-2.54839*	1.160	0.030
	BI	THS	-1.77363*	0.516	0.001
		HT	-3.77622*	0.651	0.000
		WR	-1.77916*	0.525	0.001
	WR	TAL	1.07470*	0.463	0.022
		ER	2.00293*	0.558	0.000
		ET	2.11360*	0.438	0.000
		HT	-1.99707*	0.558	0.000
		M	2.54839*	1.160	0.030
		BI	1.77916*	0.525	0.001

The analysis of Table 2d indicates that the most significant differences in Customer information are shown high in the Hospitality and Tourism Industry [HT] and followed by the Technology, Healthcare, and Other Services [THS] and Wholesale and Retail [WR] Industry.

Table 3: Multiple comparison tests for Brand Awareness, customer engagement, customer retention and customer information with education

	Dependent Variable		Mean Difference	Std. Error	Sig.
rand awareness	Graduate	Postgraduate	-.96181*	0.442	0.031
		Diploma	-1.92549*	0.525	0.000
		Professional course	-0.267	0.559	0.634
	Postgraduate	Graduate	.96181*	0.442	0.031
		Diploma	-.96368*	0.461	0.038
		Professional course	0.695	0.499	0.166
	Diploma	Graduate	1.92549*	0.525	0.000
		Postgraduate	.96368*	0.461	0.038
		Professional course	1.65833*	0.574	0.004
	Professional course	Graduate	0.267	0.559	0.634
		Postgraduate	-0.695	0.499	0.166
		Diploma	-1.65833*	0.574	0.004
Customer Engagement	Graduate	Postgraduate	-0.701	0.440	0.113
		Diploma	-2.22549*	0.523	0.000
		Professional course	-0.475	0.557	0.395
	Postgraduate	Graduate	0.701	0.440	0.113
		Diploma	-1.52488*	0.459	0.001
		Professional course	0.225	0.497	0.651
	Diploma	Graduate	2.22549*	0.523	0.000

		Postgraduate	1.52488*	0.459	0.001
		Professional course	1.75000*	0.572	0.003
	Professional course	Graduate	0.475	0.557	0.395
		Postgraduate	-0.225	0.497	0.651
		Diploma	-1.75000*	0.572	0.003
Customer Retention	Graduate	Postgraduate	-0.705	0.485	0.149
		Diploma	-0.794	0.577	0.171
		Professional course	-2.91912*	0.614	0.000
	Postgraduate	Graduate	0.705	0.485	0.149
		Diploma	-0.090	0.506	0.860
		Professional course	-2.21455*	0.548	0.000
	Diploma	Graduate	0.794	0.577	0.171
		Postgraduate	0.090	0.506	0.860
		Professional course	-2.12500*	0.631	0.001
	Professional course	Graduate	2.91912*	0.614	0.000
		Postgraduate	2.21455*	0.548	0.000
		Diploma	2.12500*	0.631	0.001
Customer Information	Graduate	Postgraduate	0.357	0.366	0.330
		Diploma	-1.20784*	0.435	0.006
		Professional course	1.64216*	0.463	0.001
	Postgraduate	Graduate	-0.357	0.366	0.330
		Diploma	-1.56517*	0.382	0.000
		Professional course	1.28483*	0.413	0.002
	Diploma	Graduate	1.20784*	0.435	0.006
		Postgraduate	1.56517*	0.382	0.000
		Professional course	2.85000*	0.476	0.000
	Professional course	Graduate	-1.64216*	0.463	0.001
		Postgraduate	-1.28483*	0.413	0.002
		Diploma	-2.85000*	0.476	0.000

The analysis of Table 3 indicates results for Brand awareness, which shows that the Graduate differs from Postgraduate and diploma. A significant difference is seen between a diploma and all other qualifications. The difference between the groups is indicated by (*)

Table 4: Multiple comparison tests for Brand Awareness, customer engagement, customer retention and customer information with designation

Dependent Variable			**Mean Difference**	**Std. Error**	**Sig.**
Brand awareness	Managers	Executive	2.60870*	0.447	0.000
		Officers	2.84783*	0.955	0.003
		Academician	1.91925*	0.463	0.000
		Non-academic staff	2.10645*	0.411	0.000
		Proprietor	-0.652	0.658	0.323
	Executive	Managers	-2.60870*	0.447	0.000
		Officers	0.239	1.006	0.812
		Academician	-0.689	0.560	0.220
		Non-academic staff	-0.502	0.518	0.334
		Proprietor	-3.26087*	0.730	0.000
	Officers	Managers	-2.84783*	0.955	0.003
		Executive	-0.239	1.006	0.812
		Academician	-0.929	1.013	0.361
		Non-academic staff	-0.741	0.990	0.455
		Proprietor	-3.50000*	1.116	0.002
	Academician	Managers	-1.91925*	0.463	0.000
		Executive	0.689	0.560	0.220
		Officers	0.929	1.013	0.361
		Non-academic staff	0.187	0.532	0.725
		Proprietor	-2.57143*	0.740	0.001
	Non-academic staff	Managers	-2.10645*	0.411	0.000
		Executive	0.502	0.518	0.334
		Officers	0.741	0.990	0.455
		Academician	-0.187	0.532	0.725
		Proprietor	-2.75862*	0.708	0.000

	Proprietor	Managers	0.652	0.658	0.323
		Executive	3.26087*	0.730	0.000
		Officers	3.50000*	1.116	0.002
		Academician	2.57143*	0.740	0.001
		Non-academic staff	2.75862*	0.708	0.000
Customer Engagement	Managers	Executive	1.86957*	0.460	0.000
		Officers	1.848	0.983	0.062
		Academician	1.87164*	0.476	0.000
		Non-academic staff	.93403*	0.423	0.029
		Proprietor	-2.65217*	0.678	0.000
	Executive	Managers	-1.86957*	0.460	0.000
		Officers	-0.022	1.036	0.983
		Academician	0.002	0.577	0.997
		Non-academic staff	-0.936	0.534	0.082
		Proprietor	-4.52174*	0.752	0.000
	Officers	Managers	-1.848	0.983	0.062
		Executive	0.022	1.036	0.983
		Academician	0.024	1.043	0.982
		Non-academic staff	-0.914	1.020	0.372
		Proprietor	-4.50000*	1.149	0.000
	Academician	Managers	-1.87164*	0.476	0.000
		Executive	-0.002	0.577	0.997
		Officers	-0.024	1.043	0.982
		Non-academic staff	-0.938	0.548	0.089
		Proprietor	-4.52381*	0.762	0.000
	Non-academic staff	Managers	-.93403*	0.423	0.029
		Executive	0.936	0.534	0.082
		Officers	0.914	1.020	0.372
		Academician	0.938	0.548	0.089
		Proprietor	-3.58621*	0.730	0.000
	Proprietor	Managers	2.65217*	0.678	0.000
		Executive	4.52174*	0.752	0.000
		Officers	4.50000*	1.149	0.000
		Academician	4.52381*	0.762	0.000
		Non-academic staff	3.58621*	0.730	0.000
Customer Information	Managers	Executive	1.46377*	0.400	0.000
		Officers	0.703	0.854	0.412
		Academician	1.53623*	0.414	0.000
		Non-academic staff	0.203	0.368	0.582
		Proprietor	-2.79710*	0.589	0.000
	Executive	Managers	-1.46377*	0.400	0.000
		Officers	-0.761	0.900	0.399
		Academician	0.072	0.501	0.885
		Non-academic staff	-1.26087*	0.464	0.007
		Proprietor	-4.26087*	0.653	0.000
	Officers	Managers	-0.703	0.854	0.412
		Executive	0.761	0.900	0.399
		Academician	0.833	0.906	0.359
		Non-academic staff	-0.500	0.886	0.573
		Proprietor	-3.50000*	0.998	0.001
	Academician	Managers	-1.53623*	0.414	0.000
		Executive	-0.072	0.501	0.885
		Officers	-0.833	0.906	0.359
		Non-academic staff	-1.33333*	0.476	0.006
		Proprietor	-4.33333*	0.662	0.000
	Non-academic staff	Managers	-0.203	0.368	0.582
		Executive	1.26087*	0.464	0.007
		Officers	0.500	0.886	0.573
		Academician	1.33333*	0.476	0.006
		Proprietor	-3.00000*	0.634	0.000
	Proprietor	Managers	2.79710*	0.589	0.000

Executive	4.26087*	0.653	0.000
Officers	3.50000*	0.998	0.001
Academician	4.33333*	0.662	0.000
Non-academic staff	3.00000*	0.634	0.000

Since the ANOVA test indicates that a significant difference exists among the designations for the variables Brand awareness, Customer Engagement, and Customer Information, a post hoc test or multiple comparison test identifies that designations differ significantly, and the result is exhibited in Table 4. The analysis indicates that for brand awareness, managers differ from all the other designations except proprietors. The difference between the groups is indicated by (*)

DISCUSSION

Demographic variables in this current research are the Employment sector, Education, and Designation, which focused the study on the SMEs of the Sultanate of Oman. The impact of demographic variables on the Content Marketing dimensions of Brand Awareness, Customer Engagement, Customer Retention and Customer Information reveals the following results:

The employment sector plays a significant role as Content Marketing is a dynamic field of study. Among the essential sectors taken for the current research, the results show a significant dependence on content Marketing in Hospitality and Tourism Industry [HT] and Technology, Healthcare, and Other Services [THS]. It is at par with many studies in the literature review (Khairani & Fachira, 2021). Content marketing helps to create and distribute relevant and exciting content to the target audience. Each employment sector will have specific characteristics and preferences when the marketers look forward to an explicit marketing campaign. Each employment sector demands exclusive content tailored to the customer's needs. Accordingly, the decision varies on content channels, format, industry regulations, etc. As the results reveal, HT and THS are more significant than the other sectors in creating customer information and Brand awareness. They use websites to create content such as blogs or articles, eBooks, guides, high-quality videos and images, and testimonials, or they may use emails and social media for community engagement. Engineering & Real Estate [ER] and the Education and Training Industry [ET] focus more on customer engagement and retention. According to marketers, creating more engaged customers can bring more loyalty and relationships through content tools such as social media updates, newsletters, podcasts, webinars, video presentations, case studies, or blog posts.

Educational qualification is another demographic variable, which was classified under the categories of Graduate, Postgraduate, Diploma, and Professional courses. A significant difference is seen between the diploma and all other qualifications concerning Brand Awareness, Customer Retention, Engagement, and Information. It might be due to a lack of brand loyalty, limited information processing, social and cultural setups, low social network connections, etc.

Employment designation was also specified as Managers, Executive, Officers, Academician, Non-academic staff, and Proprietor. Managers differ from all the other designations except proprietors. It can be further viewed as a concern of managers to create a sustainable business environment. They focus on creating customer engagement and recognition to attain a competitive advantage over similar organizations. The results of this research study concluded that the hypotheses H1, H2, H3 and H4 are accepted.

The correlational analysis also showed that DCM dimensions are crucial in shaping effective marketing strategies. The study identified the strength and direction of the relationships between variables, offering insights into how these factors may affect each other.

LIMITATIONS AND FUTURE RESEARCH

This study is confined only to SMEs of the Sultanate of Oman and is specially focused on Content Marketing. It can vary for other large organizations depending on influencer marketing platforms, event marketing, AI (artificial intelligence) powered customer support, analytical tools such as Google Analytics and Adobe Analytics, website traffic, etc. Future research on the role of demographics can be extended to these platforms, also considering the latest technologies in the respective field. The future of Content Marketing is expected to have a more significant impact with the advent of Artificial Intelligence in terms of advanced tools and applications.

CONCLUSION

The impact of CM dimensions on various demographic factors such as employment sector, education, and designation positively affect Content marketing usage. The results demonstrated in the above paragraphs are in line with this statement. Demographic variables research provides invaluable insights into the world of digital marketing to create customized content that shapes the human population. It helps to highlight the need for holistic approaches to address complex challenges and promote well-being and prosperity for all Strategic Business Units. Marketing research on demographics is widely popular and used in customer segmentation to focus more on the target groups and apply more specific marketing strategies.

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