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ABSTRACT

The purpose of this study was to examine the influence of Content Marketing on the performance of supermarkets in Nairobi County, Kenya. This research was anchored on the Technology Acceptance Model (TAM). The study employed a descriptive research design. The target population was 120 members of staff from the 12 supermarkets in Nairobi County. Data collection was done using questionnaires. The collected data was qualitative and quantitative. Analysis of data was conducted using descriptive and inferential techniques. Descriptive analysis involved central tendency measures (mean, frequency, percentages). Inferential analysis involved correlation analysis and regression analysis at a significance level of 5%. Tables and pie charts with interpretation narratives and discussion of findings were used to depict the results. It was found that the content marketing was (M=4.33, SD =0.63), and performance (M=4.30, SD =0.65). However, it was found to have a positive but significant (p < 0.5) relationship with performance (r = .818, p = 0.000 < 0. 5) at 5% level of significance. Content marketing had a positive influence on performance (t = 13.043, p <0.05). Supermarkets should use their internet platforms to highlight their values, including sustainability, community service, and charitable donations, in order to enhance their content marketing. In order to fully utilize the potential of these tools, the study suggests investing more resources in other systematic marketing strategies with larger target populations, and conducting additional research on policies pertaining to the use of private information for marketing purposes.

Key Words: *Blogposts, Videos, Infographics, Podcasts, TikTok*

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INTRODUCTION

Content marketing serves as a vehicle for business enterprises to establish and enhance their brand authority (Brown et al., 2021). By continuously proving valuable and pertinent content, businesses can establish themselves as authorities in their industry, gaining the confidence of their intended audience. Engaging content not only attracts attention but also educates and informs the audience. Through blogs, articles, videos and other formats, business enterprises can provide valuable insights, solutions, and information, fostering a deeper connection with their audience (Jones & Anderson, 2023).

In the United States of America, luxury fashion brands' use of e-marketing strategies, is evident in helping brand awareness, consumer interaction, buying motivation and related buyer black-box triggers. Through e-marketing strategies, there is positive business performance growth and it is possible to communicate the history of the brand, through story-telling loaded with good stories and good content (Romeo et al., 2017).

Kansal, et al., (2020) observed an increase in digital platform use in Africa to perform business transactions. In 2019, there was an increase by 18% as compared to 2018 due to increased internet access enabling more individuals to transact business online enabling the implementation of various Content marketing strategies.

In Nigeria, a study by Oluwatofunmi et al., (2019) indicated that Content marketing strategies through social media marketing has not only connected the world but has also vastly improved business performance stating that traditional forms of advertising are very expensive and rarely reach the target market. A survey performed in Nigeria, found that in order to compete advantageously in a dynamic and competitive market, the use of innovative technologies such as e-marketing strategies is critical to improving the operation and penetration of business activities (Otika et al., 2022). According to Odumosu (2019), the thrill around e- marketing strategies is at its budding stage in Nigeria, he, however, noted that its sprouting and flourishing requires specific attention and regulation by the Nigerian government.

In Kenya, business owners' usage of content marketing has become a significant strategy for marketing their products and services to consumers (Omotosho, 2023; Susanto et al., 2023). Some business firms now employ content marketing as part of their marketing plan to engage with potential clients and this trend has continued to bring substantial changes in performance on how business is done compared to what was attained decades ago (Annamalah et al., 2023; Asortse et al., 2023; Tripodi, 2023). Additionally, while social media was designed primarily as a means of socializing, marketers have recognized the economic prospects that it provides and have resorted to use it so as to promote their business (Purnomo, 2023).

A supermarket is self-service shop offering a wide variety of food, beverages and household products, organized into sections (Okello & Ngala, 2019). According to Zhang, et al., (2019), performance is the level of accomplishment of the mission of work as determined by the outcome of work, intangible assets, services quality and client link. A business must produce the right products, services and it must produce them using the fewest possible inputs to have a strong performance. Kasmir 2019, defines performance as the result of work and work behavior that has been achieved in completing the tasks and responsibilities given in a certain period while Bintoro & Daryanto 2017, states that performance is the result obtained by an organization, both profit oriented and non-profit oriented which is generated over a period of time. Experts define performance as the outcome of a person's work or the performance of a person's work in carrying out his or her tasks and responsibilities (Rusmiati & Fitriani, 2021).

Performance has become an important component in the field of measuring business success (Dess et al., 2018). Saura et al., (2017) states that content marketing and Key Performance Indicators (KPIs)

can and should play a significant role in strategy formulation. In this study, key performance indicators will determine the success and justification of e-marketing strategies in the performance of supermarkets by measuring each content marketing strategy rather than holistically analyzing the business firm. The KPIs will include financial indicators such as the level of profits obtained, revenue streams, sales growth rate, customer base, and market share while non-financial indicators, will be customer loyalty, customer retention, and customer satisfaction.

The metrics which will be evaluated include website traffic, conversion rates, online sales revenue, customer acquisition costs, retention rates, social media engagement and return on digital marketing investment. Overall business performance metrics like total revenue, profitability, market share, customer satisfaction, operational efficiency and competitive positioning will also be assessed (Saura et al., 2017).

Nandonde & Kuada (2018), noted that Tanzania had witnessed several supermarkets entering the local market from South Africa and Kenya in the last 20 years. The authors noted that due to the increase of supermarkets, some research had been conducted on supplier selection and retail pricing strategy, but they reckon that a lot more need to be studied to establish the cause of decreasing performance, which has led to supermarkets closure. The researchers also established that the determinants of growth, opportunities, and challenges facing the retail sector require investigation.

According to (Cytonn, 2020), the retail sector in Kenya experienced growth of supermarkets in the last two decades. In the year 2022 Tuskys had 3 stores, Uchumi 1, Choppies 0, Shoprite 0 and Nakumatt 0 while, in 2018 Tuskys had 53 stores, Uchumi 37, Choppies 13, Shoprite 2 and Nakumatt 65. Most of these stores were in Nairobi, Nakuru, Kisumu and Mombasa (Cytonn, 2022).

The recent trends characterizing Mombasa City County's supermarket sector indicate that the supermarket industry is on its deathbed. Although the sector has posted some growth in other areas, evidence is everywhere that the industry is facing serious downturns (Madhani, 2021). The problems facing the supermarket chains has left many business analysts needing answers due to the seemingly heavy investment done by the mainstream supermarkets and growing market space due to the increase in urban population and urbanization.

It is clear that supermarkets must rethink their operational and expansion strategies if they have to survive in the retail industry in Mombasa County (Kivuva, (2018). Business consultants of the retail sector have also reported that poor strategic decisions, poor implementation of marketing strategies, internal sourcing, mismanagement, internal losses, and many other factors have been the underlying conditions for the retail industry downfall in Kenya as a whole (Naglaa et al., 2017). As a result, the sector is experiencing unprecedented competition and underperformance which has led to the closure of some leading supermarket brands. The closure of these leading supermarkets has led to unemployment, loss of income and revenue streams for suppliers and producers.

Kenya's retail sector has faced numerous challenges where supermarket branches have shrunk from 314 to 189, with giant outlets such as Nakumatt, Tuskys and Uchumi being the biggest losers. There has been a consistent decrease in performance, in as much as other supermarkets such as Quick mart and Carrefour have entered the market to fill in the void left. This sector has continued to witness slow improvement for the last five years, with some late entrants such as Choppies and Shoprite exiting the local market (Watima, 2020).

The current market leaders such as Naivas and Quick mart have capitalized on the weaknesses of the fallen outlets to expand. In view of the turbulence experienced by supermarkets in the retail trade industry in Kenya, senior executives in these businesses have continued to think on how to

remain viable, competitive and profitable in a sustainable manner by effectively exploiting their resources while bringing value into the market place (Mutinda & Mwasiaji, 2018)

The intention to adopt e-marketing strategies, which is a posture that allows businesses to effectively use their strengths, resources and innovations to take advantage of available opportunities in line with organizational objectives, while simultaneously hedging against potential threats. The chosen market posturing is made possible through effective implementation of appropriate marketing strategies at the corporate, business, functional and operational levels (Mwasiaji, 2019; Xhavit, et al., 2020).

Statement of the Problem

According to the Competition Authority of Kenya (2020), on analyzing major retail outlets, the supermarket retail sector in Kenya are operating in an environment that is potentially vulnerable to competitive actions and they need effective content marketing strategies to determine the way in which they intend to compete in the market place.

New entrants in the retail sector are emerging every year with different innovative content marketing strategies that are pushing the market leaders out of their market share (Martin &Kinoti, 2017). This is evidenced by the closing down of leading supermarkets such as Nakumatt, Turskys, Choppies and Uchumi supermarkets. In addition, a strong online presence is taking shape where consumers are now finding goods on online stores like Kilimall, OLX and Jumia (Diba & Omwenga, 2019).

Teuta (2023) investigated the impact of content marketing on the performance of small and medium–sized enterprises in North Macedonia. The study specifically examined the impact of content marketing on sales revenue, customer acquisition, brand awareness and performance. A survey using stratified random sampling was conducted, with 165 companies from different areas in North Macedonia randomly selected for the study. The study adopted survey research design. The findings of this study revealed that SMEs in North Macedonia are increasingly utilizing content marketing strategies being the most used channels. Moreover, e-marketing is found to have a significant positive impact on SME performance, particularly in terms of increasing sales revenue and enhancing customer engagement.

However, due to inadequate empirical evidence to establish whether or not the adoption of content marketing strategies by supermarkets has led to significant visible improvements in their performance, it is against this review that this study seeks to address the existing knowledge gap by investigating the influence of content marketing on the performance of supermarkets in Nairobi County.

Research Objectives

The objective of this study was to investigate the influence of content marketing on performance of supermarkets in Nairobi County. The study was guided by the following Hypothesis;

- H_{01}: There is no significant relationship between content marketing and performance of supermarkets in Nairobi County.

LITERATURE REVIEW

Theoretical Framework

Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) was introduced by David Fred in 1986 as a framework to explain and forecast users' behavior towards new technology (Dai & Kauffman, 2001). This model is integral in understanding the acceptance and utilization of technology in respect to e-marketing strategies and performance of a business. According to the model, when new technology is presented to the users, there exists several factors that act as a determinant on decision making on when and how they will use the new technology.

According to Davis & Venkantesh (2000), Technology Acceptance Model has been validated across different settings, demonstrating significant user adoption rates of up to 60% and the level of trust an individual has in a system's ability to enhance their work performance, influences its adoption. The perceived ease of use is positively correlated with technology acceptance, whereas complexity impedes adoption rates. Given that the use of e-marketing strategies is relatively new and user-friendly, the Technology Acceptance model is particularly pertinent to this study (Minama, 2016).

Minama, 2016; Davis & Venkantesh, (2000), emphasizes that the adoption and effectiveness of e-marketing strategies by supermarket owners will depend on users' perceptions of their usefulness and ease of use, thereby overshadowing the continued use of traditional marketing methods.

By exploring perceived ease of use and perceived usefulness, this study contributes to a better understanding of how businesses can leverage on e-marketing strategies for growth, ultimately providing recommendations for policy makers, support organizations, and the businesses themselves. It serves as the primary lens for dissecting the motivations and obstacles influencing e-marketing strategies and their subsequent impact on business performance. TAM's individual centric approach resonates with the study's aim to uncover the personal and organizational dynamics at play within the unique business environment in Nairobi County.

According to this theory, user behavior regarding a new technology such as social media marketing is directly or indirectly influenced by their attitude, beliefs, intentions and perceptions of the system's usefulness and ease of use (Davila et al., 2003).

This theory infers, therefore, that users will adopt a technology as long as it is able to perform the task at hand effectively and efficiently. However, several writers and researchers have criticized this theory (Zahid, et al. 2013, Bashange 2015). In her thesis of 2015, Bashange suggests that a great deal of the relevant available literature which refers to the TAM tends to regard it as a dependent variable, rather than a means of determining the factors which influence behavior. The criticism which is advanced by Zahid et al. (2013) suggests that the TAM does not consider factors such as age and education as external variables which could influence acceptance of and willingness to use technology. Conversely, it could be contended that it is extremely problematic to measure behavior, as hidden personality traits often motivate behavior. Accordingly, potential users of technology may not necessarily base their acceptance of and willingness to use new technology on their perceptions of the usefulness of IT and how easy it is to use, although the model does suggest that there may be other external factors which could be responsible for their acceptance of the technology.

The other short coming of TAM is that it does not take into consideration the issues of cost, structural imperative and environmental influence that forces users to adopt a technology. Park (2009) confirms that TAM is a useful theoretical model in helping to understand and explain behavioral intentions in technology use. This Model serves as a fundamental theory for analyzing the influence of e-marketing strategies on the performance of supermarkets in Nairobi County. This model supports the content marketing variable.

Content Marketing

According to the Content Marketing Institute, content marketing is a strategic marketing approach that aims to draw in and acquire a precisely defined target audience by producing and disseminating relevant, valuable and consistent content, ultimately converting this audience into lucrative clients (Bosser et al. 2023).

Additionally, content marketing is all about marketing by creating quality, valuable, consistent and relevant stories and contents about the brand targeted towards clearly defined audiences. The content about brand should be authentic, original and inspiring. It should help customers in

interacting with the brand and retaining the customer (Grubor and Jaksa, 2018). Quality and relevant contents does not waste money on advertising campaigns that do not bear fruit (Margarita Išoraitė, 2020). Content marketing helps in generating brand awareness, traffic growth, lead generation and customer retention. The channels that can play a part in content marketing strategy include Blog posts, E-books and whitepapers, Info graphics, Online brochures and look books (Vaibhava Desai, 2019).

Empirical Review

Content Marketing and Performance

Brown et al. (2018) examined the relationship between content marketing efforts and growth among small and medium-sized enterprises in the technology sector in Jordan. Through qualitative analysis of content marketing strategies and financial data, the study found a positive correlation between the quality and relevance of content produced and performance growth. Business enterprises that consistently published high-quality, informative content tailored to their target audience experienced higher growth compared to those with less effective content marketing plans. The discoveries emphasize the importance of content relevance and quality in driving performance growth for business enterprises in the technology industry.

Lee and Chang (2019) investigated the impact of content format diversity on growth among small and medium-sized enterprises in the consumer goods sector in China. Through regression analysis of sales data and content engagement metrics, the researchers found that small and medium sized enterprises that diversified their content formats e.g. blogposts, videos, info graphics achieved higher growth rates compared to those with more limited content formats. The study highlighted the importance of varying content formats to cater to diverse audience preferences and enhance performance growth in the consumer goods industry.

Patel and Sharma (2020), examined the long-term effects of content marketing strategy investment on growth trajectories of small and medium-sized enterprises across various sectors in India. Using financial data spanning multiple years, the study found a positive and enduring relationship between sustained content marketing strategy efforts and growth. Small and medium-sized enterprises that consistently invested in content creation, distribution, and promotion experienced more substantial and sustained growth compared to those with sporadic or minimal content marketing strategies. The findings underscore the significance of long-term commitment to content marketing as a strategic driver of performance growth for small and medium-sized enterprises.

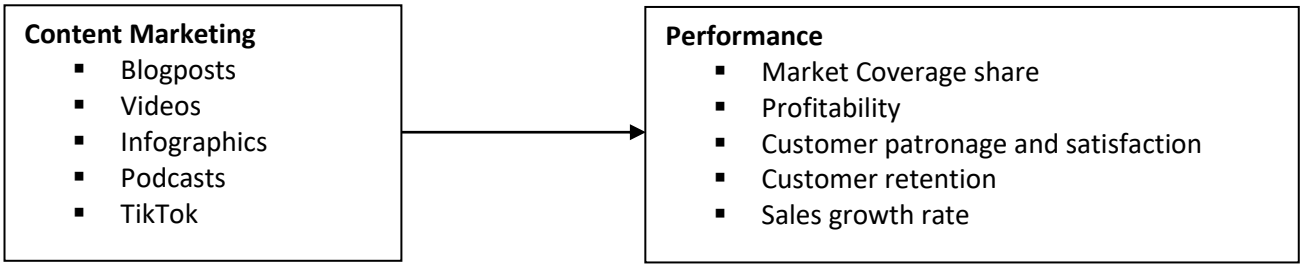
Eshiett, et al., (2022) examined the effect of content marketing in directing traffic to a particular content owner through an increased level of customer loyalty. The study defines and appraises the concept of digital content marketing and the effect of engaging marketing content on customer loyalty. The respondents for this study were postgraduate students of Ahmadu Bello University, Nigeria. The study designed and administered some Content marketing-related questions that could induce customer loyalty to respondents. The data obtained from the study were analyzed using the Pearson Correlation Coefficient technique; the study revealed that the accomplishment of unambiguous and dependable content by business concerns could increase the delight of organizational customers. The analysis of data revealed that there is a link between digital content marketing and customer loyalty in Nigerian Universities.

Udegbe, (2017) investigated the impact of content marketing as strategies for business success in some Nigerian companies. A survey research design was adopted and research was based on convenience sampling method. Copies of questionnaire were administered to 700 respondents from selected staff of service and manufacturing companies in Nigeria and 584

useable questionnaires were returned (83.43%). Data were analyzed using descriptive statistics, percentages and t-test analysis. Validity and reliability test indicate that all variables were valid and reliable. Based on the data analysis, the findings revealed that majority of the respondents scored the issues raised in the questionnaire positively, but at different varied levels. However, it is found that content marketing as strategies for business success, is practiced to a reasonable extent, and vigorously integrated into the activities of the surveyed companies in Nigeria because of its benefits.

Kitetu (2022) sought to determine how digital marketing affected Kenyan private hospitality institutions' student enrollment. They used a descriptive design for their study. The study's population comprised 7,813 students from Nairobi County's 35 hospitality institutions. There were 381 responders in the research sample population. They found that student enrollment at hospitality institutions was positively improved by content marketing. According to Kitetu (2022), digital marketing communication methods significantly increase student enrollment in Kenyan private hospitality colleges.

Conceptual Framework



Independent Variable

Dependent Variables

Figure 1*:* Conceptual Framework

Source: Author 2025

METHODOLOGY

This research used a descriptive survey to look at the influence of content marketing strategies on performance of selected supermarkets in Nairobi County. This research targeted a population of twelve supermarkets in Nairobi County, Kenya and a census of selected supermarkets in Nairobi County was carried out. The supermarkets in Nairobi County formed the sampling frame for this research study from which a representative sample was picked. Primary and secondary data were utilized.

Primary data was obtained using questionnaires and Interviews. Data analysis was carried out using Statistical Package for Social Scientists (SPSS). SPSS, as observed by Leyla (2001), offers substantial capacity for handling data and countless statistical analysis procedures applicable in the analysis of data of any magnitude. Descriptive statistics was used, which was inform of percentages and frequency distributions in order to analyze the general characteristics of the population.

RESULTS

Descriptive Analysis

Performance

Participants were required to state their affirmation levels based on the question with regards to performance. Deductions are detailed below in table 1

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Table 1: Descriptive Statistics for Performance

	N	Mean	Std. Deviation
There has been sales growth rate and profitability	84	4.35	.52
Our supermarket has experienced customer satisfaction and retention.	84	4.32	.76
Our supermarket has achieved operational efficiency and increased market share.	84	4.20	.65
Our supermarket enjoys customer loyalty.	84	4.39	.72
Our brand enjoys a competitive edge and increased revenue streams.	84	4.28	.63
Valid N (list wise)	**84**	**4.30**	**0.65**

Source: Research Data (2025)

Findings from table 1 indicate that the significant group that had the highest mean of 4.39 and a SD of 0.72 affirmed that our supermarket enjoys customer loyalty. Second in line was those affirming there has been sales growth rate and profitability a mean of (4.35) and a SD of (0.52). Our supermarket has experienced customer satisfaction and retention with a mean of (4.32) and a standard deviation of (0.76). Our brand enjoys a competitive edge and increased revenue streams at a mean of (4.28) and a standard debviation of (0.63).

Influence of Content Marketing on Performance of Supermarkets

Participants were required to state their affirmation levels based on the question with regards to influence of content marketing on performance of selected supermarkets in Nairobi County. Findings are detailed in table 2 below.

Table 2: Influence of Content Marketing on Performance of Supermarkets

	N	Mean	Standard deviation
There is an increase in website traffic due to quality content	84	4.29	.61
There is improved brand awareness and recognition of our outlet.	84	4.38	.55
Quality content has increased our outlet visibility	84	4.39	.76
Quality content has generated Inbound leads	84	4.23	.73
Quality content has generated Inbound leads Customer engagement has improved due to quality content	84	4.38	.53
Valid N (list wise)		**4.33**	**0.63**

Source: Research Data (2025)

Content marketing continues to be recognized as a feature impacting performance of supermarkets. The analysis intended to prove this position. Deductions from the table 2 indicate a significant group shows that the majority who scoring the highest mean score of (4.39) and a SD of (0.76) affirmed that quality content has increased our outlet visibility. This was closely followed by quality content has increased our outlet visibility with a mean of (4.38) and a SD of (1.53) additionally, resopndents affirmed that there is an increase in website traffic due to quality content with a mean score of (4.38) and a SD of (1.55).

Table 3: Model Summary of Content marketing and Performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818[a]	.669	.665	.24399

a. Predictors: (Constant), Content marketing

From ANOVA analysis p-value of 0.00<0.05 was determined. The results showed that the regression model is fit for forecasting content marketing.

Table 4: Relationship between Content marketing and Performance

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.867	1	9.867	165.74	.000[b]
	Residual	4.881	82	.060		
	Total	14.748	83			

a. Dependent Variable: Performance

a. Predictor: Content marketing

The research further intended to identify the manner content marketing impacts performance. The results are shown in Table 4. As per the findings in Table 4, the observation is that holding navigation to a constant zero, content would be at .872. It means any unit increase in content marketing leads to increase in performance by .802 units.

$Y = .872 + .802X_1$

Where;

Y= Performance **.872** = Constant term, **$.802X_1$**= Content marketing

Table 4: Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	.872	.269		3.246	.002
	Content marketing	.802	.062	.818	12.87	.000

Dependent Variable: Performance

The deductions concur with Eshiett et al. (2022) discovered through their research that reliable and engaging digital content helped Ahmadu Bello University postgraduate students retain their customers. The statistical analysis confirmed that digital content strategies enhance customer loyalty in Nigerian universities according to the authors. Udegbe (2017) confirmed content marketing has become an accepted strategic practice which corporations use. Business achievement requires content according to the majority of study participants.

CONCLUSION AND RECOMMENDATIONS

The purpose of this study is to examine influence of Content Marketing on performance of selected supermarkets in Nairobi County. Content Marketing enables supermarkets to reach a larger audience, increase brand awareness for their products, establish credibility and trust with audiences, and turn visitors into consumers, content marketing has been shown to be significant. Supermarkets may build enduring relationships with their customers, establish their authority in their sector, and position themselves as a valued resource by offering helpful information, insights, and resources that cater to the interests and pain points of their audience.

The study found that Content marketing aims to engage customers, build strong relationships, and create value for customers so that they become aware of and familiar with the brand they are interacting with customers.

The study noted a positive effect of Content Marketing on performance of supermarkets in Nairobi County and therefore recommends that the supermarkets invest more resources into social media marketing due to its growing popularity of among the younger population. Further, the literature reviewed during the study showed a growing awareness and perceived importance of Content Marketing. However, despite the growing use of Content Marketing for sales purposes, supermarkets could still employ other traditional

methods of marketing. The study recommends further research on policies regarding the use of private information for marketing purposes, the use of other systematic marketing strategies with larger target populations, and investment of more resources into social media marketing to leverage the full potential of these tools offer.

To improve content marketing the supermarkets should use your online platforms to showcase the store's values, such as sustainability, community involvement, and donations to charitable organizations. Publish high-quality recipe content consistently. Based on the study findings the research recommends that Supermarkets ensure they carry out strict content review to ensure published content is verifies and meets the required quality standards. Maintaining the quality and relevance of content released in social sites such as YouTube and Facebook would be key to providing consistently updated and verified information that prospective students can access at any time and form a perception about the insurance firms.

Suggestion for Further Studies

This study has focused on influence of Content Marketing strategies on performance of selected supermarkets in Nairobi County. It therefore proposes future analyses on other external aspects such as the organizational setting and type of industry to give a better aspect of these factors. This is because organization operations are influenced by both internal and external environments.

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