



GSJ: Volume 11, Issue 2, February 2023, Online: ISSN 2320-9186

[www.globalscientificjournal.com](http://www.globalscientificjournal.com)

**DOES DIGITAL CONTENT MARKETING AFFECT  
RIDE-HAILING CONSUMER BEHAVIOR IN  
KARACHI? AN EXTENSION OF THE TECHNOLOGY  
ACCEPTANCE MODEL**

**Usman Ikram**

**Research Scholar, Karachi University Business School**

[ranausmanikram@yahoo.com](mailto:ranausmanikram@yahoo.com)

**Dr. Sarah Anjum**

**Research Scholar, Karachi University Business School**

[anjum.sar@uok.edu.pk](mailto:anjum.sar@uok.edu.pk)

© GSJ

### **Abstract**

Ride-hailing companies must implement cutting-edge marketing strategies and tactics due to the radically changing environment and intense competition. Digital content marketing (DCM) is one of those important marketing strategies that has recently emerged with significant advantages and influences across a range of contexts and industries. For this purpose, it is critical to comprehend how DCM affects customer behaviour in the context of the ride-hailing industry. The impact of DCM on ride-hailing consumer behaviour in Karachi, Pakistan, is therefore investigated and contrasted using an expanded technology acceptance model (TAM) model in this study. By obtaining surveys from a convenience sample of 250 people drawn from different districts of Karachi, a mix of quantitative and qualitative techniques was used. According to the findings of PLS-SEM, the TAM primary variables were successful at highlighting attitudes and behaviours pertaining to utilising DCM for ride-booking reasons. Additionally, it has been discovered that customers' attitudes are influenced by their perceptions of risk and convenience, which in turn affect their decision to use Digital Content Marketing to book or choose a certain ride-booking app. The scope of potential research and analysis may be increased to examine how various targeted groups perceive regional variations.

*Keywords:* Digital Content Marketing, DCM, ride-hailing industry, technology acceptance model, consumer behaviour

## **Does Digital Content Marketing Affect Ride-Hailing Consumer Behavior In Karachi? An Extension of the Technology Acceptance Model**

It is evident that the world is adopting technology at a very fast pace. Take any industry in the world, and you will find adapting the latest technologies and techniques to attract the target audience and increase market share.

However, if you fail to adopt the latest technologies, you will be thrown back by fierce competitors. A similar example of technology adaption is using Digital Content Marketing in the ride-hailing industry to attract and facilitate customers.

Our scope of study revolves around the usage of DCM by ride-hailing companies such as Careem, Uber, InDrive in Karachi, a metropolitan city in Pakistan.

It is clear that information technology is employed to deliver a vast amount of content connected to industries, communication, product distribution & promotion, and deep-rooted consumer involvement and loyalty (Naidoo & Hollebeek, 2016). Resultantly, the effect of digital content over perception, viewpoint, and behaviour has been studied at various levels. However, not many studies have been conducted to comprehend ride-hailing consumer behaviour when making online purchases.

According to (Koiso-Kanttila, 2004), a bit-based material that is accessible electronically can be described as digital content. Also, it can be considered as an electronic platform for connecting with consumers, forming businesses to the efficient formation of the company's plans, allocating the necessary quantity of info that may be tailored according to individual needs (e.g., those of consumers, companies, etc.), and encouraging innovation (O'reilly, 2007).

American Marketing Association (AMA) defines Digital Marketing as "activities, institutions, and processes for generating, communicating, and delivering value for customers and other

stakeholders" (Kannan, 2017). "Creating, distributing, and sharing relevant, engaging, and timely content to engage customers at the relevant point in their buying consideration processes, such that it motivates them to convert to a company building outcome" is how DCM is defined by (Wang et al., 2019). DCM is thus represented as a vital and beneficial marketing tool to forge connections with customers that effectively enhance business performance. Various studies defined Digital Content Marketing as the production & distribution of meaningful content related to brand to current or potential consumers on online platforms in order to foster favourable brand trust, relationships, and engagement (Holliman, 2014). As a result, DCM's increasing significance in both research and business is clear (Hollebeek et al., 2016). Any existing firm now has an increasingly significant role in digital content. (Stocchi et al., 2019) showed that the TAM model is still a reliable and popular framework for describing consumer behaviour in a variety of modern digital environments, including mobile apps. Diverse marketing studies on digital content for online banking, customer assistance, shopping online, and digital service such as customer care (Ahlqvist et al., 2008) are well positioned to take advantage of these new prospects, developing business and effective marketing research, particularly in the ride-hailing sector.

High human mobility is a result of both the needs of quick work and the accessibility of a growing number of transportation options. Today's society, particularly in urban areas, demands promptness and punctuality. Mass transportation services in particular will change as a result of the advancements in communication technology that can be integrated with innovations (Lu et al., 2020). Smartphone-based transportation applications were made possible by the convergence of transportation with information and communication technology, giving rise to new transportation service behemoths like Uber (Silalahi et al., 2017). Eventually, taxis and other

traditional modes of transportation were replaced by this transportation service (Alemi et al., 2019). As a result, the community started using other forms of developed services, like food and grocery (Bissell, 2020). The shift in development affects more than only how people use services and their consumption habits (Bissell, 2020), but it also creates chances for small businesses (Silalahi et al., 2017). Internet-based transportation services and apps are expanding quickly, from large-scale businesses that cover the entire country of Pakistan to tiny businesses that are only present in a single city or local businesses.

According to (Järvinen & Taiminen, 2016), the massive expansion of digital material is changing how people and businesses find information and communicate with one another. Due to growth of online marketing, many individuals are turning to the internet to gather information before making judgments. The necessity for online content is demonstrated by earlier researches on the virtualized setting, pricing based on values, and customization of information (Hoffman & Novak, 1995), customer dependability of e-marketplaces, transactional environment, and interaction (Köhler et al., 2011). Previous studies (Alemi et al., 2019; Kim & Chae, 2018; Morosan & Bowen, 2018) have shown that people may be persuaded by digital promotional material (i.e., push notifications, email-marketing, PPC, and social media) while deciding about ride-hailing. Consumers all over the world are increasingly purchasing products and services online. As a result, DCM has been used by several industries, including financial institutions, fashion, hospitality, supply-chain and distribution, retail, telecommunication, social networking, advertising, etc., to affect the behaviour of their customers (Järvinen & Taiminen, 2016). Additionally, previous research has been done to comprehend Digital Content Marketing and its function for promoting customer loyalty, value, and engagement (Hollebeek & Macky, 2019); its relevance as a growing tool for boosting consumer engagement and loyalty (“Engagement

Metrics for Content Marketing,” n.d.). As a result, it's critical for the ride-hailing sector to understand how this rapidly evolving trend of knowledge sharing and information sharing will affect marketing development (Subriadi & Baturohmah, 2022).

Based on the above-mentioned debate, this study aims to apply the TAM model to the ride-hailing industry in Karachi, a promising business city, and the increasingly significant field of content marketing.

### **Review of Literature**

According to (Koiso-Kanttila, 2004), this form of digital content is becoming a more major part of the commercial landscape. It is also known as the "digital content market," and it refers to the promotion of goods in which the product's entity and means of distribution are both digital (Swatman et al., 2006). Numerous portals and other businesses that deal in digital material are among the top ten Web organisations, ([www.nielsen-netratings.com/pr/pr\\_050913.pdf](http://www.nielsen-netratings.com/pr/pr_050913.pdf)). These products fall under the category of goods e-commerce taxonomy, which also includes an electronic fulfilment mechanism. There's been a lot of studies on the marketing concerns connected towards the other 3 cells, particularly in parts like online banking, online retailing, and customer support, though there has been remarkably little written about DCM or related fields like digital product marketing, or digital information marketing. The demand for more study in the field of digital content marketing is highlighted by (Koiso-Kanttila, 2004).

For many digital content producers, finding a balance between their portfolios supplied through several platforms is likely to be the best commercial strategy. The industry for internet content is seeing considerable convergence as telecoms and technology companies enter the market. According to the evaluation that follows, one of the main problems in digital content marketing is getting paid by the customer:

*The Internet user is accustomed to receiving information for free.*

(Swatman et al., 2006, p. 64)

The worth of digital and informational content is subject to fluctuations in the eyes of the consumer. Modern marketing ideas are centred on the idea of "customer value," which is connected to the "value chain." The inclusion of the value idea in a new edition of the American Marketing Association's concept of marketing is a crucial sign of its wide acceptance:

For developing, conveying, and providing value to customers as well as maintaining customer relationships in a way that benefits the organisation and its stakeholders, marketing is a crucial part of management (Pomeroy & Noble, 2008, p. 397).

Several marketing strategists, such (Reichheld & Scheffer, n.d.) and emphasise the significance of generating great customer value in assuring a company's success (Cravens et al., 1997). Value and the value chain are frequently mentioned in the literature on business models, but the terminology is frequently ambiguous, and the stakeholders who generate and participate in the value chain are frequently not well-defined. However, there are two significant barriers that prevent the concept of customer value from being used in study or practise. First and foremost, there are multiple conceptions about the nature of customer value, and the phrase is overused and misunderstood, as (Khalifa, 2004) and (Grönroos, 2006) explain from various angles.

Furthermore, despite widespread saying that value is "not what the producer puts in, but what the customer gets out" (*Building Successful Brands: The Strategic Options: Journal of Marketing Management: Vol 5, No 1*, n.d.), customer-value perceptions of all frequently revert to "what the producer puts in" mode. This is as "what the customer gets out" is challenging for the business to comprehend or succeed marketing. The second problem is that the value equation is being redefined in online content markets to be specific and e-business marketplaces generally



(Wind & Mahajan, 2002). A specific difficulty is posed by new rating models and larger conceptions of value that go outside goods and rate to include elements like novelty, control, and speed.

### **DCM and Ride-Hailing**

In 2004, Koiso-Kanttila presented the idea of DCM. It entails product marketing in that businesses and the distribution of products are both online; such digital content is an essential component of the commercial landscape (Koiso-Kanttila, 2004; Rowley, 2008). Digital content management can be described as "the management process responsible for recognizing, anticipating, and satisfactorily addressing customer requirements in the context of bit-based objects supplied through electronic channels"(Rowley, 2008, p. 522).

DCM, in general, includes activities carried out on digital platforms, including the company website, blogs, social networks, virtual groups, mobile apps, etc (Breidbach et al., 2014).

A few benefits of DCM include the evaluation of online content, perceived independence of the message source (Litvin et al., 2008; Pan et al., 2007), customer service, brand awareness, brand authority, customer trust, and loyalty. DCM helps small businesses establish strong relationships with customers to raise engagement and brand awareness within the target market (*10 Reasons Your Company Needs Content Marketing - Why Content Marketing Is Important*, n.d.). According to (*Sherman - LYFE Marketing*, 2022), DCM is seen as a moderate pull strategy as opposed to a pushing strategy to draw customers to brand acquisition and engage the target market to provide value and create a successful relationship (Liu & Huang, 2015). The "Digital Marketing Plan Survey" found that DCM is still the best strategy for generating leads and income streams for the best conversion rates in sectors like tourism and ride-hailing (*Why Content Marketing Will Remain King in 2020 | Tourism Tattler*). (Berger & Milkman, 2012) claim that sharing online

content is a crucial aspect of modern living and that this utilization of online content in daily life is enormous.

The entire taxi and ride-booking sector has transformed due to technological advancements and the use of the Internet on digital devices like smartphones. Researchers in the past have looked into digital marketing applications. (Pradhan et al., 2018) looked into the possibilities offered by digital marketing and suggested that it be expanded in several directions. The relationship between digital material and ride-hailing in both developed and developing countries has been the subject of very few studies. Mobile technology enables and supports customers' access to hotel websites and their ability to use the service for a variety of purposes.

The researcher also studied the ride-hailing industry from the perspective of social media marketing and DCM via social media.

### **Technology Acceptance Model**

The Technology Acceptance Model (TAM) idea has been extensively used and tested in several research to forecast and examine the intention and behaviour of online consumers (Koufaris, 2002; McKechnie et al., 2006; Vijayasathy, 2004).

TAM presents evidence that PU influences attitudes regarding using online applications favourably (Legris et al., 2003) and (Elkaseh et al., 2016). Moreover, (Elkaseh et al., 2016; Hsu & Chang, 2013) found that PU has a favourable impact on consumers' views regarding technology use. According to earlier research (Chen et al., 2002; Kanchanatane et al., 2014), PU has an impact on an individual's attitude about adopting E-marketing. Usefulness has a big, positive impact on how consumers feel about buying plane tickets online (Renny et al., 2013). According to (Kanchanatane et al., 2014) study, PU had a substantial impact on people's opinions when they used digital marketing content (social commerce).

## **Extension of TAM**

In this research, I extended the scope of technology acceptance model and included perceived risk as a variable of TAM.

One crucial concept in research on ride-hailing is perceived risk (PR), which measures how much a customer thinks using an online taxi is risky. Information misuse, failure to reap the benefits of the product, and functional inefficiency risk all make up perceived risk (Glover & Benbasat, 2011). Customers enter both their personal and financial information when they schedule a ride using an app. Both of the online information leaks could be abused. Additionally, consumer safety risk throughout the journey is frequently classified as a social risk. According to our analysis, clients who prefer ride-hailing services do so because they feel that the degree of perceived risk is low while using DCM.

The perceived risk construct was initially brought to light by (Bauer, 1960), who argued that consumer behaviour entails risk since there is no way to predict with certainty all of the effects of using a product, and some of those effects are likely to be unpleasant. He defined perceived risk as the result of uncertainty and consequence seriousness. According to (Peter & Ryan, 1976), perceived risk (PR) is "an influence on choice decisions and may be described as the expectation of losses connected with purchasing and works as an inhibitor to buy behaviour." The chance of loss and the significance or impact of that loss are two separate components that (Peter & Ryan, 1976) also conceived as making up perceived risk.

Consumers consider risk both consciously and unconsciously when deciding whether to buy or use a product or service. Adoption of information technology has been demonstrated to cause discomfort and anxiety in both consumers and staff (Igbaria, 1993). Problems with implementation and adoption are exacerbated by the HCI's complexity (Moore, 1991). Computer

services offered through the internet come with added risks and uncertainties because it is thought to be an unsecure distribution and transaction channel. These elements make it very uncertain for consumers to accept e-services.

When conditions surrounding the decision give rise to feelings of uncertainty, discomfort, and/or anxiety, perceived risk enters the buying or adoption decision (Dowling & Staelin, 1994), as do consumer conflicts (Bettman, 1973), concerns, and psychological discomfort (Zaltman, 1983), feelings of uncertainty (Engel et al., 1986), pain from anxiety (Taylor, 1974), and cognitive dissonance (Festinger, 1957). The evaluation of the product as having desirable benefits but prospective costs, i.e., likely rewards but potentially unquantifiable hazards, leads to cognitive dissonance. The concept of perceived risk is made up of this felt combination of uncertainty (probability of loss) and hazard (cost of loss). It has been demonstrated that perceived risk prevents consumers from evaluating and adopting products (Dowling & Staelin, 1994) and e-services (Featherman & Pavlou, 2003). Similar assumptions regarding the consequences of perceived risk would be generated if we viewed the uptake of e-services using the technology acceptance paradigm. In particular, the potential adopter would underestimate the perceived value of the e-service and downstream adoption intentions due to the heightened psychological discomfort and anxiety brought on by elevated risk perceptions.

## **Hypothesis**

During the course of this research, the researcher made the following hypothesis:

**H1** Perceived ease-of-use positively affects individuals' attitudes toward using DCM.

**H2** Perceived ease-of-use positively influences the perceived convenience of DCM.

**H3** Perceived risk negatively affects the ride-hailing consumers' attitude toward using

DCM

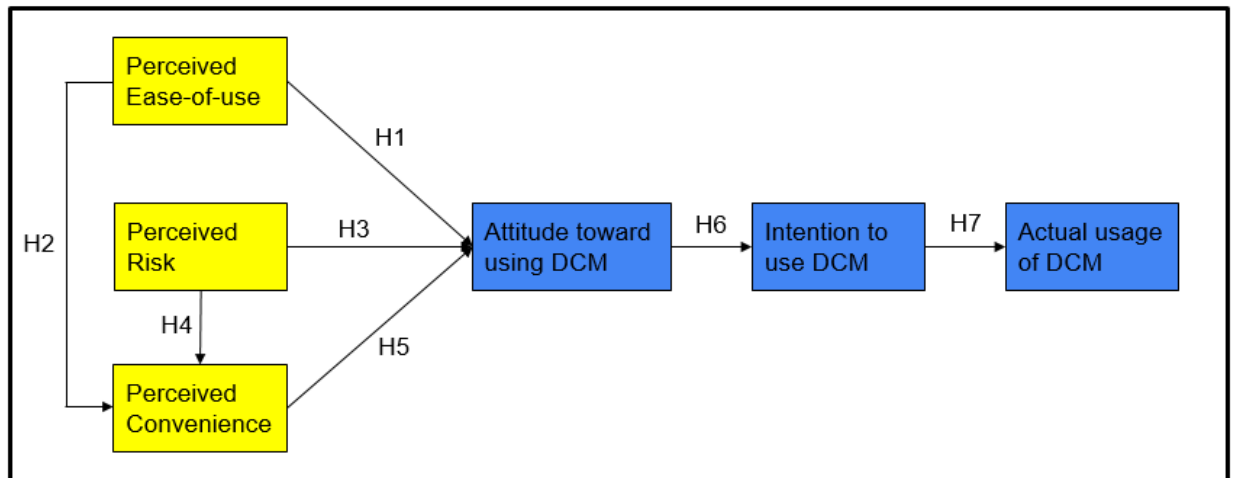
**H4** Perceived risk negatively affects the perceived convenience of DCM

**H5** Perceived Convenience positively affects the ride-hailing consumer's attitudes

**H6** Ride-hailing consumers' attitude positively affects their intention to use DCM.

**H7** Ride-hailing consumer behavioural intention positively affects the actual usage of

DCM



*Figure 1 Research Framework*

The model above explains the impact of Digital Content Marketing on the consumer of ride-hailing apps user by utilizing an extended form of technology acceptance model.

### **Research Methodology**

This section of the thesis comprises the research methodology. This chapter will discuss the technical details related to research, such as the approach used, the type of data collected, the research instrument used, the details about sampling, and the technique of data analysis.

### **Research Approach**

For a researcher, there are three different approaches to opt for; deductive approach, inductive approach, and abductive approach. However, the approach depends on various factors such as the type of data and relevance of hypotheses.

During our research, the researcher used **Deductive Approach**. The goal of a deductive approach is to "create a hypothesis (or hypotheses) based on an existing theory, and then plan a research strategy to test the hypothesis." (Wilson, 2014, p. 7)

The deductive approach is defined as moving from the specific to the universal. If a theory or case study seems to imply a causal relationship or correlation, it may be true in many instances. To determine whether this relationship or link held true under more general conditions, a deductive design may be used (Gulati, 2009)

Hypotheses that can be derived from the theory's propositions can be used to explain the deductive process. In other words, the deductive method focuses on drawing inferences from premises or assertions.

Induction starts with data and looks for patterns within them, whereas deduction starts with an expected pattern that is "checked against observations"(Babbie, 2010).

### **Research Instrument**

You can collect, quantify, and evaluate data on your study interests using a research instrument. A checklist, a test, a survey, or an interview guide are all examples of research tools.

An interview guide, survey, checklist, questionnaire, or simple test are all examples of research instruments. The particular research tool to use will be decided by the researcher. Additionally, it will have a big impact on the actual methodology used in that specific study.

The research instrument that was used for the scope of this research is **structured questionnaire**. It is a formal set of questions asked to each respondent and recorded using a standardized procedure.

The questionnaire contains 6 open-ended questions related to demographics where I asked the age, gender, education, occupation, district they live, and the ride-hailing service they mostly use.

While I also included in our questionnaire, 22 close-ended with likert scale multiple choice questions. The options of these questions were on a scale of five-points; from strongly disagree to strongly agree.

### **Sampling Technique**

Two kinds of sampling techniques are used in research. They are probability sampling (random selection) and non-probability sampling (non-random).

During this research, I choose **non-probability sampling technique** to collect data. The reason to choose this technique is that I had very limited monetary and time resources. Hence I used convenience **stratified sampling** to cover our large area in limited resources.

### **Sample Size**

Sample size is very important for every research conduct. Sample size if not calculated the right way, can impact the results in a negative way. The sample size for this research is **250** and this number is based on the following facts and figures.

### **Data Analysis Technique**

In the course of this research, SPSS software is used to study descriptive statistics, whereas SmartPLS is used to analyses inferential statistics. All direct models employ SPSS analytics. In SPSS software I also run the hypothesis test.

I ran hypothesis and correlation construction in SPSS using a linear equation model. I employed PLS-SEM for data analysis, and I employed a reliable PLS algorithm technique for calculation.

The measurement model was reflective, and SmartPLS was used to examine all exterior loadings. The Cronbach's alpha and construct reliability and validity were also detected using the same software.

## Results and Findings

### Descriptive Analysis

In this section, we have analysed the various aspects of demographics.

#### *Age*

The target market of the research was people aged between 16 and 55. In other words, Generation X, Millenials, and Generation Z were our respondents during the research.

During our study, we found that the group that uses the ride-hailing services belongs to the age group of 16-25, followed by 26-35 and so on.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 - 25	90	36.0	36.0	36.0
	26 - 35	72	28.8	28.8	64.8
	36 - 45	64	25.6	25.6	90.4
	46 - 55	24	9.6	9.6	100.0
	Total	250	100.0	100.0	

*Table 1 Age Analysis*



**Educational Level**

This question in the survey asked the educational level of respondents. Education plays an important role in the technology acceptance. The higher the level of education tends to accept this technology at a higher level.

		Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Matric/O-Levels/ Equivalent	16	6.4	6.4	6.4
	Intermediate / A-Levels / Equivalent	53	21.2	21.2	27.6
	Bachelors	105	42.0	42.0	69.6
	Masters	76	30.4	30.4	100.0
	Total	250	100.0	100.0	

Table 2 Education Analysis

**Gender**

In the third question, we asked the gender of our respondents. Gender plays an important role in the acceptability of such a technology especially in a market like Karachi, Pakistan where most women do not buy a vehicle and they have to rely on men of their household or ride-hailing-services to commute.

		Frequency	Percent	Valid Percent	Cumulative Percent
d	Vali	Male	86	34.4	34.4
	e	Femal	164	65.6	100.0
		Total	250	100.0	100.0

Table 3 Gender Analysis

**District in Karachi**

We divided the population of Karachi in 5 major districts and results are described in the table below:

		Frequency	Percent	Valid Percent	Cumulative Percent
d	Vali	Karach	51	20.4	20.4
		i Central			
		Karach	93	37.2	57.6
		i East			
		Karach	57	22.8	80.4
	i South				
	Karach	31	12.4	12.4	92.8
	i West				

	Malir District	18	7.2	7.2	100.0
	Total	250	100.0	100.0	0

Table 4 District Analysis

**Ride Hailing App**

In this question, we asked people about the app they used most for online-ride booking.

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Uber	62	24.8	24.8	24.8
	Caree	66	26.4	26.4	51.2
	InDriv	86	34.4	34.4	85.6
	Bykea	36	14.4	14.4	100.0
	Total	250	100.0	100.0	0

Table 5 App Usage Analysis

**Inferential Analysis**

**Outer Loading**

The matrix below shows load of each construct on various hypothesis. Moreover, this is the first step in PLS-SEM by evaluating the outer model.

	AC	AT	IN	PC	PE	PR
	U	T	T	O	U	
U1	AC 85	0.8				
U2	AC 24	0.6				
U3	AC 97	0.7				
U4	AC 74	0.8				
1	ATT	05	0.9			
2	ATT	04	0.8			
3	ATT	85	0.7			
4	ATT	55	0.8			
1	INT		89	0.8		
2	INT		33	0.8		

3	INT			0.9			
			61				
O1	PC				0.9		
				02			
O2	PC				0.8		
				38			
O3	PC				0.8		
				01			
1	PEU					0.6	
						41	
2	PEU					0.7	
						95	
3	PEU					0.7	
						78	
4	PEU					0.8	
						24	
5	PEU					0.7	
						37	
6	PEU					0.7	
						49	
7	PEU					0.8	
						71	

PR1						37	0.8
PR2						09	0.8
PR3						54	0.6
PR4						88	0.4

Table 6 Outer Loadings Table

**Measurement Model**

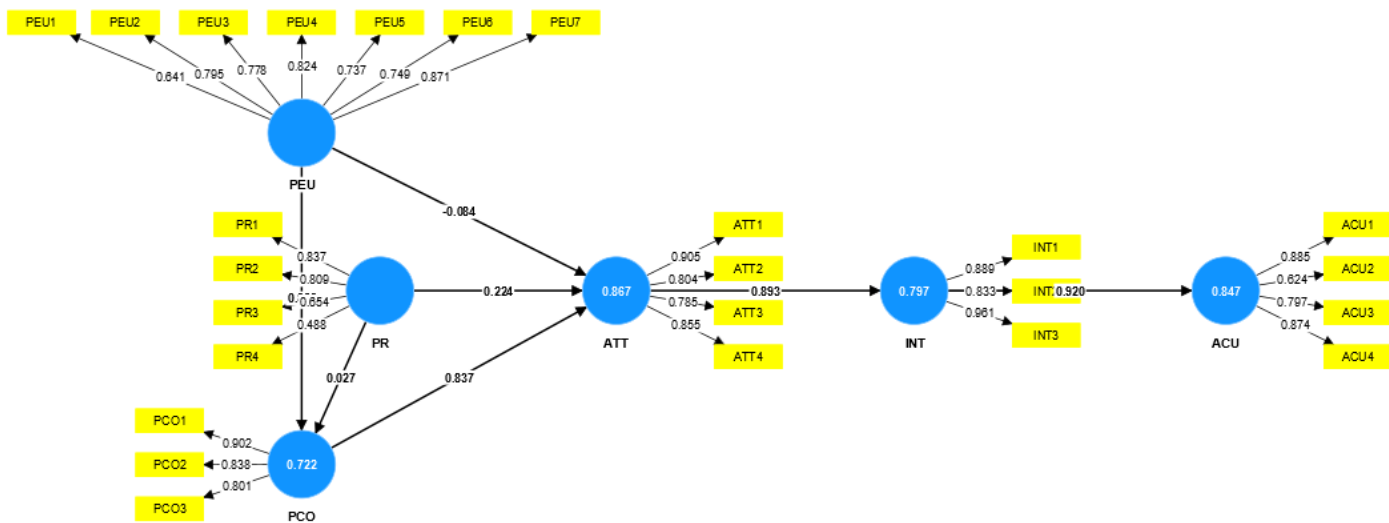


Figure 2 Measurement Model

The measurement model above is derived from the latest version of software SmartPLS. This model shows the relationship of each variable; Perceived ease-of-use (PEU), Perceived Convenience (PCO), Perceived Risk (PR), Attitude (ATT), Intention (INT), and Actual Behaviour (ACU). The value of R-square between each variable is greater than 0.5 which shows a good relationship.

**Construct Reliability and Validity**

You can collect, quantify, and evaluate data on your study interests using a research instrument. A checklist, a test, a survey, or an interview guide are all examples of research tools.

An interview guide, survey, checklist, questionnaire, or simple test are all examples of research instruments. The particular research tool to use will be decided by the researcher. Additionally, it will have a big impact on the actual methodology used in that specific study.

In the table below, all the values Cronbach's alpha, Composite reliability, Composite reliability, and Average variance extracted (AVE) are greater than 0.5 which shows a good relationship.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CU	0.87 4	0.890	0.876	0.643
TT	0.90 5	0.907	0.904	0.703
NT	0.92 3	0.928	0.924	0.802
CO	0.88 2	0.887	0.884	0.719
EU	0.91 0	0.916	0.912	0.598

	0.81			
R	1	0.825	0.797	0.505

Table 7 Construct Reliability and Validity

**Discriminant Validity**

During the analysis of discriminant validity in this research, we found that there is a strong relationship between various variables.

	Heterotrait-monotrait ratio (HTMT)
ATT -> ACU	0.967
INT -> ACU	0.919
INT -> ATT	0.891
PCO -> ACU	0.931
PCO -> ATT	0.919
PCO -> INT	0.870
PEU -> ACU	0.788
PEU -> ATT	0.803
PEU -> INT	0.791
PEU -> PCO	0.858
PR -> ACU	0.817
PR -> ATT	0.714
PR -> INT	0.618
PR -> PCO	0.674
PR -> PEU	0.793

Table 8 Discriminant Validity



## CONCLUSION

Ride-hailing industry is one of the most thriving industries these days. Especially in a country like Pakistan where infrastructure is destroyed and public transports system has been knocked down, these apps are making a lot of business.

In this research, I studied how these brands can leverage Digital Content Marketing (DCM) to get more business. I took Technology Acceptance Model (TAM) and studied the impact of various variables such as perceived ease-of-use, perceived convenience, perceived risk on the attitude, intention, and ultimately the actual usage of consumer behaviour.

After a thorough research, we came to a conclusion that use of DCM by consumers does impact positively on the attitude of consumer behaviour of ride-hailing industry. The attitude positively influences the intention which brings a positive impact to actual usage of DCM in ride-hailing app.

## LIMITATIONS AND RECOMMENDATIONS

During the course of this thesis, I had a certain set of limitations, such as limited time (we had to complete our research in a specific period of time), limited monetary resources (as we are student and we were not give any grant for data collection and conduct research, with the limited finances we tried to conclude this research), and geographic limitation (we kept our research limit only to major districts of Karachi).

In future, this research model can be applied to some other city or a country as a whole to derive results and ride-booking brands such as Careem and InDrive can utilize these researches to design their strategies. Digital Content Marketing is one of the most incredible branding strategies of modern days. Brands can leverage it to attract target audience.

## References

- 5 Digital Content Marketing Ideas for Small Businesses—LYFE Marketing.* (2022, June 13). Digital Marketing Blog. <https://www.lyfemarketing.com/blog/digital-content-marketing/>
- 10 Reasons Your Company Needs Content Marketing—Why Content Marketing is Important.* (n.d.). Retrieved November 30, 2022, from <https://uhurunetwork.com/why-do-content-marketing/>
- Babbie, E. (2010). *The practice of social research*: Cengage Learning. Coughlan, AT, Anderson, E., Stern, LW, & Adel, I. El-Ansary (2001), *Marketing Channels*. De Búrca, S., Fletcher, R., & Brown, L.(2004). *International Marketing: An SME Perspective*. Pearson Education. Ellis, 2011, 73–85.
- Bauer, R. A. (1960). *Consumer behavior as risk taking*. Proceedings of the 43rd National Conference of the American Marketing Association, June 15, 16, 17, Chicago, Illinois, 1960.
- Berger, J., & Milkman, K. L. (2012). What makes online content viral? *Journal of Marketing Research*, 49(2), 192–205.
- Bettman, J. R. (1973). Perceived Risk and Its Components: A Model and Empirical Test. *Journal of Marketing Research*, 10(2), 184–190. <https://doi.org/10.1177/002224377301000209>
- Breidbach, C. F., Brodie, R., & Hollebeck, L. (2014). Beyond virtuality: From engagement platforms to engagement ecosystems. *Managing Service Quality*.
- Building successful brands: The strategic options: Journal of Marketing Management: Vol 5, No 1.* (n.d.). Retrieved November 30, 2022, from <https://www.tandfonline.com/doi/abs/10.1080/0267257X.1989.9964089?cookieSet=1>

- Chen, L., Gillenson, L., & Sherrell, L. (2002). Enticing online consumers: An extended technology acceptance perspective, 39 (8), 709–719. Doi: 10.1016. *S0378-7206 (01)*, 00127–6.
- Cravens, D. W., Greenley, G., Piercy, N. F., & Slater, S. (1997). Integrating contemporary strategic management perspectives. *Long Range Planning*, 30(4), 474–506.  
[https://doi.org/10.1016/S0024-6301\(97\)00029-0](https://doi.org/10.1016/S0024-6301(97)00029-0)
- Dowling, G. R., & Staelin, R. (1994). A Model of Perceived Risk and Intended Risk-handling Activity. *Journal of Consumer Research*, 21(1), 119–134. <https://doi.org/10.1086/209386>
- Elkaseh, A., Wong, K., & Fung, C. (2016). Perceived Ease of Use and Perceived Usefulness of Social Media for e-Learning in Libyan Higher Education: A Structural Equation Modeling Analysis. *International Journal of Information and Education Technology*, 6, 192–199. <https://doi.org/10.7763/IJiet.2016.V6.683>
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1986). *Consumer behavior*. Dryden Press.
- Featherman, M. S., & Pavlou, P. A. (2003). Predicting e-services adoption: A perceived risk facets perspective. *International Journal of Human-Computer Studies*, 59(4), 451–474.  
[https://doi.org/10.1016/S1071-5819\(03\)00111-3](https://doi.org/10.1016/S1071-5819(03)00111-3)
- Festinger, L. (1957). *A theory of cognitive dissonance*. NY: Stanford University Press.
- Glover, S., & Benbasat, I. (2011). A model of e-commerce transaction perceived risk. *International Journal of Electronic Commerce*, 15(2), 47–78.
- Grönroos, C. (2006). Adopting a service logic for marketing. *Marketing Theory*, 6(3), 317–333.
- Gulati, P. (2009). *Research management: Fundamental & applied research*. Busca Inc.
- Hsu, H., & Chang, Y. (2013). Extended TAM model: Impacts of convenience on acceptance and use of Moodle. *Online Submission*, 3(4), 211–218.

- Igbaria, M. (1993). User acceptance of microcomputer technology: An empirical test. *Omega*, 21(1), 73–90. [https://doi.org/10.1016/0305-0483\(93\)90040-R](https://doi.org/10.1016/0305-0483(93)90040-R)
- Kanchanatane, K., Suwanno, N., & Jarernvongrayab, A. (2014). Effects of Attitude toward Using, Perceived Usefulness, Perceived Ease of Use and Perceived Compatibility on Intention to Use E-Marketing. *Journal of Management Research*, 6(3), 1. <https://doi.org/10.5296/jmr.v6i3.5573>
- Khalifa, A. S. (2004). Customer value: A review of recent literature and an integrative configuration. *Management Decision*.
- Koiso-Kanttila, N. (2004). Digital Content Marketing: A Literature Synthesis. *Journal of Marketing Management*, 20(1–2), 45–65. <https://doi.org/10.1362/026725704773041122>
- Koufaris, M. (2002). Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior. *Information Systems Research*, 13(2), 205–223. <https://doi.org/10.1287/isre.13.2.205.83>
- Legris, P., Ingham, J., & Collette, P. (2003). Why do people use information technology? A critical review of the technology acceptance model. *Information & Management*, 40(3), 191–204. [https://doi.org/10.1016/S0378-7206\(01\)00143-4](https://doi.org/10.1016/S0378-7206(01)00143-4)
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458–468.
- Liu, H.-W., & Huang, H.-C. (2015). Tradeoff between push and pull strategy: The moderating role of brand awareness. In *Marketing, technology and customer commitment in the new economy* (pp. 259–264). Springer.

- McKechnie, S., Winklhofer, H., & Ennew, C. (2006). Applying the technology acceptance model to the online retailing of financial services. *International Journal of Retail & Distribution Management*, 34(4/5), 388–410. <https://doi.org/10.1108/09590550610660297>
- Moore, G. C., & Benbasat, I. (1991). Development of an Instrument to Measure the Perceptions of Adopting an Information Technology Innovation. *Information Systems Research*, 2(3), 192–222. <https://doi.org/10.1287/isre.2.3.192>
- Pan, B., Litvin, S. W., & O'Donnell, T. E. (2007). Understanding accommodation search query formulation: The first step in putting heads in beds'. *Journal of Vacation Marketing*, 13(4), 371–381.
- Peter, J. P., & Ryan, M. J. (1976). An Investigation of Perceived Risk at the Brand Level. *Journal of Marketing Research*, 13(2), 184–188. <https://doi.org/10.1177/002224377601300210>
- Pomering, A., & Noble, G. (2008). *A Sustainability Roadmap for Contemporary Marketing Education: Thinking beyond the 4Ps.*
- Pradhan, P., Nigam, D., & Chakraborty, T. (2018). Digital marketing and SMES: An identification of research gap via archives of past research. *Journal of Internet Banking and Commerce*, 23(1), 1–14.
- Reichheld, F. F., & Schefer, P. (n.d.). *E-Loyalty: Your Secret Weapon on the Web.* 12.
- Renny, Guritno, S., & Siringoringo, H. (2013). Perceived Usefulness, Ease of Use, and Attitude Towards Online Shopping Usefulness Towards Online Airlines Ticket Purchase. *Procedia - Social and Behavioral Sciences*, 81, 212–216.  
<https://doi.org/10.1016/j.sbspro.2013.06.415>
- Rowley, J. (2008). Understanding digital content marketing. *Journal of Marketing Management*, 24(5–6), 517–540.

- Swatman, P. M. C., Krueger, C., & van der Beek, K. (2006). The changing digital content landscape: An evaluation of e-business model development in European online news and music. *Internet Research*, 16(1), 53–80. <https://doi.org/10.1108/10662240610642541>
- Taylor, J. W. (1974). The Role of Risk in Consumer Behavior: A comprehensive and operational theory of risk taking in consumer behavior. *Journal of Marketing*, 38(2), 54–60. <https://doi.org/10.1177/002224297403800211>
- Vijayasarathy, L. R. (2004). Predicting consumer intentions to use on-line shopping: The case for an augmented technology acceptance model. *Information & Management*, 41(6), 747–762. <https://doi.org/10.1016/j.im.2003.08.011>
- Why Content Marketing Will Remain King in 2020 | Tourism Tattler*. (n.d.). Retrieved November 30, 2022, from <https://www.tourismtattler.com/articles/marketing/content-marketing-2020/>
- Wilson, J. (2014). Essentials of Business Research: A Guide to Doing Your Research Project. *Essentials of Business Research*, 1–376.
- Wind, J., & Mahajan, V. (2002). Digital marketing. *Symphonya. Emerging Issues in Management*, 1, 43–54.
- Zaltman, G.-W. (n.d.). Melanie 1983. Consumer Behavior: Basic findings and management implications. *John Wiley & Sons. USA. Liite*, 1(1), 2.