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Business Content Creation and Marketing Performance of Television Stations in South-South, Nigeria

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Abstract

This study investigated the relationship between business content creation and marketing performance in the context of television stations in South-south, Nigeria. The study employed a cross-sectional survey research design with an explanatory research design. A correlational method of investigation was employed. The study adopted the resource-based theory as the foundation of this study. The study population was the nineteen (19) television organizations doing business in the South-south region of Nigeria. A census study was made where the population was fully studied. However, three managers; marketing manager, programme manager and the general manager in each television organizations constituted the respondents of the study. Thus, fifty-seven (57) managers made up the study subjects. Data for the study were collected through primary source. Fifty-seven (57) copies of the questionnaire were distributed to the respondents, three (3) copies to the managers in each institution, marketing manager, programme manager and the general manager. After data validation, only fifty (50) copies were used for the study. The study made use of univariate and bivariate statistics for the data analysis with the aid of the statistical package for social science (SPSS), version 25.0. The findings of the study revealed that, business content creation positively and significantly correlates with value creation, customer retention and new market entry and significantly improve marketing performance of television stations in South-south, Nigeria. The study concludes that, business content creation significantly improves marketing performance of television stations in South-south, Nigeria. We therefore recommend that the management of the television companies in the South-south, Nigeria should develop and execute innovative business contents and making optimal investments in same. This will create value for customer retention, new market development and significantly improve marketing performance.

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Introduction

The Nigerian television industry was established in 1959 with the creation of the first television station in the western region of Nigeria (Udomiser, 2013). This was soon followed by the establishment of television stations in the eastern and northern regions. In the 1960s, the federal government also incorporated its own television station. The creation of new states in Nigeria spurred the establishment of several additional television institutions, aimed at promoting educational, political, and cultural content across various states (Udomiser, 2013). Consequently, television stations were created to deepen the educational, political, and cultural orientations of the populace.

In response to the need for coordination among television stations, the Broadcasting Organization of Nigeria (BON) was established in 1973. Its purpose was to unify all television institutions in the country and provide wider coverage for events such as the Second All-Africa Games, which Nigeria hosted that year (Udomiser, 2013). Today, the Nigerian television industry faces stiff competition, with each station striving to enhance its business and marketing performance to maintain its market position.

Marketing performance refers to the successes or failures recorded by business organizations during a trading period. These outcomes are measured through financial and non-financial indicators such as sales growth, market share, profit growth, customer retention, employee retention, business expansion, shareholder wealth maximization, entry into new market segments, and foreign market exploration (Nur & Zulkiffli, 2014). According to Kotler and Keller (2012), marketing performance is the ability of an organization to provide customer-satisfying goods and services to its target market, while generating profit.

Business content creation involves generating topical commercial ideas, messages, and values that appeal to customers and potential clients, developing written or virtual content around these ideas, and making the content accessible to the target market (Gerzic & Osman, 2017). It is an essential inbound marketing practice that allows companies to provide free, valuable information to attract potential customers and retain existing ones through quality engagement (Maitanmi & Idowu, 2013). Business content creation encompasses the design, development, and production of content in all its forms—audio, video, and text—and its distribution through traditional and digital channels.

Despite the benefits of business content development for enhancing business performance, there are limited studies investigating the relationship between business content creation and marketing performance in the context of television stations in South-South Nigeria. Andrews, George, and Walker (2006) studied the relationship between strategy content and organizational performance in the public sector in England, using quantitative research methods. Lieb, Etlinger, and Groopmann (2015) evaluated content marketing and business performance using a framework to measure real business impact through a mixed-methods approach. Similarly, Lieb (2021) examined the relationship between content marketing, content strategy, and firm performance in the digital media using qualitative research techniques. Muller and Brocke (2017) assessed the impact of content marketing on user engagement on social media through quantitative research methods.

However, empirical literature on the relationship between business content creation and the marketing performance of television stations in South-South Nigeria is scarce. This study seeks to fill this gap by investigating the relationship between business content creation and marketing performance within the context of television stations in South-South Nigeria, guided by the resource-based theory. The specific objectives of the study are to:

1. Investigate the relationship between business content creation and value creation of television stations in South-South Nigeria.
2. Evaluate the relationship between business content creation and customer retention of television stations in South-South Nigeria.
3. Examine the relationship between business content creation and new market entry of television stations in South-South Nigeria.

Literature Review
Theoretical Framework

The Resource Based Theory

The resource-based theory was developed by pioneering scholar Edith Penrose in 1959 through her work *The Theory of the Growth of the Firm* (Penrose, 1959). The resource-based view is recognized as the philosophical and intellectual foundation for resource development in organizations. The most important premise of this theory is that a work organization is seen as a resource pool with an administrative structure. It emphasizes that the behavior of employees and the development of their skills and competencies are crucial for the growth and development of the company (Hansson, 2015). However, the resource-based view was popularized by Barney in 1991. Notably, this theory is both diagnostic and prescriptive for successful business operations in developed and emerging markets (Graves & Thomas, 2008; Hansson, 2015).

The resource-based view of the firm is an inside-out perspective, focusing on internal organizational resources for the growth and survival of the firm (Madhani, 2010). From this perspective, company management leverages resources and capabilities that exist within the organization to sustain the firm's performance. These internal resources, both tangible and intangible, include human capital, money, machinery, methods, materials, and information. They are valuable, rare, inimitable, and non-substitutable, and are employed to formulate and implement strategies for the firm’s competitiveness and performance in the market (Mweru & Muya, 2016).

The theory’s focus is that possessing outstanding resources, core competencies, and capabilities significantly enhances a firm’s performance and future competitiveness

(Curado, 2006). This theory is relevant to the present study because business content creation in the workplace can be operationalized using internal resources such as human capital, money, materials, methods, and information. Moreover, marketing performance management can be effectively carried out using these internal resources or assets. Television stations, in particular, need resources for business growth and development. Hence, business content creation and marketing performance management require internal organizational resources, as emphasized by the resource-based view of the firm.

Business Content Creation

Business content creation involves the development, design, and production of content in various forms—audio, video, and text—and its distribution to the market through traditional or digital channels (Gerzic & Osman, 2017). Organizations that engage in business content creation understand the fundamentals of content development and generate ideas that will successfully drive their brand and engage their audience. It is a method of providing free and valuable information to attract potential customers, engage existing ones, and retain them through quality interactions (Ganesh & Chettiar, 2002).

According to Ganesh and Chettiar (2002), business content creation can be defined as the generation of business ideas, the creation of written or visual content, and the distribution of this content to a target audience through various channels, both traditional and digital. In today's business environment, the development and distribution of content across different media keep the business community informed. This process helps managers make business decisions, particularly in serving the market with products and services (Swieczak, 2012). Business content creation provides numerous advantages, including increased traffic, customer engagement, and the establishment of trust.

Effective content management can improve business performance. Organizations should periodically evaluate their content systems to ensure alignment with the needs of the market. This process involves adapting content to meet changing customer requirements and preferences (Maitanmi & Idouwu, 2013). Business content management involves conceptualizing, developing, and managing content throughout its lifecycle. Since customer needs and preferences evolve over time, business content should be regularly reviewed and adapted to align with market demands (Brennan, Turnbull & Wilson, 2003).

Managing business content effectively is crucial, as competition and success largely depend on an organization’s ability to tailor its content to the needs of its customers. In business-to-business content development, companies adapt their content specifically to meet the needs of a single customer institution (Brennan, Turnbull & Wilson, 2003). Business content development has evolved into a powerful strategy across traditional and digital media, especially in today’s dynamic and information-driven world (Kee & Yazdanifard, 2015). In a rapidly growing global market, business content development must be accessible to both national and international markets through digital technologies (Ablyazov, Asaturova & Kosheyev, 2018). Companies should adopt these technologies to effectively operationalize their content for different market segments.

Business content creation provides business solutions through television stations, offering value-added content that can build brand trust. To create valuable content, businesses need to understand market information needs and the buying decision cycle (Ablyazov, Asaturova & Kosheyev, 2018). Valuable business content is relevant, engaging, timely, and persuasive. Business content creation requires a shift from a sales orientation to a problem-solving mindset, with strategies that address the challenges of both traditional and digital media (Averina et al., 2021).

Business content developers should consider the dynamics of the business environment and create adaptive content that suits market conditions (Ahmad & Buttle, 2015). It is important for developers to periodically assess changes in the business landscape, especially in light of evolving information and communication technologies. The vast array of information available in both digital and traditional media requires content developers to adapt to changing market conditions (Gerzic & Osman, 2017).

Business content creation helps companies build relationships with their target markets. Content developers should create value by delivering customer-driven content that fosters trust, encourages business transactions, and generates referrals (Gerzic & Osman, 2017). Before developing content, companies and practitioners should thoroughly study their target markets, identify customer needs, and build content around these preferences and perceptions (Ahmad & Buttle, 2015).

Business content development is complex, involving the creation of customized solutions for both passive and active markets in offline and online spaces. This helps businesses meet external demand profitably (Ahmad & Buttle, 2015). The process of developing and retaining business customers is dynamic and involves managing multi-dimensional relationships between content developers, customers, and other stakeholders (Gerzic & Osman, 2017). Business content creation provides solutions through both traditional and digital media, adding value and helping build brand trust.

Marketing Performance

Marketing performance refers to the evaluation of a company's stated marketing objectives against actual marketing results or outcomes. It encompasses the successes or failures the company experiences in relation to financial and non-financial measures such as sales growth, market share, profit growth, customer satisfaction, employee retention, shareholder wealth maximization, productivity, business expansion, and new market entry (Lamberti & Noci, 2010; Lehmann, 2004). Therefore, the business function of creating value for both customers and the organization should be evaluated to assess its performance and contribution to the market and business stakeholders (Kotler & Keller, 2012; Kotler & Armstrong, 2008).

Marketing performance at work is typically determined by the effectiveness and efficiency of marketing performance measurement variables, including qualitative or non-financial factors and quantitative or financial factors, which influence the sustainability of the marketing department and the overall health of the organization (Lamberti & Noci, 2010; Lehmann, 2004). According to Hacioglue and Gok (2013), marketing performance is the fulfillment of marketing objectives by comparing them with actual outcomes, using both financial and non-financial metrics. These metrics include sales growth, market share, profit growth, return on investment, employee retention, customer satisfaction, economic added value, productivity, customer lifetime value, new product development, new market entry, shareholder value maximization, and innovation success (Hacioglue & Gok, 2013; Gacsi & Zeman, 2013).

Marketing performance measurement metrics include both financial and non-financial variables, which marketing executives use to evaluate the success of marketing productivity within an organization. These metrics help company management identify areas of marketing strength and weakness and enable them to make informed decisions to improve future marketing performance (Liang, 2017). Additionally, marketing performance measurement can be used to justify investments made in the marketing department and its programs. Marketing performance is crucial to the workplace, as it is the driving force behind a business and directly impacts its long-term sustainability and overall health.

Business Content Creation and Marketing Performance

Business content development and implementation can significantly improve organizational performance, a conclusion strongly supported by empirical studies. Andrews, George, and Walker (2006) investigated the relationship between strategy content and organizational performance in the public sector in England. Using a quantitative research method, they found that strategy content has a positive and significant relationship with organizational performance. Furthermore, strategy content is important in business, with organizational performance positively correlating with a prospector stance and negatively with a reactor stance. Content strategy development enhances business performance in the public sector in England.

Additionally, content creation in business enhances organizational performance. Lieb, Etlinger, and Groopmann (2015) studied content marketing creation and its impact on business performance, providing a framework to measure real business outcomes. Using a mixed research method, they found that content marketing creation significantly enhances business performance. This finding was corroborated by Lieb (2021), who evaluated the relationship between content marketing, content strategy, and firm performance in digital media. This qualitative study also found that content marketing improves business performance, with content strategy development playing a critical role, particularly in the television media environment.

Organizations seek content development and business models to integrate content strategy and improve marketing performance. This is consistent with Lieb (2013), who evaluated content organization models for incorporating content strategy and content marketing within enterprises. The study, using a qualitative research design, found that content development enhances business performance. Similarly, Jaakonmaki, Muller, and Brocke (2017) investigated the impact of content, context, and creator on user engagement in social media marketing. Using a quantitative research method and machine learning algorithms, they found that content marketing improves user engagement and communication with audiences or markets.

Furthermore, business content creation is essential for an organization's success, as it enhances the company's brand image through audience engagement and satisfaction. Koob (2021) examined the determinants of content marketing effectiveness using a quantitative research method and found that content marketing significantly improves business effectiveness. Similarly, Shirokova and Shatalou (2013) studied the relationship between business model design and firm performance in Russian food service ventures. Their quantitative research revealed that business model design positively and significantly correlates with firm performance in the Russian food services industry.

Moreover, business content created by an organization should be periodically updated to meet the changing requirements of the market. Latifi, Nikou, and Bouwman (2021) examined the relationship between business model innovation and firm performance in European small and medium enterprises (SMEs). Using survey data from 563 European SMEs and structural equation modeling, they found that efficiency, growth, organizational capabilities, and revenue growth significantly affect firm performance. Thus, business model innovation positively influences the performance of SMEs in Europe. Innovating business content to adapt to changing customer needs and wants improves engagement, customer satisfaction, and overall business performance.

Business content creation implemented by organizations also impacts organizational performance. Ahmet, Ferdi, and Ahmet (2016) investigated the relationship between digital content marketing and customer satisfaction in both online and offline shopping environments. Using the Kruskal-Wallis H-Test, they found that digital marketing content, such as visual, written, and auditory materials, significantly enhances customer satisfaction. As a result, digital marketing content improves business performance.

From the above discussion, it is evident that business content developed by organizations in the television media industry in South-South Nigeria can enhance the marketing performance of operators in this industry. This study builds on existing empirical works while contrasting in terms of methodologies and study domains.

Methodology

This research study employed the positivist or quantitative research paradigm with a cross-sectional survey research design. The explanatory research design was used, incorporating a correlational method of investigation. The study population comprised the nineteen (19) television stations conducting business in the South-South region of Nigeria. A census study was carried out, meaning the entire population was studied.

Three managers from each organization—marketing manager, program manager, and general manager—were selected as the respondents for the study. The choice of a census study was informed by the small size of the population, which allowed for a thorough investigation to elicit the desired information from the respondents. The focus on three managers in each firm underscores their managerial roles, which are directly responsible for content marketing functions. Thus, fifty-seven (57) managers were surveyed.

Primary data were collected from the respondent managers, with fifty-seven (57) copies of the questionnaire distributed to managers of television organizations in South-South Nigeria. The questionnaire was structured using a five-point Likert scale, ranging from "strongly agree" to "strongly disagree." Three copies were distributed to each television station's marketing manager, program manager, and general manager. The study instrument was pilot-tested by administering it repeatedly to a small group of respondents to assess its validity and reliability. It was also validated using the Cronbach's Alpha reliability coefficient and confirmatory factor analysis, calculated with the help of SPSS. All the study variables were within the recommended threshold of 0.70 (Nunnally, 1978).

The study utilized the Pearson Product-Moment Correlation coefficient, an ideal tool for measuring relationships among variables. This analysis was conducted using the Statistical Package for the Social Sciences (SPSS), version 25.0.

Results

Table 1 provides an explanation for the demographic's variables of the respondents. The field report shows that fifty-seven (57) copies of the questionnaire were distributed to the respondents only fifty (50) copies which represent 88% of the total number of questionnaires distributed were used for the study. The gender distribution of respondents revealed that 22 respondents representing 44% were male managers while 28 respondents representing 56% were female managers. The industry is made up of more of female managers. The age distribution of managers revealed that, eight (8) respondents representing 16% were in the age range of 21-38, 20 respondents representing 40% were in the age range of 39-49. Again, 19 respondents representing 38% were in the age range of 50-59 while 3 respondents representing 6% were in the age range of 60 and above.

Table 1 Demographic Information of Respondents

Variables	Frequency	Percentage (%)
Gender of Respondents		
Male	22	44
Female	28	56
Total	50	100
Age Distribution of Respondents		
21-38	8	16
39-49	20	40
50-59	19	38
60-above	3	6
Total	50	100
Marital Status of Managers		
Married	42	84
Divorced	4	8
Single	4	8
Total	50	100
Educational Status of Managers		
HND/First degree	34	68
Master's degree	15	30
Ph.D	1	2
Total	50	100
Distribution of Years of Managers Working Experience		
Less than 5	1	2
5-10	1	2
11-15	9	18
16-20	13	26
21-25	10	20
26-30	8	16
31-35	8	16
Total	**50**	**100**

Source: Research Data, (2024)

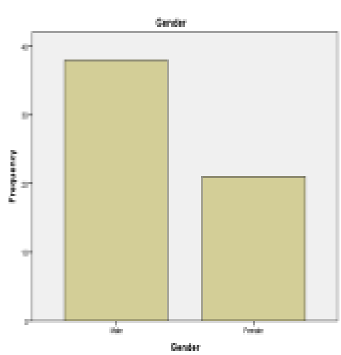

Fig. 1 Gender of respondents

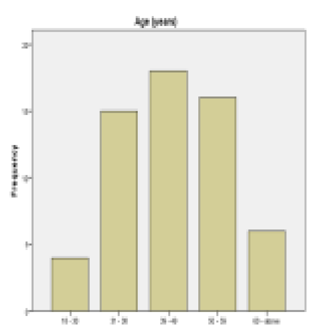

Fig. 2 Age of respondents

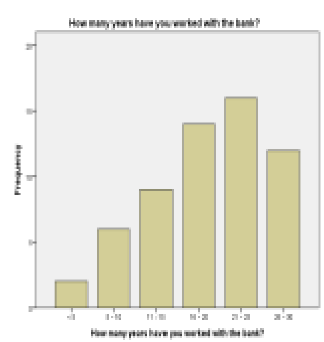

Fig. 3 Respondents Years of working experience

The marital status of managers revealed that 42 respondents representing 84% were married, 4 respondents representing 8% were single managers. The industry is made up of more of married managers. Managers' educational dimensions revealed that, 34 respondents, representing 68% were HND/First degree certified managers. 15 respondents representing 30% were master's degree holders while one (1) manager representign2% was a Ph.D holder. The data revealed that managers in the television industry in South-south, Nigeria have good educational qualifications. Again, managers' years of working experience distribution revealed that one (1) manager representing 2% had less than five years working experience. Another one 91) manager representing 3% had 5-10 years industry experience. Nine (9) managers representing 18% had 11-15 years industry experience.

Furthermore, thirteen (13) managers representing 26% of the total number of respondents had worked in a period of 16-20 years. Again, 10 respondents representing 20% had 21-25 years industry experience while eighty (8) managers representing 16% had 26-30 years industry experience. In the same vein, another eighty (8) managers representing 16% had 31-35 years of working experience. Thus, management staff in the television industry in South-south, Nigeria have reasonable and productive years of working experience.

Test of Hypothesis I

H_{O1}: There is no significant relationship between business content creation and value creation of television stations in South-south, Nigeria.

H_{A1}: There is significant relationship between business content creation and value creation of television stations in South-south, Nigeria.

Table 2 Correlation between Business Conant Creation and Value Creation

		Business Content Creation	Value Creation
Business Content Creation	Pearson Correlation	1	.785**
	Sig. (2-tailed)		.000
	N	50	50
Value Creation	Pearson Correlation	.785**	1
	Sig. (2-tailed)	.000	
	N	50	50

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

Source: SPSS Output, Version 25.0 (2024)

Table 2 gives an explanation between business content creation and value creation. From the model, the correlation coefficient is 0.785 indicating the strength of relationship existing between business content creation and value creation. Thus, there is a very strong relationship existing between the independent and dependent variables in a context specific of television stations in South-south, Nigeria. Again, we have the probability value at 0.000 which is less than the critical value of 0.05. We therefore reject the null hypothesis and accept the alternate hypothesis which states, there is significant relationship between business content creation and value creation in the context of television stations in South-south Nigeria.

Test of Hypothesis II

H_{O2}: There is no significant relationship between business content creation and customer retention of television stations in South-south, Nigeria

H_{A2}: There is significant relationship between business content creation and customer retention of television stations in South-south, Nigeria

Table 3Correlation between Business Content Creation and Customer Retention

		Business Content Creation	**Customer Retention**
Business Content Creation	Pearson Correlation	1	.649**
	Sig. (2-tailed)		.000
	N	50	50
Customer Retention	Pearson Correlation	.649**	1
	Sig. (2-tailed)	.000	
	N	50	50

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

Source: SPSS Output, Version 25.0 (2024)

Table 3 explained the correlation between business content creation and customer retention. From the model, we have the correlation coefficient of 0.649 which shows the strength of relationship existing between the independent variable, business content creation and the dependent variable, customer retention. Thus, there is a strong relationship existing between business content creation and customer retention in the context of television stations in South-south, Nigeria. Again, the probability value is 0.000 which is less than the critical value of 0.05. We therefore reject the null hypothesis and accept the alternate hypothesis which states, there is significant relationship between business content creation and customer retention of television stations in South-south, Nigeria.

Test of Hypothesis III

H_{O3}: There is no significant relationship between business content creation and new market entry of television stations in South-south, Nigeria

H_{A3}: There is significant relationship between business content creation and new market entry of television stations in South-south, Nigeria

Table 4 Correlation between Business Content Creation and New Market Entry

		Business Content Creation	New Market Entry
Business Content Creation	Pearson Correlation	1	.753**
	Sig. (2-tailed)		.000
	N	50	50
New Market Entry	Pearson Correlation	.753**	1
	Sig. (2-tailed)	.000	
	N	50	50

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

Source: SPSS Output, Version 25.0 (2024)

Table 4 explained the correlation between business content creation and new market entry. From the model we have the correlation coefficient of 0.753 which shows the strength of relationship existing between business content creation and new market entry. Thus, there is a very strong relationship existing between business content creation and new market entry in a context specific of television stations in South-south, Nigeria. Again, the probability value is 0.000 which is less than the critical value of 0.05. We therefore reject the null hypothesis and accept the alternate hypothesis which states, there is significant relationship between business content creation and new market entry of television stations in South-south, Nigeria.

Discussion

This study investigated the relationship between business content creation and measures of marketing performance, including value creation, customer retention, and new market entry, in the context of television stations in the South-South region of Nigeria. Business content creation has a positive and very strong relationship with value creation. It also has a positive and strong relationship with customer retention and a positive and very strong relationship with new market entry. Therefore, business content creation has a positive and very strong relationship with marketing performance in the context of television stations in South-South Nigeria. The business content creation of television stations in South-South Nigeria improves their marketing performance.

The findings are consistent with the empirical work of Andrews, George, and Walker (2006), who investigated the relationship between strategy content and organizational performance in the public sector in England, United Kingdom. Their study employed a quantitative research method and found that strategy content has a positive and significant relationship with organizational performance. Organizational performance positively and significantly correlates with a prospector stance and negatively with a reactor stance. Content strategy development improves business performance in the public sector in England. Thus, business content creation improves the organizational performance of firms across most industry sectors.

Furthermore, the findings of our study corroborate the work of Lieb, Etlinger, and Groopman (2015), who studied content marketing creation and business performance in the context of a framework to measure real business impact. Their study used a mixed research method and found that content marketing creation positively and significantly enhances business performance. The findings of our study also align with the work of Lieb (2021), who evaluated the nexus between content marketing, content strategy, and firm performance in digital media. Using qualitative research techniques, Lieb found that content marketing improves business performance. Additionally, content strategy development leads to successful business performance in the television media environment.

Moreover, the study by Lieb (2013) strongly supports our empirical findings. Lieb evaluated content organization models to incorporate content strategy and content marketing in enterprises, using a qualitative research design. The study found that marketing content development enhances business performance. This is also in agreement with Jaakonmäki, Müller, and Brocke (2017), who investigated the impact of content, context, and creator on user engagement in social media marketing. Their study, which used a quantitative research method and applied machine learning algorithms, revealed that content marketing improves user engagement and enhances effective communication with audiences or the market. Business content creation significantly improves the marketing performance of work organizations.

In addition, the empirical findings of this study corroborate Koob (2021), who examined the determinants of content marketing effectiveness, presenting a conceptual framework and empirical findings from a managerial point of view. Koob's study employed quantitative research methods and found that content marketing significantly improves business effectiveness. This is further supported by Shirokova and Shatalou (2013), who investigated the relationship between business model design and firm performance in Russian food service ventures. Their study employed quantitative research methods and found that business model design positively and significantly correlates with firm performance in Russia. Latifi, Nikou, and Bouwman (2021) also support this view, as their study on business model innovation and firm performance in European small and medium enterprises (SMEs) found that the constructs of efficiency, growth, organizational capabilities, and revenue growth positively and significantly affect firm performance. Business model innovation positively and significantly influences firm performance.

Similarly, the findings of our study align with Andaç, Akbiyik, and Karkar (2016), who investigated the association between digital content marketing and consumer satisfaction in online and offline shopping environments. Using the Kruskal-Wallis H-Test, they found that digital marketing content creation—such as visual, written, and auditory content—significantly enhances customer satisfaction. Business content creation executed by firms improves the marketing performance of television stations in South-South Nigeria. The findings of this study are consistent with previous empirical work and the resource-based theory, reinforcing the notion that television stations should develop internal resources for continuous superior performance in the marketplace.

Conclusion

This study investigated the relationship between business content creation and marketing performance in the specific context of television stations in South-South Nigeria. Based on the empirical results, we conclude that business content creation significantly improves value creation, customer retention, and new market entry, ultimately enhancing the marketing performance of television stations in South-South Nigeria. This study is valuable for the television industry, and future researchers could build on it by studying other regions in Nigeria and other nations.

Recommendations

The following recommendations were made. First, the management of television stations in South-South Nigeria should develop value-driven business content for targeted customers. This will improve patronage, customer lifetime value, and overall marketing performance. Second, the executive management of these stations should make significant investments in innovative business content related to industries such as manufacturing, oil and gas, mechanical works, electrical, and information and communication technology education. This will enhance customer retention and significantly improve marketing performance. Finally, the management of television stations in South-South Nigeria should explore new market segments, including international markets, by developing value-driven business content. This will improve market share, sales revenue, and marketing performance.

Theoretical Contribution

Several studies have explored the constructs of content marketing and business performance. For example, Andrews, George, and Walker (2006) evaluated the relationship between strategy content and organizational performance in the public sector in England using a quantitative research method. Müller and Brocke (2017) studied the impact of content marketing on user engagement on social media using quantitative research methods. Lieb, Etlinger, and Groopman (2015) examined the relationship between content marketing creation and business performance within a framework to measure real business impact, using mixed research methods. Lieb (2021) also investigated the relationship between content marketing, content strategy, and firm performance in digital media using qualitative research techniques.

However, empirical literature on the relationship between business content creation and marketing performance was limited in the specific context of television stations in South-South Nigeria. This study fills that gap by contributing significantly to the literature on content creation, marketing, and business performance. Additionally, it offers valuable insights into content marketing and media performance management within the television industry in South-South Nigeria.

This study will be a valuable resource for academics, scholars, and students of content marketing and marketing performance management. From a practical perspective, it will guide the management and staff of the television industry in South-South Nigeria in the effective practice of business content creation, implementation, and marketing performance management.

Suggestions for Further Studies

This research was limited to television stations in South-South Nigeria. Future research should focus on business content creation and marketing performance in television industries in other regions of Nigeria or other developed and emerging markets. Additionally, researchers can replicate this study in the radio industry or other sectors in Nigeria and other international markets to see if similar or different results are obtained.

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