

## **Cultural Content Creation and Marketing Performance of Television Stations in South-South, Nigeria**

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### **Abstract**

*This study investigated the relationship between cultural content creation and marketing performance in the context of television stations in South-south, Nigeria. The study made use of the cross-sectional survey research design and specifically, the explanatory research design and a correlational study. The resource dependency theory was used to underpin the study. The population of the study was the nineteen (19) television stations operating in the South-south region of Nigeria. The study adopted a census study where the population was fully studied. But, three managers; programme manager, marketing manager and the general manager in each company made up the respondents of the study. Fifty seven (57) managers were employed for the study. Primary data were collected from the respondents through the administration of 57 questionnaire covering the measurement items of the study variables. The study employed both univariate and bivariate statistics for the analysis of data with the aid of the statistical package for social sciences (SPSS) version 25.0. The findings of the study is that, cultural content creation positively and significantly correlates with marketing performance of television stations in South-south, Nigeria. The study concludes that cultural content creation significantly improves marketing performance of television stations in South-south, Nigeria. We therefore recommends that, the management of the television stations should make optimal investment in culture contents, develop and sell customers' driven culture contents. This will enhance customer value, retain the customers in existing and new markets and maximize profitability and shareholders' wealth.*

**Keywords:** Cultural content creation, marketing performance, TV stations, South-south, Nigeria

### **Introduction**

In the year 1959 the television industry was created with the first television station in the western region of the Nigeria state commencing full operations in disseminating information informing and educating the publics (Udomiser, 2013). This followed the creation of more

television stations; eastern and northern Nigeria televisions stations. The federal government owned television station was also established in the 1960s. The creation of new states in Nigeria brought the establishment of many television institutions in 1975. The essence is to drive educational and political programmes in the various regions and states thereby improving developmental communication in the Nigerian space (Udomiser, 2013).

The broadcasting organization of Nigeria (BON) was established in line with the needs and expectations of the publics to have a well-coordinated and centrally managed television industry in order to meet the expectations and information needs of Nigerians. The responsibility of the broadcasting organization of Nigeria (BON) is the unification of television stations in order to achieve well-coordinated coverage of the Nigerian market and the diaspora. This was also done to drive wider coverage of the second all African games which was organized by Nigeria in 1973, costumed 'Festac 73' (Udomiser, 2013). Importantly, the television industry's landscape is changing due to shift in globalization, cultural dynamics and communication technologies which influence relative marketing performance of organizations in the market.

Marketing performance is an organization's strength in providing value driven goods and services to the market as well as capturing value in return for the firm's stakeholders such as employees, suppliers, distributors, shareholders and the publics (Kotler & Keller, 2012). Thus, marketing performance is the records of the successes and failures recorded in terms of known qualitative and quantitative factors such as profit growth, sales growth, customer retention, business expansion, market share, return on investment, employee retention, value creation and productivity (O'sullivan & Abela, 2007; Nur & Zulkiffui, 2014).

Cultural content creation on the other hand, is the production of cultural programmes which are historical or now, artifacts, folks, values, norms and cultures of various nationalities, distributed through the communication media to inform, educate and entertain a wide array of audiences (Ashrafi & Ajdeh, 2018). It involves developing the symbolic meaning, artistic dimension and cultural values of a particular people that originate from and express cultural identities (Rashidi & Meihami, 2016). The cultural values, norms and artistic dimensions shape the cognition, motivation, emotion and behavior of individuals in a geo-cultural environment and the content associated with the peculiar lives of the people, are showcased in the media for history, education, information and entertainment of the audiences or the market (Sadeghi & Sepahi, 2017).

Cultural content marketing is valuable in the 21<sup>st</sup> century globalized world. Irrespective of its benefits in a global marketing environment, the relationship between cultural content creation and marketing performance in the context of television stations in South-south, Nigeria is missing in the literature. However, Baltezarevic and Baltezarevic (2019), evaluated the relationship between cultural content creation and media performance in the context of news media. The study employed qualitative research method. Again, Cubeles (2014), studied the relationship between cultural content creation, production, promotion and media performance in the context of digitalization, digital dynamics in Catalonia. The study employed qualitative research method. Furthermore, Bikoro (2018), evaluated the nexus between media culture and performance in the context of Kenya media organizations with mixed research methods.

Empirical studies on the relationship between cultural content creation and marketing performance in a context specific of television stations in South-south, Nigeria is absent in the context marketing and marketing performance literature. This study aim to address these research gaps by investigating the relationship between cultural content creation and marketing performance of television stations in South-south, Nigeria which is founded on the resource dependency theory. Therefore, the specific objectives of this study are;

- i. To investigate the relationship between cultural context creation and value creation of television stations in South-south, Nigeria.
- ii. To investigate the relationship between cultural content creation and customer retention of television stations in South-south, Nigeria
- iii. To investigate the relationship between cultural content creation and new market entry of television stations in South-south, Nigeria.

## **2. Literature Review**

### **2.1 Theoretical Framework**

#### **2.1.1 The Resource Based Theory**

The Resource Based Theory is credited to the pioneering works of Edith Penrose in 1959. The scholar proposed the theory of the growth of the firm, and this treatise was highly recognized as the philosophical and intellectual underpinnings of the Resource Based View of the firm. The position of this theory is that, the workplace is seen as a pool of resources designed in an administrative structure, and that the behavior of people at work and the development of their competences is critical to the growth and development of the work organization (Hansson, 2015). Following Edith Penrose postulations of this theory, the Resource Based Theory of the firm was made popular by Barney in 1991. The Resource Base Theory is diagnostic and prescriptive in most business operations (Chirico et al., 2011; Graves & Thomas, 2008; Hansson, 2015).

The Resource Based Theory is an inside-out view or perspective of the organization or internally focused perspectives or paradigm of how institutions leverage internal resources for the survival and growth of the workplace (Madhani, 2010). The resource-based view makes use of the resources and capabilities domiciled in the organization which enhance the continuous performance of the workplace. These internal resources or firm based assets are tangible and intangible resources such as human capital, machines, methods, materials and information which are valuable, rare, inimitable, non-substitutable and which are employed in formulating and executing policies and strategies for the organization's sustainable competitive advantage (Mweru & Muya, 2016). The resources drive corporate performance and growth. Therefore, organization's owned resources and capabilities are the basis of strategic decisions while competing in their chosen industries or market in order to provide superior value for the market (Theriou, Agglidis & Theriou, 2009).

The basis of the Resource Based Theory of the firm is that, possession of distinctive resources, competences and capabilities enhance the performance and future competitiveness of the organization in the industry. This is because, these resources and capabilities of the company are too costly for the competition to replicate and thus, lead to sustainable competitive advantage (Curado, 2006). It is, therefore, important for companies to possess superior human capital, machines, materials, information and methods that should be employed in creating superior value for the markets. Again, these resources will be used to produce superior

products and services for customers and drive the competitiveness of the organization in the industry or market (Hansson, 2015).

The implication of the Resource Based Theory to this study of cultural content creation and marketing performance is that critical resource such as human capital, materials, methods and information are needed for cultural content development and marketing performance of television stations in South-south, Nigeria. Essentially, both cultural content creation and marketing performance needs resources domiciled in the organization for their practical operationalization. Companies that want to effectively drive their content marketing for improved marketing performance requires utilization of existing resources in the workplace (Hansson, 2015). In a bid to improve cultural content, enhance marketing performance, companies require pool of resources. Content marketing and development and the performance of marketing, in the organization cannot be effective without internal resources known as inside-out-capabilities which help in driving firm's performance (Madhani, 2010; Mweni & Muya, 2016). Thus, the Resources Base Theory is a laudable prescription for our present study, since it has much philosophical relevance to cultural content creation and marketing performance. However, content development may also require external resource leveraging.

## **2.2 The Concept of Cultural Content Creation**

The theory of cultural content creation is the production of cultural programmes which are historical or now, artifacts, folks, values and cultures of various ethnic nationalities, distributed through the communication media to inform, educate and entertain a wide array of audience (Ashrafi & Ajdeh, 2018). It involves developing the symbolic meaning, artistic dimension and cultural values of a particular people that originate from and express cultural identities (Rashidi & Meihami, 2016). The cultural values, norms and artistic dimensions shape the cognition, motivation, emotion and behaviour of individuals in a geo-cultural environment, and the content associated with the peculiar lives of the people, are showcased in the media for history, education, information and entertainment of the audiences or the market (Sadeghi & Sepahi, 2017).

Cultural content are written or audio-visual information, stories, folks about the cultural values of a particular geo-ethnic setting. It also encompass the collection of traits associated with a community of people. The cultural contents, most importantly, are built around community of people in a geo-cultural environment with similar pattern of thought, behaviour, similar artifact manufacture and use and traces in nature (Morteza, Farrokhlagha & Yazdan, 2021). Cultural content creation can then be defined as the development, production of a group of people with common attributes in language, culture, religion, dress code, behaviour, food, habitat etc. These common features about the people are written or processed in visual or audio-visual format and promoted in the traditional or internet media for the information, education and entertainment of the publics (Cubeles, 2014).

According to Morteza, Farrokhlagha and Yazdan (2020) cultural content creation could be defined as the development of written, visual and audio-visual information about the culture, norms and values of a particular geo-cultural and ethnic nationalities and promoting and distributing same in the marketing communication media for audience or market consumption. The implication of the foregoing definition is that cultural contents are developed from historical records or archives, put in written form, visual or audio-visual form. They are priced,

promoted and distributed through the traditional media or the digital media for the consumption of the publics. Importantly, cultural content creation gives an opportunity for the media to showcase the cultural heritage of a particular ethnic nationality to the public to educate them about the history, culture and way of life of a particular geo-cultural entity or community of people (Borivaje, Radoslav & Vesna, 2018).

The creation or development of cultural content and the distributing of same to the publics through the mass media is highly laudable. Cultural content generation, creates awareness of the rich or bad cultural heritage of a particular people. It is a way of informing the public about the cultural trajectory of a community of people, their way of life, tradition and customs (Allwood, 2021). Importantly, cultural content educates the audience about the cultural values of the people, depicting the uniqueness of each sect, and makes for cultural acceptance, which cultural traditions and values should be upheld, and which of the customs should be changed or adapted to moral values and good conscience (Kus, 2016). Exceptionally good cultural content is a means of entertainment of the public and a way of boosting the hospitality and tourism market of a people. This is because, the communication of these contents through the traditional and digital media increase the traffic of visitors from the domestic market and the international market space (Richards, 2010).

The development of cultural content by media organization is very important. This is the medium through which the cultures of communities, regions and nations can be contextualized, packaged and sold to the publics for inward revenues for the media organization and potential patronage of the cultures in the domestic and global tourism market (Pawlicz & Sidorkiewicz, 2014). The culture of a people can attract investment and visitors to the environment through tourism. Therefore, it is important that cultural content marketing developers should carefully select from the wide variety of cultures, those cultures that are not repugnant to natural justice, equity and good conscience (Koivunen & Marsio, 2007). These cultures should be crafted, designed in written, visual and audio-visual format, and promoted through the marketing communication media; newspapers and magazines, radio/television, the online environment; Youtube, facebook, search engine marketing, instagram etc.

Importantly, the development of cultural content in the marketing communications' media space should involve ethical consideration. Cultural content marketing practitioners or developers are expected to create contents that are realistic. They should not distort the original form of the culture content but showcase the attributes or true essence of the culture and associated content (Scott & Hunt, 2012). Cultural content marketing development, promotion and distribution in the market expectedly should involve ethnical consideration where peoples' culture, customs and traditions should be objectively highlighted in the media without biases or misrepresentation of the facts of the cultural content (Nill & Schibrouskey, 2016). This will help attract goodwill and enhance investment potentials in the area and improve the revenue of the media organization. Cultural Content Development helps in promoting the business of tourism and hospitality management. Therefore, in the creation of cultural content by media organization, ethical consideration in practice is highly valuable.

In creating cultural contents, the content developers should study the relative cultures of the people in details which the content creator aim to develop. This will help the developer to sell the right cultures in the market. Cultural content creation should involve having knowledge of the target cultures; examine the interest of the target audience about the culture before



committing resources for the development of the cultural content (CUBELES, 2014). Thus, the cultural content creator should endeavor to initiate a process of reflection and study on the effect that digitalization or traditional strategies have on activities related to cultural content creation, production and promotion in the media mix (CUBELES, 2014).

Cultural content creation is a good endeavor, as it seeks to promote the culture of a nation or the cultures of various ethnic nationalities within a state (FRESE, 2015). It also help to promote the cultures of various religions existing in society. On the whole, the cultural content creator helps to showcase in the media, the cultural values of a particular people or different ethnic nationalities in terms of their values, rules, regulations and norms including their relative food, songs/dance, dress code etc (FRESE, 2015; STEPHAN & UHLANER, 2010). The cultural content development efforts should seek the optimal utilization of resources; human capital, materials, information and methods for the successful content creation, development and execution in order to meet the demand and expectations of the market. Cultural content creation is a laudable efforts, a way of promoting the cultural heritage of relative societies in our nation – state (Nigeria).

### **2.3 The Concept of Marketing Performance**

Marketing is one of the functional areas of business and its performance impacts the ging concern or otherwise of the work organization. The performance of marketing in the workplace can be measured in the light of successes or failures of the marketing unit based on underlying variables such as sales revenue growth, profitability, employee retention, customer satisfaction, shareholders value maximization, return on investment and productivity (KOTLER & KELLER, 2012; KOTLER & ARMSTRONG, 2008).

Marketing performance is the marketing management's effort in providing value driven produces and services for the market as well as meeting or exceeding the stakeholders' expectations (O'SULLIVAN & ABELA, 2007; CORREARD & AMRANI, 2011). Hence, successful marketing performance implies, marketing management efforts in creating superior value for custoemrs in the form of goods and services as well as capturing value for the owners of the organization in terms of profitability and shareholders' wealth maximization.

Marketing performance is the achievement of the pre-determined marketing goals and objectives by comparing stated marketing objectives with actual marketing outcomes in the light of known financial and non-financial measures; sales growth, profit growth, market share, employee retention, customer satisfaction, shareholders' wealth maximization, productivity and business expansion (KOTLER & KELLER, 2012; LAMBERTI & NOCI, 2010; HACIOGLUE & GOK, 2013). Hence, marketing performance measures the successes and failures of marketing performance indicators which are sales revenue growth, profit growth, customer satisfaction, employee retention, shareholders value maximization and productivity.

Marketing performance management is key and this is the responsibility of marketing management. The marketing organization should ensure that marketing programme and activities are well managed within the organization and the marketplace. The marketing unit of the work organization should make significant contribution by effectively managing products and services, pricing, physical distribution and promotion. Again, it must effectively integrate people, marketing and business processes and management of atmospherics (MORGAN, 2012; LIANG, 2017). Thus, this will ensure continuous sales revenue flows for profit

growth and over-all business success. Marketing performance is highly critical to the total wellbeing of the work organization.

### Conceptual Framework of Study Variables and Hypotheses Development

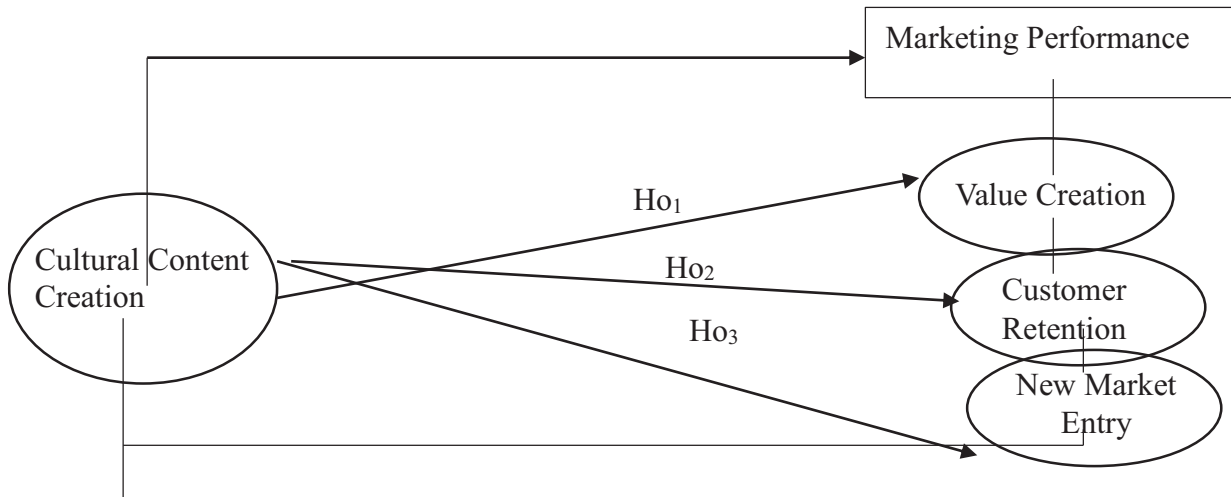


Fig. Conceptual Framework of Study Variables  
Source: Oko and Kalu (2014), Vilani (2016).

#### 2.4 Cultural Content Creation and Marketing Performance

Cultural content creation by media organization improves their business performance. This foregoing is validated with studies. Baltezarevic, Baltezarevic and Baltezarevic (2019) evaluated the relationship between cultural content creation and media performance in the context of news media. The study employed qualitative research method and concludes that cultural content created by media institutions enhance their performance. This finding corroborates the works of Cubeles (2014). The scholar investigated the relationship between cultural creation, production, promotion and media performance in the context of digitalization, digital dynamics in Catalonia. The study employed qualitative research method and the finding shows that cultural creation, production and promotion significantly enhance marketing communications and media performance.

Cultural content development through the traditional media or online digital media improves business performance. This position is highly supported by the works of Bikoro (2018). The scholar studied the nexus between media culture and performance in a context specific of Kenya media organizations. The study employed mixed research method and the finding of the study indicates a positive and significant relationship between media in the media industry. The development of cultural contents and selling same to the publics will enhance media performance since the culture is accepted by audiences who are familiar and unfamiliar with the content. Thus, the development of good cultural content is imperative for the media organizations.

The development of diverse cultural content on the marketing communication media improves business performance. Showcasing culturally diverse content will improve customers' acceptance, satisfaction and lead to successful media business performance. Hong (2021) evaluated the global strategy of a company that uses culture content as its core business. The

study employed qualitative research method and the finding of the study is an indication that, culture content development enhances business performance. This finding is in line with the empirical study of Dhote, Patni and Kamat (2014), where the authors evaluated the influence of branded content integration on consumer engagement in the context of Cinema. The study employed mixed research method and the finding of the study shows that branded content integration significantly improves consumers' engagement. Thus, branded cultural content integration significantly predicts consumers' engagement.

Broadcast entertainment that has cultural content influence the behaviour of audience or customers. Ukwela (2017) examined the nexus between broadcast entertainment and audience behavioural change in Nigeria. The study made use of mixed research method and the finding of the study is that broadcast entertainment positively and significantly influences audience behavioural change. Thus, broadcast cultural entertainment content creation significantly and positively enhances audience behavioural change towards media organizations in Nigeria. This finding is corroborated by the empirical finding of Chioma, Solo-Anaeto and Jegede (2015), where the scholars evaluated radio audience satisfaction with programming in the context of inspiration 92.3 FM, Lagos. The study employed quantitative research method and the finding of the study indicates that programming content positively and significantly enhances audience satisfaction. Thus, cultural content programming of media organizations significantly influence audience satisfaction.

Cultural content creation, analysis and development improves audience engagement with media organization. Samir (2007) investigated content creation, analysis and development in web, developing guidelines, strategies and techniques. The study was domiciled in the media industry in India and a qualitative research design or method was employed. The finding of the study indicates that content creation, analysis and development enhance audience satisfaction and lead to successful media performance. Again, in a comparative study, Morteza, Farrokhlagha and Yazdan (2021) evaluated cultural content and elements with the help of quantitative research method. The finding of the study is that cultural content created by media organizations significantly and positively enhance media performance through the mediating influence of audience satisfaction and retention.

Cultural content creation performs pertinent role for the media organizations as contents of different cultures around the globe are showcased for the entertainment of audiences which influence their behaviours and patronage of the media. Allwood (2021) evaluated the role of cultural content to media performance. The study employed qualitative research method and the finding of the study is that cultural content creation significantly improves media performance. From the foregoing expositions, the implementation of cultural content creation will improve marketing performance of television stations in South-south, Nigeria

### **Methodology**

This research study made use of positivist or quantitative research paradigm. The cross-sectional survey research design was adopted with an explanatory research design typology. The correlational study was employed as the study's method of investigation. The population of the study was the nineteen (19) television stations in the South-south, Nigeria. A census study was carried out, with the population being studied fully. But, three managers from these companies such as the programme manager, the marketing manager and the general manager in each television station made up the respondents of the study. We have fifty seven (57)



respondents that were employed for the survey. Primary data was used for the study and fifty seven (57) copies of the questionnaire were administered to the managers. Three (3) copies of the study instrument were distributed to each of the firm's programme, marketing and general managers. The study instrument was pilot tested for validity and reliability, all the study variables met the recommended threshold, validating and confirming the study instrument. Again, the study made use of both descriptive and inferential statistics for both the univariate and bivariate analysis with the support of the statistical package for social sciences (SPSS), version 25.0

#### 4. Results and Discussions

##### 4.1 Univariate Analysis

**Table 1 Demographic Information of Respondents**

<b>Variables</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Total questionnaire distributed	57	100
Total questionnaire returned	52	91
Total questionnaire validly used	50	88
<b>Gender of Respondents</b>		
Male	22	44
Female	28	56
Total	50	100
<b>Age Distribution of Respondents</b>		
21-38	8	16
39-49	20	40
50-59	19	38
60-above	3	6
Total	50	100
<b>Marital Status of Managers</b>		
Married	42	84
Divorced	4	8
Single	4	8
Total	50	100
<b>Educational Status of Managers</b>		
HND/First degree	34	68
Master's degree	15	30
Ph.D	1	2
Total	50	100
<b>Distribution of Years of Managers Working Experience</b>		
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
<b>Total</b>	<b>50</b>	<b>100</b>

**Source:** Research Data, 2024

Table 1 provides information for the demographics of managers in the television stations operating in South-south, Nigeria. The researchers distributed fifty seven (57) copies of the questionnaire, only fifty (50) copies were employed for the study from the fifty two (52) returned copies of the questionnaire which represent 88% of the total number of questionnaire distributed to the manager. Data from gender revealed that 22 (42%) were male managers, while 28(56%) were female managers. The age distribution of managers shows that 8(16%) were in the age range of 21-38, 20(40%) were in the age range of 39-49. Again, 19(38%) were in the age range of 50-59 while 3(6%) were in the age range of 60 and above.

The marital status of managers indicates that 42(84%) were single. The data revealed that, the industry constitute more of married respondents. The educational attainment of the respondents shows that 34(68%) were HND/first degree holders. 15(30%) were master's degree holder managers, while 1 (2%) was a PhD holder manager. Data shows that the managers in the industry are reasonably educated. The distribution of managers working experience revealed that 1(2%) had less than five years' experience. Another 1(2%) had 5-10 years hand in experience. 9(18%) had 11-15 years working experience. 13(26%) had worked for 16-20 years on the job. Again, 10(20%) respondents had worked for 21-28 years while 8(16%) respondents had 26-30 years hand in experience. In the same vein, 8 (16%) respondents had worked for 31-35 years. It is important to note that managers in the industry have considerable number of years of experience.

## 4.2 Bivariate Analysis

### 4.2.1 Hypothesis 1

H<sub>01</sub> There is no significant relationship between cultural content creation and value creation of television stations in South-south, Nigeria

H<sub>A1</sub> There is significant relationship between cultural content creation and value creation of television stations in South-south, Nigeria

**Table 2 Correlation between Cultural Content Creations and Value Cr eation**

		Cultural Content Creation	Value Creation
Cultural Content Creation	Pearson Correlation	1	.814**
	Sig. (2-tailed)		.000
	N	50	50
Value Creation	Pearson Correlation	.814**	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 of the correlation between cultural content creation and value creation in the context of television stations in South-south, Nigeria. From the model we have the correlation coefficient at 0.814 indicating the strength of relationship existing between cultural content creation and value creation. Thus, there is a very strong relationship existing between cultural content creation and value creation in the context of television station in South-south, Nigeria.

#### 4.2.2 Hypothesis 2

H<sub>01</sub>: There is no significant relationship between cultural content creation and customer retention of television stations in South-south, Nigeria

H<sub>A2</sub>: There is significant relationship between cultural content creation and customer retention of television stations in South-south, Nigeria

**Table 3 Correlation between Cultural Content Creation and Customer Retention**

		Cultural Content Creation	Customer Retention
Cultural Content Creation	Pearson Correlation	1	.652**
	Sig. (2-tailed)		.000
	N	50	50
Customer Retention	Pearson Correlation	.652**	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 illustrates the correlation between cultural content creation and customer retention. From the model we have the correlation coefficient at 0.652, which shows the strength of relationship between the independent variable, cultural content creation and the dependent variable, customer retention. Thus, there is a strong relationship existing between cultural 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 cultural content creation and customer retention in a context specific of television stations in South-south, Nigeria.

#### 4.2.3 Hypothesis 3

H<sub>03</sub>: There is no significant relationship between cultural content creation and new market entry of television stations in South-south, Nigeria.

H<sub>A3</sub>: There is significant relationship between cultural content creation and new market entry of television stations in South-south, Nigeria.

**Table 4 Correlation between Cultural Content Creation and New Market Entry**

		Cultural Content Creation	New Market Entry
Cultural Content Creation	Pearson Correlation	1	.602**
	Sig. (2-tailed)		.000
	N	50	50
New Market Entry	Pearson Correlation	.602**	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 provides explanation for the relationship between cultural content and new market entry. From the model we have a correlation coefficient of 0.602 indicating a strong relationship existing between the independent variable, cultural content creation and the

dependent variable, new market entry in the context of television stations in South-south, Nigeria. Again, we have a probability value of 0.000 which is less than the critical value of 0.05. We therefore, reject the null hypothesis and accept the alternate hypothesis at the 95% level of confidence. Thus, there is significant relationship between cultural content creation and new market entry of television stations in South-south, Nigeria.

### **4.3 Discussion of Findings**

This study investigated the relationship between cultural content creation and the measures of marketing performance; value creation, customer retention and new market entry in the context of television stations in South-South, Nigeria. Cultural content creation has positive and very strong relationship with customer retention. Again, cultural content creation has positive and strong relationship with marketing performance in the context of television stations in the South-South region of Nigeria.

The findings above is validated with previous studies. Baltezarevic, Baltezareuc and Balterzaruic (2019) study is highly supportive. The scholars evaluated the nexus between cultural content creation and media performance in the context of new media. The study employed qualitative research methods and the findings is that, cultural content created by media organization enhance their performance. Our empirical work is also in lien with the works of Cubeles (2014), where the scholar investigated the relationship between cultural content creation, production, promotion and media performance in the context of digitalization, digital dynamics in Catalonia. The study employed qualitative research methods and the findings indicates that cultural content creation, production, promotion significantly enhance marketing communications and media performance.

Furthermore, our empirical results are in agreement with the works of previous scholars, Bikoro (2018). The scholar studied the nexus between media culture and performance in the context of Kenya media organizations. The study employed mixed research method and the findings of the study indicate a positive and significant relationship between media culture and business performance in a context specific of Kenya media organizations. This is also supported with Dhote, Datni and Kamat (2013). The scholars evaluated the influence of branded content integration on consumer engagement in the context of cinema organization. The study employed mixed research methods and the findings of the study is that branded content integration significantly improves consumers' engagement. Thus, branded cultural content integration significantly predict consumers engagement. Again, our findings are also consistent with Ukwela (2017), the author examined the nexus between broadcast entertainment and audience behavioural change in Nigeria. The study employed mixed research methods and the findings is that broadcast entertainment positively and significantly influence audience behavioural change. Thus, broadcast cultural entertainment content creation significantly and positively enhance behavioural change towards media organizations in Nigeria.

Moreso, the findings of our study are strongly validated with studies. Samir (2007), investigated content creation, analysis and development in web developing guidelines, strategies and techniques. The study was domesticated in the media industry in India. A qualitative research design was adopted and the findings of the study revealed that, content creation, analysis and development, enhance audience satisfaction and lead to successful media performance. This is also consistent with Morteza, Farrokhlagba and Yazdan (2021),

the scholars evaluated cultural content creation and elements with the help of quantitative research methods. The findings of the study indicates that cultural content crated by media organizations significantly and positively enhance media performance through the mediating influence of audience satisfaction and retention.

In addition, the works of Allwood (2021) is highly supportive of our studies. The scholar evaluated the role of cultural content to media performance. The study employed qualitative research methods and the findings is that cultural content creation significantly improve media performance. Thus, cultural content creation significantly improves marketing performance of television stations in South-south, Nigeria.

## **5. Conclusion**

This study investigated the relationship between cultural content creation and marketing performance in the context of television stations in South-South, Nigeria. From the research results we conclude that cultural content creation significantly improves marketing performance of television stations in South-south, Nigeria

## **6. Recommendations**

The following recommendations were made;

- i. The management of the television stations in South-south, Nigeria should make significant investments in cultural contents, developing these contents across the various cultures of Nigeria and selling same to the publics. This will create value for the market and the owners of the television stations,
- ii. The television stations in South-south, Nigeria should develop and sell culture contents that will sell as well address the needs of the market. This will significantly enhance customer retention and improve profitability and shareholders value.
- iii. Management of the television stations in South-south, Nigeria should develop and operationalize Nigeria's culture contents and sell same in the foreign market. This will enhance the cultures contents and companies' visibilities, improve foreign exchange earnings in maximizing both the nation's and TV stations' wealth.

## **7. Contribution to Knowledge**

Studies have been done around content marketing and marketing performance. Baltezarenic and Baltezarnic (2019), studied the relationship between cultural content creation and media performance in the context of news media. The study made use of qualitative research paradigm. Again, Cubeles (2014), examined the relationship between cultural content creation, production, promotion and media performance in the content of digitalization, digital dynamics in Catalonia. The study employed qualitative research method. Furthermore, Biokoro (2018), evaluated the relationship between media culture and performance in a content specific of Kenya media institutions with mixed research methods.

However, empirical studies on the relationship between cultural content creation and marketing performance in the context of television stations in South-south, Nigeria is absent in the content marketing and marketing performance literature. Again, most of the previous studies are based on qualitative research method. This study was able fill these gaps in the literature by empirically investigating the correlationship between cultural content creation and marketing performance of television stations in South-south, Nigeria.



## 8. Theoretical/Practical Implications

The implications of this study is of two premises. The theoretical implication of this study is that students and researchers in the area of content marketing will find this material as a useful resource document to further enhance their knowledge seeking. However, the practical or managerial implication of this study is that managers of television stations in South-south, Nigeria and content marketing practitioners in other industries will employ the knowledge of this material to operationalize their content marketing practice in the industries.

## Suggestions for Further Studies

Content marketing researchers should try this study in other regions and industries in Nigeria, other nations and cultures. Again, scholars should also apply a mixed research method for this study. This is to find out whether similar or different results will be obtained.

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