International Journal of Academic Management Science Research (IJAMSR)
ISSN: 2643-900X
Vol. 10 Issue 5 May - 2026, Pages: 132-143

Content Marketing And Business Performance Of Radio Stations In Bayelsa State

DICK, DIEPRIYE I.J. PhD1, OYAREBU, FLOURISH ZULIAT2

1dicdd@fuotuoke.edu.ng
08033748452
2Oyarebuflourish9@gmail.com
Department of Entrepreneurship & Marketing Faculty of Management Sciences Federal University Otuoke, Bayelsa State, Nigeria

Abstract: *This study investigated the impact of content marketing on business performance of radio stations in Bayelsa state. With the increasing demand to make the radio broadcasters remain competitive and relevant in the fast changing media environment, content marketing has become an important strategic tool. The study specifically focused on the effect of news and entertainment programming to the listener loyalty and increasing value to the station. The explanatory research design was utilized with a causal investigation, and structured questionnaire was used to sample purposively selected media professionals in the major radio stations in the state. The univariate and bivariate statistics were used to analyse the data which consist of mean, standard deviation, the variance and the regression model respectively. The results indicated that news content marketing plays a significant role in bringing value by increasing brand credibility, building audience trust, and strategy alignment. It was also established that it assists greatly in customer retention owing to its consistency, accuracy and relevance. In contrast, the effectiveness of the entertainment content marketing in the brand personality promotion and the engagement process was demonstrated, and it was viewed as less critical to the creation of long-term value and loyalty. The study concludes that the two forms of content marketing are critical to business performance, though they have to be tactfully balanced to optimize the performance of organizations. The study recommends an increased investment in news and entertainment contents marketing strategy, use of analytics in the content creation processes, and adoption of the diversified content content marketing strategy in both conventional and online advertising platforms.*

Keywords: Content marketing, entertainment, customer retention, value creation, radio stations, Bayelsa State

1. Introduction

The radio industry in Nigeria has long been recognized as a powerful communication medium, deeply embedded in the nation's socio-cultural fabric and economic dynamics. In the South South region of Nigeria, radio stations serve as pivotal agents of both information dissemination and commercial promotion, acting as a bridge between traditional communities and the modern business landscape. The region's radio stations have evolved from simple transmitters of news and entertainment to sophisticated platforms that integrate advertising and content marketing strategies to engage diverse audiences. As Kotler (2016) stated "marketing involves the development, communication, and delivery of offerings that have value for customers, clients, and society at large," a perspective that resonates with the transformative role played by radio stations in this region. Historically, radio in the South South region emerged as a vital tool for community engagement and local governance, particularly in areas where literacy rates and infrastructural challenges limited access to print and digital media. Early broadcasters emphasized culturally relevant programming that included indigenous music, folklore, and local news, thereby establishing radio as a trusted source of information. Over time, however, commercial imperatives and technological advances led these stations to reconfigure their operational models. As observed by Iweala (2010) who noted "the evolution of media in Nigeria reflects a confluence of tradition and modernity," many stations have adopted contemporary content marketing techniques aimed at capturing the attention of an increasingly fragmented audience. This transition underscores the importance of radio not only as a medium of cultural expression but also as a strategic tool in the competitive marketing landscape.

Bayelsa state presents a dynamic radio landscape characterized by a blend of state-owned and privately operated stations that have evolved to meet the diverse needs of its inhabitants. The state-owned Bayelsa State Broadcasting Corporation (BSBC Bayelsa) GLORY FM has traditionally served as the primary vehicle for public information and education, offering programs that range from news and public service announcements to cultural and educational content. Udo (2012) stated, "state-run radio serves as an essential instrument for public enlightenment and national integration," a perspective that underscores the corporation's mandate to foster community dialogue and disseminate critical information across the state. In recent years, the emergence of private FM stations in Bayelsa has significantly transformed the broadcasting environment. Stations such as Rhythm FM Bayelsa and Bayelsa FM have established themselves as influential players by offering localized content that resonates with the community's cultural and socio-economic realities. Omosanya (2015) remarked, "the rise of privately-owned radio stations in the Niger Delta has ushered in a new era of vibrant, locally resonant programming that speaks directly to the community's pulse." These private outlets have capitalized on modern content marketing strategies to create interactive programming formats that include live call-in segments and social media integration. This approach not only attracts a younger audience but also enables real-time engagement with listeners, thereby fostering a sense of community and loyalty.

Additionally, national radio networks such as Raypower FM and Nigeria Info extend their broadcasts into Bayelsa, thereby complementing local stations by providing broader news coverage and a wider array of perspectives. Chukwu (2018) observed, "the penetration of national radio networks into Bayelsa is indicative of the state's strategic importance within Nigeria's broader media landscape." The presence of these national broadcasters enriches the media ecosystem by offering content that balances local interests with national and international viewpoints. The coexistence of state-owned, private, and national radio stations in Bayelsa has created a competitive yet complementary environment where each player contributes uniquely to the public discourse. The state-owned station's focus on public service and education contrasts with the private stations' emphasis on entertainment and interactive engagement, while the national networks bridge the gap by offering comprehensive news and analysis. Okafor (2016) noted, "radio in Bayelsa functions as a cultural conduit that not only reflects societal values but also plays an active role in shaping them." This synthesis of varied programming strategies highlights the multifaceted role of radio as both an information medium and a catalyst for cultural expression.

In essence, the radio stations in Bayelsa state epitomize the evolution of traditional media in a rapidly changing digital era. The strategic interplay between the established public broadcaster, the innovative private stations, and the influential national networks has resulted in a robust media landscape that effectively serves the informational, cultural, and entertainment needs of the Bayelsa populace. As Ejiogu (2014) affirmed, "the vibrant radio culture in Bayelsa is a testament to the power of media in transforming public discourse and fostering community engagement," a statement that encapsulates the enduring impact of radio on both individual lives and the collective identity of the state.

The transformation of radio In the South South region has been accompanied by a renewed focus on content marketing as an independent variable that significantly influences audience engagement and, ultimately, business performance. Content marketing in this context involves the deliberate creation, curation, and distribution of valuable content that resonates with listeners, enhances brand identity, and differentiates radio stations in a saturated market. Armstrong (2018) clearly articulated that "content marketing is the process of creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience," a definition that encapsulates the modern strategic approach adopted by radio broadcasters in Nigeria. Stations in the South South region now invest in producing locally tailored programs that integrate interactive elements, storytelling, and digital interactivity, thereby enhancing the consumer experience and fostering loyalty. This strategic emphasis on quality content aims not only to entertain and inform but also to build a sustainable platform for advertising revenues and strategic partnerships.

Parallel to the advancement of content marketing strategies, business performance in the radio industry is increasingly viewed as a dependent variable shaped by various internal and external factors. Business performance in this sector is typically measured through metrics such as advertising revenue, market share, audience reach, and brand equity. Porter (1985) asserted that "competitive advantage stems from superior business performance that is underpinned by innovative strategies and efficient operations," a concept that is particularly relevant in understanding how radio stations in the South South region are navigating a competitive market environment. In practice, the effectiveness of content marketing initiatives is often reflected in improved business performance outcomes. For instance, radio stations that successfully integrate interactive content, social media engagement, and community participation tend to attract more advertisers and generate higher revenues. This symbiotic relationship suggests that content marketing is not merely an ancillary activity but a core driver of business success in the contemporary radio landscape.

Despite the apparent synergy between content marketing and business performance, a significant knowledge gap persists in both academic literature and industry practice regarding the precise mechanisms through which these variables interact in the context of Nigeria's radio industry. While extensive research has been conducted on content marketing in digital environments, studies specifically focusing on traditional media channels particularly radio in emerging markets remain scarce. As Smith (2017) remarked "the interplay between content marketing strategies and business performance outcomes remains underexplored in emerging markets," a sentiment that underscores the critical need for context-specific research. In the South South region, where cultural nuances, economic challenges, and technological constraints interplay, the lack of empirical evidence presents a barrier to fully understanding how innovative content strategies can be optimized to enhance business performance. This gap is further compounded by the rapid evolution of media consumption habits, which demands continuous adaptation of content strategies to meet the shifting expectations of audiences.

Moreover, the existing body of research often overlooks the unique operational context of radio stations in the South South region. Many studies adopt a generalized perspective on content marketing that does not account for regional variations in consumer behavior, regulatory environments, and market maturity. Consequently, there is an urgent need to develop tailored frameworks that address the specific challenges and opportunities faced by radio broadcasters in this part of Nigeria. As Ogbonna (2012) observed "the dynamics of media consumption in Nigeria require bespoke strategies that reflect local realities," indicating that insights derived from studies in Western contexts may not be directly applicable. Bridging this knowledge gap is essential not only for advancing academic understanding but also for informing practical strategies that can enhance the competitive positioning and financial sustainability of radio stations in the South South region.

The South South region's radio industry is at a critical juncture where traditional broadcasting practices intersect with modern content marketing strategies. The strategic deployment of high-quality, locally relevant content has the potential to significantly improve business performance by driving audience engagement and generating advertising revenues. Nonetheless, the current literature reveals a pronounced gap in understanding the specific relationship between content marketing initiatives and business performance outcomes within this unique context. Future research must endeavor to address this gap by developing robust empirical models that capture the multifaceted influences of content marketing on business performance in Nigeria's radio sector. This comprehensive exploration will not only enrich academic discourse but also provide actionable insights for practitioners seeking to navigate the evolving media landscape in the South South region.

2. Literature Review

2.1 The Concept of Content Marketing

2.1 Concept of Content Marketing

Kotler (2016) defined content marketing as "the process of creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience," emphasizing its strategic role in modern communication (Kotler 2016). In the realm of news content marketing, Armstrong (2018) noted that "the integration of authentic news reporting with strategic narrative not only informs audiences but also builds enduring trust and loyalty," thereby underscoring the credibility imperative in news dissemination (Armstrong 2018). Iweala (2010) observed that "the advent of digital technologies has revolutionized news content marketing by enabling real-time updates and interactive engagement," which enhances the relevance and immediacy of news delivery (Iweala 2010). In contrast, Pulizzi (2014) argued that "entertainment content marketing thrives on emotionally charged storytelling and creative content that captures the imagination of consumers," a strategy that is central to forging a strong emotional bond between brands and their audiences (Pulizzi 2014). Chaffey (2019) remarked that "the blending of social media with entertainment content marketing creates immersive experiences that resonate deeply with diverse audience segments," highlighting the innovative convergence of platforms in modern marketing (Chaffey 2019). Smith (2017) contended that "while news content marketing is anchored in factual accuracy and credibility, entertainment content marketing leverages artistic expression and emotional appeal to stimulate consumer interest," thus delineating the distinct yet complementary approaches within the content marketing spectrum (Smith 2017). Finally, Okafor (2016) concluded that "a holistic marketing strategy that integrates both news and entertainment content elements is essential for sustaining audience engagement and enhancing brand performance in today's competitive media environment," encapsulating the strategic benefits of a blended approach (Okafor 2016).

Radio stations in Nigeria have also embraced content marketing to remain competitive in the evolving media landscape. The rise of digital technology and changing consumer behavior have made it necessary for radio broadcasters to move beyond traditional advertising and incorporate content-driven strategies that engage their audiences in meaningful ways. Wogu (2018) asserts that "the Nigerian media industry has had to evolve rapidly in response to digital disruption, with content marketing emerging as a crucial tool for audience engagement and business sustainability." Nigerian radio stations such as Cool FM, Wazobia FM, and Beat FM have successfully integrated content marketing into their operations by producing engaging radio segments, podcasts, and digital content that attract both listeners and advertisers. One of the fundamental aspects of content marketing is the ability to establish brand authority and trust. Kotler and Keller (2022) argue that "content marketing builds consumer trust and credibility by providing useful and relevant information rather than overtly pushing products or services." Nigerian radio stations leverage this principle by creating content that educates, informs, or entertains their audiences while subtly integrating sponsored messages or brand partnerships. For example, radio shows focused on health, finance, or entrepreneurship often feature expert guests sponsored by corporate organizations, thereby aligning valuable content with brand promotion.

Additionally, content marketing fosters audience engagement and loyalty by maintaining consistent and interactive communication. Chaffey (2023) emphasizes that "successful content marketing is based on continuous engagement, ensuring that consumers remain connected to the brand over time." Nigerian radio stations employ this strategy through listener call-in segments, social media interactions, and exclusive online content that extends beyond traditional broadcasting. For instance, Inspiration FM in Lagos has adopted a multi-channel content marketing approach by integrating radio discussions with social media engagement and YouTube video content to create a more immersive experience for its audience. Despite the increasing adoption of content marketing, Nigerian businesses, including radio stations, face challenges in measuring the effectiveness of their content strategies. Unlike traditional advertising, where success is often measured in direct sales or audience reach, content marketing requires a more nuanced approach to performance evaluation. Smith (2022) states that "measuring content marketing effectiveness requires the use of multiple metrics such as engagement levels, conversion rates, and audience retention rather than simple exposure figures." Nigerian radio broadcasters often rely on audience feedback, social media metrics, and digital analytics to assess the impact of their content marketing efforts.

The business performance of radio stations Is deeply intertwined with the concepts of value creation and customer retention, which together form the backbone of sustainable competitive advantage (Kotler 2016). Value creation is achieved when radio stations design innovative programming and advertising strategies that resonate with listeners' cultural preferences and lifestyle needs,

thereby generating measurable customer benefits (Armstrong 2018). As Kotler (2016) stated, "marketing involves the development, communication, and delivery of offerings that have value for customers, clients, and society at large," emphasizing that delivering superior value is crucial to attracting and engaging audiences (Kotler 2016). Customer retention, on the other hand, involves the systematic effort to build long-term relationships with listeners through consistent, engaging content that meets or exceeds their expectations, ensuring ongoing patronage (Iweala 2010). According to Armstrong (2018), "content marketing is the process of creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience," which underscores the importance of delivering quality content that both attracts new listeners and fosters loyalty among existing ones (Armstrong 2018). The integration of value creation and customer retention strategies directly enhances business performance by driving increased advertising revenue, higher market share, and improved brand equity for radio stations (Pulizzi 2014). Chaffey (2019) noted that "the blending of innovative content with strategic engagement initiatives creates immersive experiences that drive customer loyalty," a dynamic that is essential in today's competitive media landscape where audience engagement is paramount (Chaffey 2019). Smith (2017) argued that "while traditional broadcasting methods remain relevant, modern radio stations must adopt innovative approaches to continuously add value and retain customers," highlighting the necessity of ongoing content innovation to sustain business performance (Smith 2017). Okafor (2016) concluded that "sustainable business performance in the media industry is largely dependent on the ability to continuously create value and maintain a loyal customer base through strategic initiatives," thereby reinforcing that a focus on both value creation and customer retention is critical for long-term success (Okafor 2016). Ultimately, the deliberate pursuit of these strategies not only improves immediate financial outcomes but also strengthens the overall market position of radio stations by fostering a robust, engaged, and loyal listener base (Kotler 2016).

2.2 Dimensions of Content Marketing

2.21 News Content Marketing

News content marketing leverages timely and fact-based stories to establish credibility (Halligan, 2009). For Nigerian radio stations, particularly public broadcasters like Radio Nigeria or private ones like Nigeria Info FM, curating political debates, social analysis, and local news coverage helps reinforce their relevance. When listeners associate a station with reliable and balanced reporting, trust increases—translating into higher ratings and advertising interest. For example, during national elections, stations that provide real-time updates, expert commentary, and audience call-ins generate high listener engagement, which boosts their advertising revenue.

In the early years of radio broadcasting, news content marketing was primarily embedded within radio advertisements and sponsorships. Nigerian radio stations, like their global counterparts, relied on direct commercials to generate revenue. However, as competition in the media industry intensified and consumer preferences shifted, radio stations began adopting more sophisticated content marketing strategies to maintain audience interest and sustain profitability. According to Eze (2021), "the Nigerian radio industry has witnessed a transformation from direct advertising reliance to news content-driven engagement, where brands integrate marketing messages seamlessly into entertainment and information programs."

The advent of digital technology marked a major turning point in the evolution of content marketing within the Nigerian media industry. With the rise of the internet, social media, and mobile technology, traditional radio stations faced growing competition from digital platforms that offered personalized and on-demand content. In response, Nigerian broadcasters had to rethink their marketing approaches and leverage digital content to remain competitive. Kaplan and Norton (2021) state that "media organizations have had to embrace digital transformation by integrating content marketing strategies that extend beyond traditional broadcasting, leveraging online platforms to reach wider and more diverse audiences."

2.2.2 Entertainment Content Marketing

Entertainment content marketing uses culturally resonant storytelling and humor to create emotional connections with audiences (Kotler, 2016). Nigerian stations like Wazobia FM, which broadcast in Pidgin English and integrate comedy, lifestyle talk, and music, demonstrate the power of entertainment in attracting mass audiences. These shows are often repurposed on digital platforms like Instagram or YouTube, extending reach beyond terrestrial radio. The entertaining nature of the content increases listenership duration and program loyalty two key metrics that attract sponsors and advertisers in Nigeria's competitive media space. Nigerian radio stations have increasingly adopted digital content marketing techniques such as social media engagement, influencer partnerships, and on-demand streaming services. For example, Cool FM, one of Nigeria's leading urban radio stations, has integrated digital marketing strategies by producing exclusive online content, including video interviews, live-streamed shows, and interactive social media campaigns. This approach allows the station to engage its audience beyond traditional radio broadcasting and attract advertisers looking for digital engagement opportunities.

The integration of podcasting has further shaped the evolution of content marketing in Nigeria's media industry. Pulizzi (2020) highlights that "the rise of podcasting has revolutionized content marketing by providing a more personalized and long-form platform for audience engagement." Nigerian media companies and individual content creators have leveraged podcasting as a tool for brand storytelling, niche content delivery, and targeted audience engagement. Notable Nigerian radio personalities such as Gbemi Olateru-Olagbegi and Toolz have expanded their influence through independently produced podcasts, which allow them to create specialized content that resonates with specific audience segments while attracting sponsorship and advertising deals.

2.3 The Concept of Business Performance

Business performance in radio broadcasting includes audience growth, advertising revenue, brand visibility, and operational sustainability. Kaplan and Norton (1996) highlighted the balanced scorecard approach, which includes financial and non-financial indicators. For Nigerian stations, business performance is evaluated by ad slots sold, listenership metrics (e.g., ratings from NBC or independent agencies), and digital footprint (e.g., podcast downloads or social media followers). Stations like Beat FM Lagos have leveraged content marketing to strengthen these metrics, transforming their on-air personalities into influencer brands that attract additional revenue from endorsements. Business performance in the context of radio stations refers to their ability to achieve financial sustainability, audience engagement, and operational efficiency while fulfilling their broadcasting objectives. Radio stations operate in a highly competitive media landscape where revenue generation, audience retention, and content relevance determine their success (Kotler, 2003). The Nigerian broadcasting industry, regulated by the National Broadcasting Commission (NBC), has witnessed significant changes over the years, including increased privatization and digital transformation, which have impacted the operational strategies of radio stations (Nwodu, 2006).

In Nigeria, radio stations play a pivotal role in disseminating information and entertainment across diverse populations. However, the business performance of these stations is influenced by various factors, including revenue generation, audience reach, and operational efficiency. According to Statista, the revenue in Nigeria's traditional radio market is projected to reach US$50.10 million in 2025, with an expected annual growth rate of 0.43% from 2025 to 2029, leading to a projected market volume of US$50.96 million by 2029. Despite this modest growth, the industry faces significant challenges. Financial performance remains a key metric for assessing business success in radio broadcasting. The primary revenue streams for Nigerian radio stations include advertising, sponsorships, and syndicated programming (Asemah, 2011). Advertising revenue is particularly crucial, as it is directly linked to audience size and demographic appeal. Advertisers are more inclined to place their messages on radio stations with large and engaged listenership, making audience measurement an important determinant of business success (Babalola, 2015). However, with the rise of digital platforms and social media, traditional advertising revenue for radio stations has faced significant challenges, leading many to diversify their income sources (Olayinka, 2018).

2.4 Measures of Business Performance

2.4.1 Value Creation

The concept of value creation has evolved significantly within strategic management and marketing literature. At its core, value creation involves developing offerings that customers perceive as beneficial, thereby influencing their purchasing behavior and loyalty. Porter (1985) introduced the concept of the value chain, a framework that dissects a firm's internal activities to identify areas where value is added for the customer. He argued that competitive advantage arises when firms can deliver comparable benefits at a lower cost or provide superior benefits at a justifiable price.

In the marketing context, value is co-created through interactions between firms and customers. Prahalad and Ramaswamy (2004) emphasized the importance of engaging consumers in dialogue to personalize and enhance the consumption experience. They posited that firms no longer act as the sole creators of value but as facilitators of value creation through collaboration and transparency. For Nigerian radio, value creation means providing informative, entertaining, and culturally relevant programming that fits the lifestyle and needs of local audiences. Stations like Arewa Radio in the North and Faaji FM in the Southwest cater to linguistic and cultural uniqueness, ensuring regional relevance. By doing so, they not only retain audience attention but also offer advertisers precise market segmentation, thus increasing their commercial appeal.

2.4.2 Customer Retention

Customer retention refers to a company's ability to maintain ongoing relationships with existing customers and prevent them from switching to competitors. According to Reichheld (1996), retaining customers is significantly more cost-effective than acquiring new ones. He introduced the Net Promoter Score (NPS) as a metric to evaluate customer loyalty based on the likelihood of repeat purchases and referrals. His work showed that increased retention rates lead to higher profitability due to lower marketing costs, reduced price sensitivity, and increased lifetime value.

Rust, Zeithaml, and Lemon (2000) argued that firms must view customer relationships as assets, emphasizing the customer equity model, which segments customers into current and potential lifetime value. They advocated for tailored retention strategies based on data analytics and customer segmentation. Nigerian firms increasingly apply these principles using mobile apps and CRM tools to track user behavior and personalize communication, especially in banking and e-commerce. Customer retention refers to the ability to keep listeners tuning in consistently over time (Reichheld, 1996). Nigerian radio stations use loyalty mechanisms such as jingle competitions, live call-in segments, birthday shoutouts, and social media engagement to maintain a personal connection with audiences. For instance, Nigeria Info FM's political commentary shows have built a loyal urban audience by allowing real-time listener input, making the audience feel like stakeholders in the program. This emotional investment translates to daily or habitual listening patterns, increasing the station's value proposition to advertisers.

Despite these opportunities, Nigerian radio stations face several challenges that impact their business performance. Economic instability, fluctuating advertising budgets, and high operational costs make it difficult for stations to maintain profitability (Oso, 2012). Many stations rely on government funding or private sponsorship, but financial sustainability remains a pressing issue, especially for independent broadcasters (Adaja, 2016). Moreover, the increasing competition from digital platforms and alternative media sources has forced traditional radio stations to innovate and integrate new content distribution models to remain relevant (Nnabuko, 2020).

Conceptual Framework of Study Variables

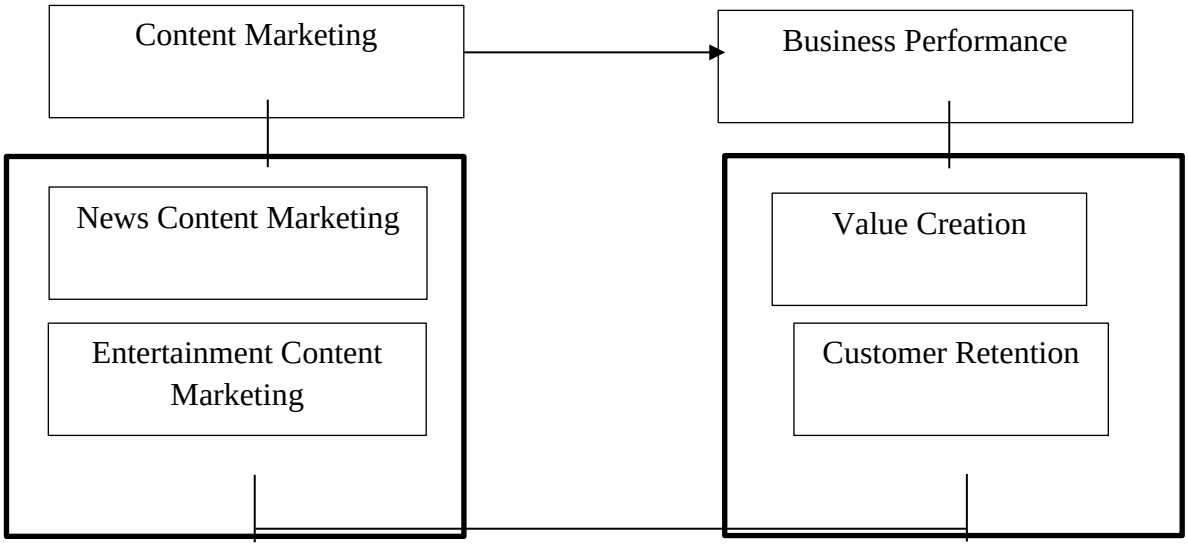

Fig 1 **Conceptual Framework of the Relationship between Content marketing and Business Performance**
Source: Researcher's Conceptualizations from Review of Literature, 2025

3. Methodology

This study adopted a cross sectional survey research design. The explanatory research design was employed with a causal method of investigation. The populaiton of the study was the ten radio stations operating in bayelsa State, Nigeria. This population was fuly studined, hence a census study was conducted. However, five managers from each department; marketing, sales, human resources, operations and customer service constituted the respondents of the study. Hence, fifty (50) managers were employed for the study. The method of data collection was primary, structured questionnare of five point likert type scale which was pilot tested and validated was administered to the respondents. Fifty (50) copies of the quesitonnaire were distributed and of the forty five copies that were returned, only forty (40) copies were validly used for the study. The methods of data analysis are the univariate descriptive statistics and the bivariate inferential statistics. The regresison analysis was employed with the aid of the statistical package for social sciences (SPSS), version 27.0

1. Estimation of Results

4.1 Data Presentation

Table 1 Demographic Data of Respondents

Demographic Information	**Frequency**	**Percentage (%)**
Field Report		
Questionnaire distributed	50	100
Question returned	45	90
Questionnaire validly used	40	80
Gender		
Male	23	57
Female	17	43
Total	**40**	**100**
Age (years)		
18-24	-	

25-34	-	
35-44	11	42
45-54	20	40
55 – above	9	18
Total	40	100.0
Job Experience (Years)		
Less than 1 years	-	
1-3	-	
4-6	10	25
7-10	15	38
10-15	10	25
15 – above	5	12
Total	**40**	**100.0**
Educational Background		
Secondary (WASCE/SSCE)	-	
Diploma/NCE	-	
HND/Bachelor's Degree	24	60
Master's Degree	14	35
Ph.D	2	5
Total	**40**	**100.0**
Departments		
Marketing	10	25
Sales	10	25
Human resource	5	12.5
Operations	5	12.5
Customer service	10	25
Total	**40**	**100.0**

Source: Research Data, 2025

Table 1 explained managers demographics in the radio stations in Bayelsa State. The field report shows that from the fifty (50) questionnaire distributed 45(90%) were returned and only 40(80%) were validly used for the study. The gender variable indicated that male represent 23 957%) while female respondents were 17(43%). Age distribution of managers revealed that 21(42%) were within the age range of 35-44, 20(40%) were in the age bracket of 45-54. Respondents who were 55 and above are 9 representing 18% of the total respondents.

Furthermore, employees working experience revealed that 10(25%) had 4-6 years hands on experience. 15(38%) had 7-10 years on the job experience, another 10(25%) had 10-15 years working experience while 5(12%) had 15 years upward working experience. The educational status of the managers indicates that 24(60%) were with the HND/Bachelors degrees, 14(35%) were with the Ph.D degree. This shows that, employees are highly educated. The distribution of managers across the various departments and work units revealed that marketing had 10(25%), sales 10(25%), human resource 5(12.5%), operations 5(12.5%) while customer service had 10 management staff representing 25% of the total respondents.

4.2 Bivariate Analysis

4.2.1 Test of Hypothesis 1

Ho_1: There is no significant impact of news content marketing on value creation of radio stations in Bayelsa State

H_{A1}: There is significant impact of news content marketing on value creation of radio stations in Bayelsa State

Table 2: Result of the regression analysis on the impact of news contents marketing and value creation in radio stations in Bayelsa state Nigeria

Model 1	R = 0.830	R^2 = 0.936	Adj.R^2 = 0.687	Std. Error estimation = 0.307	Durbin-Watson = 1.679
	Sum of Square	Df	Mean Square	F	Sig.

Regression Residual Total	6089.246 2744.947 8834.193	1 349 350	6089.246 18.547	328.315	.000[b]
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant news contents marketing and Support	-11.417 .887	2.936 .016	.830	-3.888 18.119	.000 .000

Source: SPSS output, Version 27.0 (2025)

The table above shows that news contents marketing has a significant relationship with value creation in radio stations in Bayelsa state Nigeria at ($\beta = 0.887$, $R^2 = 0.936$, P = .000). Furthermore, result reveals that news contents marketing has 94% decisive influence on value creation in radio stations in Bayelsa state Nigeria. The P value of 0.000 is less than significant level of 0.05. The result shows that there is a significant positive relationship between news contents marketing and value creation in radio stations in Bayelsa state Nigeria.

4.2.2 Test of Hypothesis 2

H_{02}: There is no significant impact of news content marketing and Customer retention of radio station in Bayelsa state Nigeria.
H_{A2}: There is significant impact of news content marketing and Customer retention of radio station in Bayelsa state Nigeria

Table 3: Result of the regression analysis on the impact of news content marketing and Customer retention of radio station in Bayelsa state Nigeria

Model 2	R = 0.831	R^2 = 0.952	Adj.R^2 = 0.688	Std. Error estimation = 0.308	Durbin-Watson = 1.688
	Sum of Square	Df	Mean Square	F	Sig.
Regression Residual Total	6089.247 2744.948 8834.194	1 349 350	6089.247 18.547	328.316	.000[b]
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant News content marketing	-11.418 .896	2.943 .017	.830	-3.999 18.120	.000 .000

Source: SPSS output, Version 27.0 (2025)

The table above shows that news content marketing has significant influence on Customer retention of radio station in Bayelsa state Nigeria at ($\beta = 0.896$, $R^2 = 0.952$, P = .000). Furthermore, result reveals that news content marketing has 95% decisive influence on Customer retention of radio station in Bayelsa state Nigeria. The P value of 0.000 is less than significant level of 0.05. The result shows that there is a significant positive Relationship between news content marketing and Customer retention of radio station in Bayelsa state Nigeria.

4.2.3 Hypothesis 3

H_{03}: There is no significant impact of entertainment contents marketing and Customer retention of radio station in Bayelsa state Nigeria.
H_{03}: There is significant impact of entertainment contents marketing and Customer retention of radio station in Bayelsa state Nigeria.

Table 4: Result of the regression analysis of the impact of entertainment contents marketing and value creation of a radio station in Bayelsa state Nigeria

Model 3	R = .809[a]	R^2 = .917	Adj.R^2 = .652	Std. Error estimation = 3.873	Durbin-Watson = 1.790
Regression Residual Total	Sum of Square 4195.645 2219.689 6415.333	Df 1 349 350	Mean Square 4195.645 14.998	F 279.749	Sig. .000[b]
Constant entertainment contents marketing	Unstandardized Coefficients B -6.981 .768	 Std. Error 2.641 .014	Standardized Coefficients Beta .809	T -2.644 16.726	Sig. .009 .000

Source: SPSS output, Version 27.0 (2025)

The table above shows that entertainment contents marketing has significant influence on value creation of a radio station in Bayelsa state Nigeria at ($\beta = 0.768$, $R^2 = 0.917$, P = .000). Furthermore, result reveals that entertainment contents marketing has 92% decisive influence on value creation of a radio station in Bayelsa state Nigeria. The P value of 0.000 is less than significant level of 0.05. The result shows that there is a significant positive relationship between entertainment contents marketing and value creation of a radio station in Bayelsa state Nigeria.

4.2.4 Test of Hypothesis 4

H_{04}: There is no significant impact of entertainment contents marketing and Customer retention of radio station in Bayelsa state Nigeria.

H_{A4}: There is significant impact of entertainment contents marketing and Customer retention of radio station in Bayelsa state Nigeria.

Table 5: Result of the regression analysis of the impact of entertainment contents marketing and Customer retention of radio station in Bayelsa state Nigeria

Model 4	R = 0.731	R^2 = 0.912	Adj.R^2 = 0.699	Std. Error estimation = 0.308	Durbin-Watson = 1.688
Regression Residual Total	Sum of Square 6089.247 2744.948 8834.194	Df 1 349 350	Mean Square 6089.247 18.547	F 328.316	Sig. .000[b]
Constant News content marketing	Unstandardized Coefficients B -11.418 .776	 Std. Error 2.943 .017	Standardized Coefficients Beta .830	t -3.999 18.120	Sig. .000 .000

Source: SPSS output, Version 27.0 (2025)

The table above shows that entertainment contents marketing has significant influence on Customer retention of radio station in Bayelsa state Nigeria at ($\beta = 0.776$, $R^2 = 0.912$, P = .000). Furthermore, result reveals that entertainment contents marketing has 95% decisive influence on Customer retention of radio station in Bayelsa state Nigeria. The P value of 0.000 is less than significant level of 0.05. The result shows that there is a significant positive Relationship between entertainment contents marketing and Customer retention of radio station in Bayelsa state Nigeria.

5. Discussion of Findings

This study investigated the impact of content marketing on business performance in the context of radio stations in Bayelsa State. Content marketing and its dimensions; news content marketing and entertainment content marketing have positive and significant impact on business performance and its measures; value creation and customer retention. The study results are good empirical evidence which proves that news content marketing is core value creation in radio stations in Bayelsa State, Nigeria. The descriptive statistics as shown in Table 2 provide a rather high agreement level amongst the respondents especially on issues that infer that news involvement in content marketing is a very narrow and basic strategy part in the operations of the radio. The one which got the highest score (M = 4.6) confirms that there are structured news content marketing strategies, whereas the others mention its good influence on revenue generation (M = 3.6), strategic significance (M = 4.3), and ability to monitor the business performance based on the data analytics (M = 3.8). This very unanimous voting and the low values of standard deviations would indicate the existence of a harnessed belief among the station staff on the direct operations of news content marketing contributing to the value creation of an organization. Further, this perception is well justified in the outcome of the regression analysis, where the relationship has been demonstrated as very strong and statistically significant finding ($R^2 = 0.936$, $p < .001$), where the news content marketing explains 94 percent of the variance. This finding gives strong arguments to discard the null hypothesis that the news content marketing activity is just an additional activity but determinant factor to the economic and strategic value of radio stations.

Also, the results related to the connection between the news content marketing and customer retention (Table 3) could also prove its importance. Respondents reported content quality as having significant effect on customer loyalty (M = 4.6) and more backing to the purpose of news marketing to provide audience interest (M = 3.8), constant use (M = 3.7) and feedback incorporation (M = 3.5). Although a few were worried by the available budget (M = 3.9), the works were overall good and it means that radio stations are aware of the relational and communicative role played by the content of news in retaining the audience.

The regression findings support this perception as it reveals that there is a significant and high-magnitude relationship between the two variables ($R^2 = 0.952$, $p < .001$), wherein the strength of the relationship is 95 percent. These results provide compelling reasons to disregard the second null hypothesis and support the statement that news content marketing can be regarded as the important factor that can help to establish long-term listener loyalty and preserve the brand position in the market.

On the contrary, the results on the entertainment content marketing show a fairly less significant, but still favorable effect on value creation (Table 4). Although the perceived value of high-quality entertainment content is significantly different with the highest score being on brand value (M = 3.8), poorer scores are typical of audience attraction (M = 3.1) and investments in innovations (M = 3.3) which means that respondents do not see entertainment content marketing as a core element of value creation but something secondary which contributes to the value creation. Nevertheless, this lesser impression is not supported by the outcomes of the regression analysis; it can be seen that entertainment content marketing continues to apply a statistically significant impact to value creation ($R^2 = 0.917$, $p < .001$), which explains 92 per cent of the variation. This is because the moderate perceived idea and the robust statistic support indicates that personnel involved in the entertainment content may underrate the endurance economic significance of the entertainment content, or the entertainment content possesses significance in a manner that is not acknowledged realistically in the daily judgment of the staff involved with the station. In any case, the hypothesis test will result in the rejection of the third null hypothesis, and it will imply that entertainment content marketing is a key value creation driver.

Lastly, there is more positivity in the results of the role of entertainment content marketing in customer retention (Table 5). The level of audience engagement in entertainment content was given high (M = 4.6) and positive values were noted on multi-channel use, influencer partnerships and frequent updates (M = 3.5-3.9). Nevertheless, a relatively poorer score on the long-term retention (M = 3.2) shows some concern over the long-term viability of such engagement that arguably considers the possibility of effectiveness of entertainment material with gaining attention yet not so consistent with getting enduring loyalty. Nevertheless, there Bureau de change attends to governmental regulations to pursue his goal of withdrawing his money safely. Such findings result in the fourth null hypothesis rejection, and a very strong belief in the strategic importance of the entertainment content marketing in addressing the audiences, despite certain doubts about its long-lasting persistence.

6. Conclusion

Based on the research analysis and the results, content marketing in news and entertainment forms a crucial strategic resource of the Bayelsa radio stations. An intentionally planned, analytically-driven deployable, and business-related news content marketing is perceived as more effective in developing a long-term value creation and retention of customers. Even though equally applicable, entertainment-based content marketing can be used as merely supplementary in the short-term and brand awareness. The research therefore concludes that radio stations have to tactically equate the two to maximize performance as well as audience loyalty in the competitive field of media operation.

7. Recommendations

The following recommendations were made:

i. Radio stations should deepen their investment in high-quality, data-driven news content marketing, as it plays a central role in value creation and sustained audience retention.

ii. Stations should integrate both news and entertainment content in a balanced strategy to leverage the strengths of each credibility and depth from news, engagement and reach from entertainment.
iii. Media personnel should be trained in content marketing strategy and analytics to enhance decision-making, audience targeting, and feedback responsiveness.
iv. Collaborations with influencers and sponsors in entertainment segments should be aligned with broader strategic goals to improve both engagement and monetization.
v. Media organizations should allocate adequate resources to content marketing activities, given their proven potential to enhance organizational value and audience loyalty.

8. Implications of the Study

The theoretical implicaiton of thiss udy is that scholars, students and researchers in the areas of content marketing will find this research as a companion in their knoweldge seeking efforts. Again, practitioners in the broadcasting industry will employ this work as a practical guide on how best to operationalise content marketing for business resilience and performance.

9. Sugestion for Further Studies

Future research could expand the scope of this study in the following ways:
i. Conducting similar studies in other Nigerian states or geopolitical zones to compare regional differences in content marketing effectiveness.
ii. Employing longitudinal designs to track the impact of specific content marketing strategies over time on audience retention and revenue metrics.
iii. Investigating the perceptions of the audience themselves listeners of the radio stations regarding how content marketing influences their loyalty and engagement.
iv. Examining how content marketing strategies operate across digital platforms (e.g., social media, podcasts) in tandem with traditional radio broadcasting.

References

Braun, V., & Clarke, V. (2020). Thematic Analysis: A Practical Guide for Qualitative Research. *SAGE Publications*.

Bryman, A. (2021). Social Research Methods (5th ed.). *Oxford University Press.*

Chaffey, D. (2023). Digital Marketing: Strategy, implementation, and practice (8th ed.). *Pearson*.

Eze, C. (2021). The Impact of Digital Transformation on Nigeria's media industry. *Journal of Media and Communication Studies*, 13(2), 45-63.

Kaplan, R. S., & Norton, D. P. (2021). The Balanced Scorecard: Translating strategy into action (6th ed.). *Harvard Business Press.*

Kothari, C. R. (2020). Research Methodology: Methods and Techniques (4th ed.). *New Age International Publishers.*

Kotler, P., & Armstrong, G. (2023). Consumer Engagement in Digital Media: The role of strategic content. *Journal of Marketing Strategy, 4*5(1), 78-92.

Kotler, P., & Armstrong, G. (2023). Principles of Marketing (18th ed.). *Pearson Education.*

Kotler, P., & Keller, K. L. (2022). Marketing Management (16th ed.). *Pearson Education*.

Lasswell, H. D. (1948). The Structure and Function of Communication in society. *The Communication Journal*, 6(1), 37-51.

McQuail, D. (2010). McQuail's Mass Communication Theory (6th ed.). *SAGE Publications.*

Pulizzi, J. (2014). Epic Content Marketing: How to tell a different story, break through the clutter, and win more customers by marketing less (6th ed.). *McGraw-Hill.*

Pulizzi, J. (2020). Content Inc.: Start a Content-first business, build a massive audience, and become radically successful (with little to no money) (6th ed.). *McGraw-Hill.*

Saunders, M. N. K. (2019). Research Methods for business students (8th ed.). *Pearson Education.*

Smith, J. A. (2022). Qualitative psychology: A practical guide to research methods (4th ed.). *SAGE Publications.*

Smith, P. R. (2022). Marketing Communications: Integrating Offline and Online with social media (6th ed.). *Kogan Page.*

Statista. (2022). Market Trends in Digital and Traditional Media Advertising in Nigeria. *Global Media Report*, 7(4), 12-27

Wind, Y., & Mahajan, V. (2001). Digital Marketing Strategy: Customer Engagement through Content Marketing. *Journal of Digital Marketing*, 9(3), 45-67.

Wogu, J. O. (2018). The Role of Content Marketing in Audience Engagement and Media Sustainability in Nigeria. *African Journal of Media & Society*, 7(1), 15-32.

Yamane, T. (1967). Statistics: An introductory analysis (2nd ed.). *Harper & Row.*

Zarrella, D. (2013). The Science of Marketing: When to tweet, what to post, how to blog, and other proven strategies. *O'Reilly Media.*

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2019). Services myarketing: Integrating Customer focus across the firm (7th ed.). *McGraw-Hill.*

Zhang, X. (2020). Digital Transformation and Business Model Innnovation: A case study of content marketing in Nigeria. *Journal of Business Strategy*, 10(2), 99-112.