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## Content Marketing: A Strategic Tool for Building Customer Loyalty in the Nigerian Telecommunication Industry

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# Content Marketing: A Strategic Tool for Building Customer Loyalty in the Nigerian Telecommunication Industry

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## Abstract

*This study examined the impact of content marketing on building customer loyalty of Airtel Nigeria in Ilorin, Kwara State. The objectives of this study were to; (i) examine the varying impacts of different content formats on customer loyalty and (ii) determine how the quality of content contributes to customer loyalty; The study covered Airtel customers in Ilorin Metropolis, Kwara State; the population for the study is infinite, and Godden (2004) sample size determination was used to arrive at 246 sample size. Hypotheses were tested at a 0.05 significance level with the aid of regression analysis. The study's outcome shows a significant effect of different content formats on customer loyalty and a substantial impact of content quality on customer loyalty. The study concluded that content marketing is a strategic tool in building customer loyalty. The study recommended that Airtel Nigeria should strategically diversify its content to encompass an array of formats like videos, articles, and shared experiences, tailoring content to different audience preferences and consumption habits. Businesses should prioritise the creation and delivery of high-quality content across all channels and touchpoints.*

**Keywords:** Airtel, Content, Customer, Formats, Loyalty, Marketing, Nigeria, Quality, Telecommunication

## 1. Introduction

In the contemporary business setting, customer loyalty stands as a keystone for growth and profitability that is sustainable (Jones & Sasser, 2021). With increasing competition across industries, companies are frequently pursuing innovative strategies not just to attract but also to retain their customer base. Among these strategies, content marketing has appeared to be a prevailing instrument for engaging customers, fostering relationships, and ultimately building long-term loyalty (Sheth & Parvatiyar, 2020). However, the telecommunications industry in Nigeria has witness a substantial growth over the past two decades, fuelled by advancements in technology, increasing internet penetration, and a burgeoning youth population with a strong appetite for digital services (ITU, 2023). This growth has intensified competition among telecom operators, prompting companies like Airtel Nigeria to adopt innovative marketing approaches to differentiate themselves and maintain relevance in the market.

Airtel Nigeria, by the reason of this fierce competition, has recognized the importance of not only procuring new customers but also retaining current ones through strategic

customer relationship management initiatives (Fader & Hardie, 2021). Content marketing has emerged as a key component of Airtel Nigeria's marketing strategy, aimed at enhancing the awareness of the brand, driving customer engagement, and eventually fostering loyalty among its subscriber base.

Despite the growing adoption of content marketing in the telecommunications industry, empirical research examining its impact on customer loyalty, particularly in the context of emerging markets like Nigeria, remains limited (Nair & John, 2023). Existing literature, like the study of Efeairoro et al.(2024) with some others, lacks a comprehensive exploration of how different content formats impact customer loyalty; a gap evident in studies that focused more broadly on content marketing strategies without delving into the specific effects of various content formats.

Therefore, the need arises to examine the varying impacts of different content formats on customer loyalty. Different forms of content include blog posts, social media updates, videos, podcasts, and more (Huertas & Martínez, 2021). Therefore, it is important to know the most effective one for improving loyalty. Also, the quality of content is a key factor that shapes customer loyalty. Content with a high-quality is educational, entertaining, and important to the selected audience is more probable to resonate with customers and keep them involved (Grunert, Klaus, Emmanuelle Schuler, and John Thøgersen, 2021).

It is in the light of the foregoing that this study seeks to assess content marketing as a strategic tool for building customer loyalty with the precise objectives to examine the varying impacts of different content formats on customer loyalty, and determine how the quality of content impacts customer loyalty. The result of the study gave rise to the recommendations that will help Airtel Nigeria and other business organizations to understand how content marketing can be employed in building customer loyalty.

This study will help Airtel Nigeria and other network providers and business organizations to be able to explore deeply into content marketing as a significant tool for enhancing customer loyalty and better understand the content that will influence customer loyalty for their brands. This will, without a doubt, increase their profitability level due to the reason of increase in sales volume derived from loyalty. It will also help them in good policy making, especially in allocating resources judiciously. Again, the study contributes to the existing literature available for further study in the area of content marketing.

## **2. Theoretical Review**

The theory supporting this study is the brand attachment theory.

Susan Fournier proposed Brand Attachment Theory in late 1992, which posits that consumers can form deep, emotive bonds with brands, related to the connections they form with people. These attachments go beyond mere brand loyalty or preference and involve strong emotional connections that influence behaviour and decision-making. Central to Brand Attachment Theory is that brands serve as symbolic representations of self-concept and identity. Consumers may project their values, aspirations, and personal narratives onto brands, using them as vehicles for self-expression and identity construction. In this way, brands become intertwined with consumers' sense of identity, playing a significant role in shaping their self-image and social identity.

Furthermore, Brand Attachment Theory identifies several dimensions of brand attachment, including affective, cognitive, and conative components. Affective attachment involves the passionate connection consumers feel towards a brand, characterized by warmth, affection, and connection. Cognitive attachment encompasses the beliefs, memories, and associations consumers have with a brand, shaping their perceptions and attitudes. Conative attachment refers to the behavioural intentions and actions driven by the emotional and cognitive bonds with a brand, such as repeat purchases, advocacy, and willingness to pay premium prices. Brand Attachment Theory has profound implications for marketing strategy and brand management. By understanding the emotional and psychological mechanisms underlying brand attachment, marketers can cultivate stronger bonds with consumers and differentiate their brands in competitive markets. Storytelling, experiential marketing, and brand community building can evoke emotional responses, foster brand attachment, and deepen consumer engagement. In content marketing and building customer loyalty, Brand Attachment Theory provides valuable insights into how brands can unite with consumers on a more in-depth level. Content marketing offers brands the avenue to develop meaningful and engaging content that resonates with consumers' values, interests, and aspirations. By leveraging storytelling, personalisation, and immersive experiences, brands can evoke emotional responses and strengthen brand attachment among their target audience.

### *2.1 Concept of Marketing*

Marketing is not just about selling products; it is about building and sustaining relationships with customers, creating brand awareness and loyalty, and ultimately driving business growth and profitability (American Marketing Association, 2017).

At the heart of marketing is identifying and understanding customer needs and preferences (Kotler, Armstrong, Harker, & Brennan, 2023). This involves conducting market research, analyzing consumer behaviour, and gathering understanding about what motivates buying decisions. Marketers can modify their products and marketing strategies to satisfy their target audience's demands in a better form through a better knowledge of their needs, desires, and pain points.

Marketing is fundamentally about creating value for customers and businesses (Armstrong, Kotler, Harker, & Brennan, 2021). Value is created by providing products or services that deliver benefits and solutions to customers' problems at customers' willing to pay. Marketers must identify and communicate the unique value proposition of their offerings, highlighting the benefits and advantages they provide over competitors' alternatives.

Effective communication is essential in marketing to convey the value of products or services to target customers (Keller, Parameswaran, & Jacob, 2020). This includes developing compelling messaging and branding strategies, creating engaging advertising and promotional campaigns, and leveraging various routes like social media, email, and traditional media to reach and influence customers.

In the present-day dynamic marketplace, building and sustaining strong relations with customers is essential in enhancing long-term accomplishment (Kotler et al., 2023). Marketing involves nurturing customer relationships through personalized communication, engagement, and ongoing support. By cultivating trust, loyalty, and

advocacy, businesses can turn satisfied customers into loyal brand ambassadors who contribute to sustainable growth and profitability.

## *2.2 Content Marketing*

The view of (Kaplan and Haenlein, 2020; Huertas and Martínez, 2021; Grunert, Beckmann, and Sørensen, 2021; Zhang & Wu, 2022), as regards content marketing circles around the creation and distribution of content that resounds target audience's interests, needs, preferences that is capable of attracting, retaining a targeted audience, and most importantly providing a valuable contents makes it a strategic approach. Content can take different forms, like blog posts, articles, videos, podcasts, infographics, social media updates, etc. The crucial thing is delivering content that is not just valuable and relevant, but also consistent in tone, messaging, and branding across different channels.

Moreover, content marketing is not just about creating content for the sake of it; it is about creating content with a purpose (Kumar & Mirchandani, 2022). Brands must have clear objectives and goals for their content marketing efforts to either increase brand awareness, motivate website traffic, generate leads, or nurture relationships with customers. Content marketing strategies must be in line with broader business objectives and integrated into overall marketing plans to maximize effectiveness.

## *2.3 Content Formats*

Content formats refer to the different mediums or presentation styles used to convey information to an audience (Huertas & Martínez, 2021). In the realm of content marketing, choosing the right format is crucial for effectively engaging with target audiences and delivering value. Various content formats exist, each with unique characteristics, advantages, and best practices.

### *2.3.1 Written Content*

Written content is a keystone of content marketing, offering various formats like articles, blog posts, whitepapers, eBooks, and case studies. These formats allow brands to convey information, insights, and stories in a textual format.

### *2.3.2. Visual Content*

Visual content includes images, infographics, charts, graphs, and visual presentations, serving as powerful tools for communicating complex information in a visually appealing and digestible format (Grunert et al., 2021). Visual content can capture attention more effectively than text alone and is highly shareable across social media platforms. Visual presentations, such as slideshows or slide shares, are effective for delivering information in a structured and engaging manner, whether for educational purposes or business presentations.

### *2.3.3. Video Content*

Video content is one of the most popular and engaging formats in content marketing, offering a wide range of possibilities including explainer videos, tutorials, product demonstrations, vlogs, interviews, and animations. Video content allows brands to convey emotion, personality, and authenticity, making it highly effective for storytelling and building connections with audiences.

#### 2.3.4. Audio Content

Audio content, such as podcasts, audiobooks, interviews, and sound bites, provides an alternative format for delivering information and entertainment to audiences (Smith & Zook, 2019). There has been a surge in popularity for Podcasts in recent years, offering on-demand audio content on a wide range of topics. Brands can leverage podcasts to share industry insights, conduct interviews with experts or thought leaders, or engage in storytelling to connect with listeners. Audiobooks provide another avenue for delivering long-form content, while sound bites or audio snippets can be used for quick updates or teasers to drive interest and engagement.

#### 2.3.5. Interactive Content

Interactive content allows users to engage with and participate in the content experience actively, offering formats such as quizzes, polls, assessments, calculators, interactive infographics, and interactive videos (Grunert et al., 2021). Interactive content encourages audience participation, fosters deeper engagement, and provides personalized experiences tailored to individual preferences or needs. Quizzes and polls can gather feedback, collect data, or entertain audiences, while interactive infographics and videos offer immersive experiences that encourage exploration and interaction. Assessments and calculators provide valuable tools for helping users make informed decisions or evaluate their needs, positioning the brand as a reliable advisor or resource.

#### 2.3.6. Social Media Content

Social media content encompasses posts, updates, stories, and live streams shared on social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok (Huertas & Martínez, 2021). Social media content is highly diverse and can include text, images, videos, GIFs, memes, and hashtags. It is designed to spark conversations, foster community engagement, and drive audience interaction and sharing. Social media content is ideal for building brand awareness, creating user-generated content, and developing connections with followers and customers. It provides opportunities for brands to connect with audiences in real-time, share updates, and join relevant conversations to enhance visibility and engagement.

### 2.4 Content Quality

Content quality refers to the overall standard and effectiveness of content in delivering value and engaging the target audience (Brennan, Canning, McDowell, Elliott, & Kavanagh, 2021). It encompasses various dimensions, including relevance, accuracy, credibility, originality, depth, and clarity. High-quality content is characterized by its ability to resonate with the audience, provide valuable insights or information, and evoke a positive response or action. Content quality is crucial in content marketing as it directly influences audience perception, engagement levels, and, eventually, the success of marketing efforts.

One of the key aspects of content quality is relevance – how well the content is in line with the interests, needs, and preferences of the target audience (Kumar & Mirchandani, 2022). High-quality content is highly pertinent to the audience's concerns, challenges, or aspirations, addressing topics or themes that are timely, meaningful, and resonant. It demonstrates an understanding of the audience's pain points and offers solutions, insights, or entertainment aligned with their expectations. Content that lacks

relevance may fail to capture the audience's attention or inspire engagement, leading to diminished effectiveness and impact.

Another critical dimension of content quality is accuracy and credibility (Brennan et al., 2021). High-quality content is factually accurate, supported by reliable sources, evidence, or data, and free from errors, misinformation, or bias. It demonstrates transparency and integrity in its presentation of information, ensuring that the audience can trust the content and the brand behind it. Content that is inaccurate or misleading can damage the brand's reputation, erode trust with the audience, and undermine the effectiveness of content marketing efforts.

Originality and uniqueness are essential elements of content quality, distinguishing high-quality content from generic or derivative content (Kumar & Mirchandani, 2022). High-quality content offers fresh perspectives, insights, or ideas distinctively different from existing content in the marketplace. It demonstrates creativity, innovation, and thought leadership, capturing the audience's attention and setting the brand apart from competitors. Original content is more likely to attract organic traffic, generate social sharing, and foster brand loyalty among the audience.

High-quality content goes beyond surface-level information or shallow insights, offering depth, substance, and value to the audience (Brennan et al., 2021). It delves into topics or subjects with thorough research, analysis, or exploration, providing in-depth insights, perspectives, or solutions that are meaningful and actionable. Depth of content enhances audience engagement and retention, as it demonstrates the brand's expertise, authority, and commitment to delivering value. Content that lacks depth may fail to capture the audience's interest or provide meaningful takeaways, leading to disengagement and indifference.

Clarity and readability are essential aspects of content quality, ensuring content is easy to understand, digest, and navigate for the audience (Kumar & Mirchandani, 2022). High-quality content must be well-organized, coherent, and organized such that it simplifies understanding and retention. It uses clear language, logical flow, and visual elements to enhance readability and accessibility, catering to diverse audience preferences and learning styles. Content that is unclear, intricate, or difficult to understand may be frustrating and thus reduce audience engagement and satisfaction with the brand.

Content quality is a fundamental determinant of success in content marketing, influencing audience perception, engagement, and brand reputation (Brennan et al., 2021). High-quality content is relevant, accurate, credible, original, substantive, and clear, offering value and resonance to the audience. Brands that prioritize content quality in their marketing efforts are more likely to build trust, foster loyalty, and achieve their marketing objectives effectively.

## *2.5 Customer Loyalty*

Customer loyalty is a measure of the extent of customers' repeated engagement with a particular brand, goods, or services over time (Oliver, 1999). It is more than just repeated purchases but encompasses a deep-seated commitment and emotional connection between the customer and the brand. Loyalty is built on a foundation of trust, satisfaction, and perceived value, and it often manifests in behaviours such as

repeat purchases, favourable word-of-mouth commendations, and resistance to competitive offerings.

At the core of customer loyalty is trust – the certainty that the brand will constantly fulfil its promises and satisfy or exceed the customer's expectations (Morgan & Hunt, 1994). Brands build trust by unswervingly providing high-quality products and customer service, and acting with integrity and transparency in all interactions.

Customer satisfaction has a major role in fostering loyalty, as satisfied customers are likely to remain loyal to the brand and advocate for it to others (Reichheld, 1996). Brands can enhance satisfaction by consistently meeting or exceeding customer expectations, addressing concerns or complaints promptly and effectively, and constantly seeking feedback to improve the customer experience. Beyond satisfaction, brands can also strive to delight customers by exceeding their expectations and delivering surprises or rewards, further deepening the emotional bond and loyalty. Customer loyalty is not only a result of exceptional products or services but also of meaningful relationships and experiences that brands create with their customers over time.

## *2.6 Empirical Review*

Patel and Clark (2023) examined the impact of content personalization on customer loyalty in the e-commerce industry. Focusing on online retail platforms, their research centered on personalized product recommendations and targeted marketing messages. They targeted e-commerce shoppers and selected 500 respondents as the sample size with the aid of a random sampling from the customer database. Employing logistic regression analysis, they found that personalized content marketing initiatives significantly influence customer loyalty by enhancing relevance, engagement, and satisfaction levels.

Bailey and Henderson (2020) conducted a study to assess the effectiveness of user-generated content (UGC) in building customer loyalty in the automotive industry. Focusing on car manufacturers and dealerships, their research centered on UGC platforms such as online forums and social media. They targeted car enthusiasts and prospective buyers, selecting a sample size of 400 respondents through quota sampling based on demographic characteristics and online engagement levels. The data collected from online forums and social media platforms were analyzed qualitatively using content analysis techniques to identify recurring themes and sentiments expressed by users regarding automotive brands and products. It was discovered from the result of the study that UGC significantly impacts customer loyalty by fostering community engagement, providing social proof, and influencing purchase decisions in the automotive sector. Additionally, sentiment analysis tools were employed to quantitatively assess the overall sentiment of user-generated content and its correlation with customer loyalty metrics.

Reynolds and Patel (2019) explore the impact of content format on customer loyalty in the fashion retail sector. Their research focused on online fashion brands, specifically examining several content formats like videos, infographics, and articles. They targeted a population of fashion-conscious online shoppers and selected a sample size of 400 respondents via random sampling from the customer database. Utilizing ANOVA and regression analysis, they investigated the relationship between content format preference and customer loyalty. Their findings indicated that certain content formats,

such as interactive videos and visually appealing infographics, significantly impact customer loyalty by enhancing engagement and brand perception.

Hamilton and Cooper (2019) in their study assess the impact of content marketing effectiveness on customer loyalty in the financial services industry. Focusing on retail banking services, their research targeted retail banking customers. They selected a sample size of 450 respondents via cluster sampling based on geographic regions and customer demographics. Employing regression analysis, they found that effective content marketing strategies significantly influence customer loyalty and retention rates within the retail banking sector, particularly when they align with customer needs and preferences.

### **3. Research Design**

A survey research design was applied to discover the impact of content marketing in building customer loyalty, in achieving the aim of the study. The study adopted the survey research design since it is more realistic than an experiment, in that it studies phenomena in their natural surroundings; it evaluates, synthesizes, integrates data, and points to implications and interrelationships.

#### *3.1 Population of the Study*

The participants in the population were the Airtel customers in Ilorin, Kwara state. Ilorin was chosen because it is a bustling urban centre and the capital city of Kwara State; therefore, it serves as a prime area for exploring the dynamics of content marketing strategies within the telecommunications sector.

Airtel was selected because it is a well-established communication company and one of the top three network operators in Nigeria indicating with a significant presence. Airtel has a substantial customer base of 56.7 million, which enables a varied pool of participants for the research. Also, Airtel Nigeria makes use of different content formats like video, images, written, and others in reaching out to its public.

Moreover, Airtel experiences and challenges in the telecommunication industry in Nigeria can be a descriptive of other telecommunications in Nigeria because they actually deal with the same set of people in the same locality with the other network providers, thereby allowing for generalization of findings. According to Saunders (2014), a study population is the whole set of objects with common apparent characters about which a researcher is interested in learning more.

Again, Airtel customers are the unit of analysis, meaning the research focuses on the individual level. This is so because it is the customer or the user of a particular product who can be able to identify the particular content that greatly lures them to remain with a certain brand, and also determine the quality of the content that the organization is using in communicating with them.

#### *3.2 Sample Size and Sampling Techniques*

Sampling is a way by which a subset of the population is chosen to represent the complete population. In order to ensure that the individualities of the population are reflected in the sample and to enable all respondents to have an equivalent opportunity of being chosen, a simple random sampling technique was utilized in gathering data from the respondents. The study arrived at its sample size with the aid of Godden's

(2004) formula for an infinite population (in the case of a population that is difficult to determine).

$$SS = \frac{Z^2 \times p \times (1 - p)}{C^2}$$

Where:

SS = Sample Size

Z = Z-value (e.g., 1.96 for a 95 percent confidence level)

P = Percentage of population picking a choice, expressed as a decimal in this case (0.8)

C = Confidence interval, expressed as decimal (e.g., .05 = +/- 5 percentage points)

In calculating the sample size, the following result was obtained:

$$SS = \frac{1.96^2 \times 0.8 \times (1 - 0.8)}{0.05^2}$$

$$SS = \frac{3.8416 \times 0.8 \times 0.2}{.0025}$$

$$SS = \frac{0.614656}{.0025}$$

SS ( sample size) = **246**

Therefore, the sample size for this research is 246.

### 3.3 Research Instrument

The instrument used for data collection was a purely questionnaire and was self-developed in order to get a more accurate measurement of the variables used. A structured questionnaire was employed to collect all information needed for this study to obtain first-hand information from the respondents. The questionnaire was measured on a 5-point Likert scale ranging from Strongly Agree (5), Agree (4), Indifferent (3), Disagree (2), and Strongly Disagree (1).

### 3.4 Validity and Reliability of the Study

Reliability and validity are crucial in the realm of research. It ensures the accuracy of the researcher's data and, consequently, the accuracy of the findings.

The degree to which a measuring device measures what it is expected to measure is known as validity (Thatcher, 2010). Content validity was adopted for the study. The researcher ensures that the relevant authorities in the field use their assessments and experiences to validate the questionnaire. Content validity was applied because it is important in research to certify that a measuring instrument, like a survey,

questionnaire, etc., accurately measures the concepts or construct it is proposed to measure. Also, it ensures the measurement instrument is relevant to the objective of the study; verifies that the instrument covers all aspects to be measured; guarantees consistency in results; and ensures that the researcher’s findings are reliable and accurate, and credible enough for making informed decisions.

When researchers produce consistent results in similar but different circumstances, their findings are deemed dependable (Twycross and Shields, 2004). As a result, consistency, stability, and reproducibility of outcomes are implied by reliability. Thus, the reliability of the constructs was measured using Cronbach's alpha.

3.5 Method for Data Collection

The questionnaire put together for this study was self-administered and retrieved from the respondents. This is so for the researcher to be able to handle any confusing aspect, if at all there is one, to enhance accurate results.

Model Specification

The model specification for this study includes:

$$CRL = \beta_0 + \beta_1CF + \beta_2CQ + \varepsilon$$

CRL = Customer Loyalty

CF = Content Formats

CQ = Content Quality

$\varepsilon$  = error

4. Data Analysis and Interpretation of Results

Test of Hypothesis

H0<sub>1</sub>: There is no significant impact of different content formats on customer loyalty

Table 1

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.905 <sup>a</sup>	.766	.771		14.764

a. Predictors: (Constant), Written content, Visual content, Video content, Audio content, User-generated content  
Source: Researcher’s Field Work, 2024.

Table 1 reveals R<sup>2</sup>= 0.766(76.6 per cent), the coefficient of determination. This implies that 76.6 per cent of customer loyalty is determined by written content, Visual content, Video content, Audio content, and User-generated content, while the remaining 23.4 per cent represents residual, which can be determined by the variables that are not captured in the model. Also, R =0.905, indicating that Written content, Visual content, Video content, Audio content, and User-generated content on customer loyalty have a strong relationship with the dependent variable.

**Table 2**  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	324.551	1	178.289	1396.428	.000 <sup>b</sup>
	Residual	64.343	226	.128		
	Total	388.894	227			

a. Dependent Variable: Customer loyalty.

b. Predictors: (Constant), Written content, Visual content, Video content, Audio content, User-generated content

Source: Researcher's Field Work, 2024.

The ANOVA Table 2 shows that the F-statistic is significant since the ANOVA significance of .000 is less than the alpha level of .05. Again, the sum of squares for the regression is 324.551, which is greater than the residual sum of the square of 64.3436, further buttressing the significance of the overall model and indicating the fitness of the model.

**Table 3**  
Coefficient

Model		Unstandardized Coefficients	Standardized Coefficients	T	Sig.
		B	Std. Error	Beta	
1	(Constant)	55.871	9.553		23.664 .000
	Written content	.712	.022	.921	12.965 .000
	Visual contents	.655	.081	.755	11.445 .000
	Video contents	.548	.082	.649	14.993 .000
	Audio contents	.501	.001	.551	9.347 .000
	User-generated contents	.788	.018	.947	19.876 .000

Dependent Variable: Customer loyalty

Source: Researcher's Field Work, 2024

The coefficient Table 3 shows an overall significant value of 0.000, which is less than the P value of 0.05; this implies that there is a significant effect of different content formats on customer loyalty. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

The beta values of 0.921, 0.755, 0.649, 0.551, and 0.947 respectively for written content, Visual content, video content, Audio content, and User-generated content indicates that a change in each of these contents will lead to a 92 per cent, 76 per cent, 65 per cent, 55 per cent, and 95 per cent increase in customer loyalty respectively.

**H0<sub>2</sub>: The quality of content does not significantly affect customer loyalty.****Table 4***Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.929 <sup>a</sup>	.900	.900	.372

a. Predictors: (Constant), Quality of Contents

Source: Researcher's Field Work, 2024.

Table 4 shows that  $R^2 = 0.900$  (90 per cent), which is the coefficient of determination. This denotes that 90 per cent of customer loyalty is determined by the quality of content, while the remaining 10 per cent represents residual which are the variables that are not captured in the model. Also, the R (the level of correlation between the two variables) is equal to 0.929, denoting that there is a strong relationship between the variables used.

**Table 5***ANOVA<sup>a</sup>*

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	175.062	1	175.062	1263.945	.000 <sup>b</sup>
	Residual	41.274	226	.139		
	Total	216.337	227			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), quality of content

Source: Researcher's Field Work, 2024.

The ANOVA table 5 shows that the F-statistic is a significant level of .000, less than the alpha level of .05, indicating that the model is fit. In addition, the sum of the squares of regression of 175.062, which is greater than the residual sum of squares of 41.274, also buttresses the significance of the model.

**Table 6***Coefficient*

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.514	.104		4.927	.000
	Quality of Contents	.830	.023	.929	35.552	.000

Dependent Variable: Customer Loyalty

Source: Researcher's Field Work, 2024.

The coefficient in Table 6 shows a significant value of 0.000 less than the P value of 0.05, implying a significant effect of quality of content on customer loyalty. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

The beta value of 0.929 shows that an improvement in the quality of content leads to an approximate 93 per cent increase in customer loyalty; the positive t-value of 35.552 also shows the relationship between the two variables.

## 5. Discussion of Findings

The first hypothesis investigated the impact of different content formats on customer loyalty. The overall significance of the coefficient Table 3 shows a p-value of 0.000, which is less than the alpha level of 0.005, indicating that there is a significant effect of different content formats on customer loyalty. This is in tandem with the study of Reynolds and Patel (2019).

The second hypothesis in Table 6 revealed an overall significance of 0.000, which is less than the alpha level of 0.005, which implies that there is a significant effect of quality of content on customer loyalty.

### 5.1 Conclusion

The study shows that different content formats significantly affect customer loyalty, with written content, visual content, video content, audio content, and user-generated content each contributing uniquely to sustaining consumer engagement with Airtel. The strategic use of diverse content formats has been effective in building and maintaining customer loyalty in Airtel Nigeria.

There is also a significant impact of the quality of content on customer loyalty. The research findings affirm that the quality of content significantly influences customer loyalty, emphasizing that delivering consistently high-quality content across various platforms and channels is pivotal in fostering strong customer allegiance and sustained engagement with the brand.

### 5.2 Recommendations

Based on the findings of this study, the following recommendations were put forward:

- i. Given the significant impact of different content formats on customer loyalty, it is recommended that Airtel Nigeria further enhance customer loyalty. Airtel Nigeria should diversify its content strategy by incorporating a balanced mix of written, visual, video, and audio content, while actively encouraging and showcasing user-generated content. This approach will cater to varying consumer preferences and foster a deeper, more personal connection with the brand.
- ii. In light of the significant impact of the quality of content on customer loyalty, it is advised that businesses prioritize the creation and delivery of high-quality content across all channels and touchpoints, investing in robust content creation processes, ensuring relevance, accuracy, and value to customers, ultimately cultivating trust, satisfaction, and long-term loyalty.

### 5.3 Theoretical and Practical Implications

The theoretical view of the study explained how consumers can form deep, emotional bonds with brands, related to the attachments they form with people. In using content marketing to build customer loyalty, Brand Attachment Theory provides valuable insights into how brands can unite with consumers on a more in-depth level. Content

marketing offers Airtel Nigeria the avenue to develop meaningful and engaging content, like audio, written, visual, video, and user-generated content that resonates with consumers' values, interests, and aspirations, enabling them to form a kind of bond with the organization in the form of loyalty. This can be observed from the result that reveals a strong relationship between the various contents with loyalty, and their impact that helps to identify best practices for creating compelling content that fosters loyalty. Therefore, it can be concluded that content marketing helps in building customer loyalty.

#### 5.4 Limitations and Future Scope

This study only use the Written, Audio, Visual, Video, and User generated content in looking at their impact on customer loyalty, further study can also look at other areas like interactive content, and the social media content such as ( Facebook, Instagram, Twitter, LinkedIn, and TikTok), etc. and how they impact customer loyalty.

Further research could also be expanded to cover not only Airtel Nigeria but also other network providers in the Nigerian telecommunication industry, and even probably look into other service industries in Nigeria with an increased sample size.

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