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INFORMATIVE CONTENT MANAGEMENT AND STRATEGIC MARKETING: FOCUS ON CONTENT MARKETING AND CUSTOMER ENGAGEMENT IN NON ALCHOLIC BEVERAGE INDUSTRY IN LAGOS STATE, NIGERIA

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Abstract

In a dynamic changing competitive business environment business firms have been forced to rethink how they market and sell their products and services. It thus appears that informative content management is what every marketing program needs to create leads that drive revenue. The general objective of the study was to examine the effect of content marketing on customer engagement. The study adopted the survey research design method. The study made use of a sample size of 274 staff from some selected firms in the Non Alcoholic Beverage Industry in Lagos State, Nigeria of which 259 was found usable. Descriptive statistics (frequency tables, percentages) were used to analyze the questionnaire response and pattern the responses from each of the constructs in the study using likert scale. Multiple regression analysis was employed to analyze the effects of the components of content marketing, information quality, content marketing channels, content co-creation and message source credibility on customer engagement. Findings showed that all latent variables have significant effect on customer engagement in the Non Alcoholic Beverage Industry. The study recommended that to maintain brand credibility an enterprise must enable quality information and co-creation of content with the customers. The study established that content co-creation appears to have the highest positive effect on customer engagement in the Non Alcoholic Beverage Industry in Lagos State
Nigeria.

Introduction

The dramatic changing competitive business environment have given buyers incredible new power to research products, prices, reputations and opinions repeatedly before they even talk to the seller. To compete in this buyer-empowered market, business-to-business firms have been forced to rethink how they manage their market

and sell their products and services. It appears that one of the objectives of every marketing program is to create leads that drive revenue. Traditionally this job has been more of an art than a science, with marketers depending majorly on intuition and experience to capture the attention of prospects and turn them into sales. Now that content is king, firms are changing their

focus to developing subject matter that will capture the customer's attention and serving it up in compelling formats at just the right time.

The relevance of information technology developments in Nigeria Non Alcoholic Industry cannot be underestimated due to its role and inevitability in the committee of nations. Vital and persuasive contents seen by customers seem to enhance the confidence of customers in consuming beverages. But, in recent times the Nigerian Non Alcoholic Beverage Industry has been operating in a tough phase. Nowadays content marketing is not just a desirable thing, it's a must-have. Content marketing is a descriptive kind of marketing that provides customers with valuable information, when they are interested in receiving it, and to engage them positively. Moreover, it is essential to create up-to-date content. Naturally, this cannot be usual content, but it has to be reliable, high-quality content. On top of that it has to be valuable enough to provide the customer with benefits that can satisfy his needs and expectations in course of interaction. A relevant aspect of content marketing is also defining the target group, which is intended to receive the content of the message. This in turn builds the need to create and later share out such information that will introduce the customer into the brand, product or service area, which is the subject of the message. Customer engagement is nothing else but a transition from one direction campaigns (relations) to a strategy based on a dialogue with the client. Customer engagement defines, identifies real, specific needs of customers. By assumption it also encourages the customer to interaction, to real, active involvement in the development of its product or service, brand (Taylor, 2012).

In Nigeria, content marketing has been a great source of aid for business promotion and advertising for those who really know how to utilize it. Unfortunately for some business owners, they still don't have the idea of how effective content marketing can drive sales to their brand. However, the firms that have utilized this strategy, appears to have been able to record outstanding results. With rising digital technologies paying attention on getting content faster and more effectively to end users across diverse platforms and devices, the long-held belief that content is king is gaining more attraction in a world where behaviours of digital nations are defining how brands position their strategies. But the creation of social media platforms and irregular behaviour of digital populace brought with them the challenge of sifting via an avalanche of information that is obtainable at any given time. How is a content designer then able to gain and sustain attention? It comes down to just one thing: a content marketing strategy tailor-made for a particular audience.

The Nigerian Non Alcoholic Beverage Industry most times face the challenge of the growing populations they serve, distributing healthier products, modifying customer habits and adapting to energy costs and raw material. In addition, their factories and supply chains must be environmentally friendly. To face these rising challenges, they must be competitive and responsible without compromise. Competition on a global scale means maximizing and maintaining your performance, productivity, quality and flexibility, whilst efficiently managing costs. The beverage market is a global one, and a growing one. This means greater opportunities, but also greater challenges. Despite the fact that content marketing is widely used in practice,

it is still quite a new concept in the scientific research area.

Few studies have examined content marketing and none has addressed the effect it may have on customer engagement in the Nigerian Non Alcoholic Beverage Industry. It is therefore in the light of the forth going that this study aims to examine the effect of content marketing strategy on customer engagement in the Nigerian Non Alcoholic Beverage Industry.

Statement of the Problem

Some firms in Nigeria are one hard nut to crack especially when it comes to informative content marketing. There are different ways to spread information about a company, but they all require considerable time and expenses. Best of these processes are done by those who skillfully, clearly and briefly provide their company's information to customers in a convenient and reasonable way. Lack of the marketing experts' ability to make certain the trustworthiness of information makes the informative content negligible. Bombarding customers with advertising content is becoming less and less effective. The human brain becomes resilient not only to the number of outdoor messages, but also the more or less classic forms of display. There are more and more advertisements, but the number of them noticed by customers are dropping.

Content marketing is a huge challenge, as it requires a long-term strategy and objectives set in a measurable way. Yet firms have been slow to acclimatize to the varying landscape, and they are losing out in the fight for new customers. A lot of firms still market in the old way, aimlessly bombarding customers and prospects with common brochure-ware, product pitches, and banner ads. Increasingly this strategy is falling short. Marketing materials are usually

overlooked and firms continue to miss vital customer-growth and return-on-marketing targets. Marketers must move ahead of traditional pay-per-click ad models or face tougher executive examination of their digital marketing programs. Limited studies have examined content marketing and none has addressed the effect it may have on customer engagement in the Nigerian Non Alcoholic Beverage Industry. Therefore, this study aims to fill this gap in knowledge.

Research Questions

The following research questions were formulated to guide the study:

- i. What is the influence of information quality on customer engagement?
- ii. What is the effect of content marketing channels on customer engagement?
- iii. How does content co-creation affect customer engagement?
- iv. How does message source credibility affect customer engagement?

Objectives of the Study

The general objective of the study is to examine the effect of content marketing strategy on customer engagement. The specific objectives are to:

- i. ascertain the influence of information quality on customer engagement
- ii. examine the effect of content marketing channels on customer engagement
- iii. determine the effect of content co-creation on customer engagement
- iv. examine the effect of message source credibility on customer engagement

Research Hypotheses

H₀₁: There is no significant relationship between information quality and customer engagement

- H₀₂:** Content marketing channels has no significant relationship with customer engagement
- H₀₃:** There is no significant relationship between content co-creation and customer engagement
- H₀₄:** Message source credibility has no significant relationship with customer engagement

Literature Review

Conceptual Review

Content Marketing Strategy

Content Marketing Institute (2015) described content marketing as a strategic marketing techniques focused on creating and sharing valuable, relevant, and reliable content to attract and retain a clearly-defined audience— and eventually to create profitable customer action. Gagnon 2014; and Chasser and Wolfe (2010) highlight that the creation of a content-based marketing program is more than the creation of virtual promotional advertisement. Therefore, organizations need to find and create content that effectively add to the selling of products. Furthermore, this content should position the company in the most exclusive way in order to engage potential customers. This process is seen as a kind of dialogue that leads to sales and new business creation for a firm.

According to Gagnon (2014) content used in content- based marketing programs is defined as a base of substantive, reasonably objective information, developed by or for a firm. Content is a way of providing information which enables the customer to engage in a certain brand (Malthouse, Haenlein, Skiera, Wege & Zhang, 2013). Moran (2016) posit that content marketing should possess four properties; *credibility, differentiated, targeted* and *measurable*.

Construction of the advertising message based on the useful content is the next generation of branding (Aušra & Rūta, 2016; Patrutio & Baltes, 2016).

Information Quality

Information quality is defined as the persuasive strength of arguments embedded in an informational message (Bhattacharjee & Sanford 2006). It refers to the value of the information perceived by the recipient (Cheung, Lee & Rabjohn 2008). From the standpoint of IAM, information quality as a central cue plays an important role in informational influence (Sussman & Siegal 2003) and is found to have an impact on information adoption (Zhang & Watts, 2008), attitude change (Teng, S., Khong K.W, Goh, W.W., & Chong A.Y.L. 2014) and behavioural intentions (Zhu, D.H., Chang, Y.P., & Luo, J.J., 2016; Cheung et al., 2008). Several studies argue that information quality influences the attitude of message recipients in the context of online environment (Cheung et al., 2008; Aušra & Rūta, 2016).

Users search for information that is supported by valid and strong arguments (Cheung, Luo, Sia & Chen, 2009). To make sure that the online review is valid, users evaluate the quality of information embedded in the comment (Heinrichs, Lim & Lim, 2011). Information quality can be measured in terms of accuracy, timeliness, completeness, relevance, and consistency of the information provided (DeLone & McLean, 2003). In literature the relevance of content is perceived as usefulness of information for a consumer (Lin, Zhou & Chen, 2014; Chasser & Wolfe, 2010; Abel, 2014).

Content Marketing Channels

Marketers have distinguished three different types of offline and online media activity: paid media, owned media and

earned media (Puro, 2013). Puro (2013) further explain that paid media, commonly known as advertising, refers to the media activities that a company generates. Owned media refers to the media activities that the company generates in channels that it controls, such as press releases, brochures and customer magazines. Earned media refers to the media activities not created directly by the company. The content of earned media can be generated for example by customers in the shape of word-of-mouth, or by journalists in the case of traditional media publicity (Stephen & Galak, 2012). Recent research has suggested that earned media could have a greater impact on customer actions than paid media (Stephen & Galak, 2012).

Content Co-creation

Content creation is the key component in content marketing and understanding how content can be used in engaging customers is central to the development of an effective content marketing strategy (Holliman & Rowley, 2014). Moran (2016) argues that the core of content creation is what the audience wants and needs – there are times when the content doesn't even have much to do with the products that the company sells. Holliman and Rowley (2014) suggest that successful content includes both static content forming web pages and dynamic rich media content, such as videos, podcasts, user-generated content and interactive product selectors. Budíková (2014) also suggests that digital marketing strategies will increasingly focus on strengthening the brand via using multiple formats, for example video, micro video, blogs, white papers, studies, articles, webinars, ebooks live presentations and e-mail newsletters.

Message Source Credibility

Marketers are increasingly adopting editorial-style storytelling to replace traditional advertising to enhance the appearance of objectivity and message credibility (Songming & Mart, 2015). Editorial credibility, once the sole province of traditional media, is now being bought and paid for by the brands themselves. As the lines blur between news and marketing messages a brand, not all consumers will be able to distinguish a news organization's story about a brand from the brand's own stories about itself (Songming & Mart, 2015). The Facebook stream and the Twitter feed have brought the numbing sameness to all content on the Internet. An increasing amount of today's information and content on the Internet is a result of and the output from content marketing (Songming & Mart, 2015).

Customer Engagement (CE)

Engagement concept has been investigated in multidiscipline such as psychology, sociology, management, organizational behavior and political science (Hollebeck, 2011; Brodie, Roderick, J., Ana, I., Biljana, J., & Hollebeck, L., 2011). Before 2005, the term "engagement" was rarely mentioned in marketing articles (Brodie et al., 2011). Engagement theory was used widely in organization management (Ellis & Sorensen, 2007; Markos & Sridevi, 2010). The occurrence of marketing engagement has been extensively studied in the literature though many of them addressed customer engagement but mainly focused on offline marketing (Moran, 2016; Ahmad, Musa & Harun, 2016). It still lacks study in the context of online marketing especially creating customer brand engagement through online stores which remain ambiguous (Hollebeck, 2011). Mostly, it was focused on interactions between customer

and brand more than organization (Hollebeek, 2011). It is a multidimensional concept subject to a context- and/or stakeholder-specific expression of vital cognitive, emotional and/or behavioral dimensions (Pontus & John, 2017).

Theoretical Review

Information Adoption Model (IAM).

The main theory used in this study is Information Adoption Model (IAM). It was developed as the integration of Technology Acceptance Model (TAM) and Elaboration Likelihood Model (ELM) (Sussman & Siegal, 2003). IAM analyses factors that determine the information adoption (Cheung et al., 2008). In this study IAM model is used to see to what extent content marketing affects the information adoption (customer's engagement) of vegetable oil consumers. As the Internet has changed the way customer's access and share knowledge, information sources had to adjust their provision of information.

Substantive Theory

Substantive theory, best known via the writings of Jacques Ellul and Martin Heidegger, contends that technology involves a new type of cultural system that restructures the entire social world as an object of control (Macharia, Mike, Ondabu & Kepha, 2015). This system is attributed by an expansive dynamic, which in due course overtakes every prêt-technological enclave and shapes the whole of social life (Gray, Matear & Matheson, 2000). The instrumentalization of society is thus a destiny from which there is no escape other than retreat. Only a return to simplicity or tradition offers an option to the juggernaut of progress. Something like this view is demonstrated in Max Weber's pessimistic conception of an "iron cage" of validation, although he did not expressly connect this

projection to technology (Howells & Tether, 2004).

Empirical Review

Rancati & Niccolo (2014) examined content marketing metrics. To understand how Italian firms perceive content marketing and measure its effects on firm performance. The study concluded that CM has taken a leading role in the marketing studies. Companies are still too anchored to a reductive vision of CM that qualifies CM simply as a tool to publish and share content and not as a major component for value creation.

Accenture Global Consumer Survey (2013) found that Thai people are flexible in choosing brand—they change brands very easy and ready to change brands all the time. 75 percent of Thai consumers said that customer experience is important factors as well as price of product.

Duc Le (2013) examined the use of content marketing in both customer and corporate business sectors. Qualitative interviews were carried out with three different experts and representative of firms engaging and going to execute their content marketing strategy. The study concluded that content marketing is a success proven strategy. It was recommended that there should be more research to be done to investigate further in this new topic as this thesis can only provide a limited level of knowledge about content marketing and its application.

Puro (2013) investigated content marketing and the significance of corporate branding. The goal of this thesis is to study the significance of a strong brand, why companies use content marketing in brand building, and what the goals, expected outcomes, perceived benefits and results are for companies' content marketing

investments. The findings shows that a strong corporate brand is very relevant for the growth and success of the firm, and that firms use content marketing in brand building because it enhances brand equity effectively.

Methodology

Research Design

A survey research design method was employed because it deals mainly with opinions and is widely used in management, or social science research etc due to the

complex relationship that exist between variables.

Population of the Study

Population of a study is defined with respect to the sampling frame used for the study. Using a systematic sampling technique eight beverage companies were selected from the list of beverage industry in Lagos state. The list of the eight selected beverage firms was presented in table 3.1. The target population was made up of 868 staff of the eight selected non alcoholic beverage firms.

Table 3.1: List of Selected Beverage Firms in Lagos State Nigeria

SN	Beverage Firms	Staff
1	Bobo Food & Beverages	98
2	Coca cola Nigeria Ltd	117
3	Crown Drinks Ltd	89
4	Limca Bottlers Plc	112
5	Nigeria Bottling Co. Plc	111
6	Seven-up Bottling Company Plc	98
7	Vita malt Plc	120
8	Nestle Nigerian Plc	123
Total		868

Source: Human resources management department of each firm

Sample Size Determination

The required sample unit of staffs to be captured was determined by using Yamane's (1968) sample size determination formula. This states as thus;

Where;

n = the required sample size to be captured;
 N = the total number of members in the population;

e = the tolerable error margin for the selection of appropriate representative unit of the population.

$$n = \frac{868}{1 + 868 (0.05)^2}$$

$$n = \frac{868}{3.17} = 274$$

A total number of 274 respondents were selected from the non alcoholic beverage firms in Lagos State.

Method of Data Collection

Primary data was gathered through the administration of questionnaire. Questions were specifically designed using the likert scale format and they bother on the effect of content marketing on customer engagement. The questionnaire used consists of a five (5) point likert-type question ranging from a 1-Strongly Disagree to 5- Strongly Agree. Out of the total of 274 administered questionnaires 259 were found usable.

Data Analysis Techniques

In order to assess the effect of content marketing on customer engagement in the non-alcoholic beverage industry, the researcher formulated a statistical model of content marketing into four major components which are; information quality, content marketing channels, content co-creation and message source credibility. Therefore, the following model specification was developed;

$$Y = F(X)$$

The model below shows the study hypotheses formulation:

$$CE = \beta_0 + \beta_1IQ + \beta_2CMC + \beta_3CC + \beta_4MSC + \varepsilon$$

Therefore:

CE= Customer Engagement; IQ= Information Quality; CMC= Content Marketing Channels; CC= Content Co-creation; MSC= Message Source Credibility
Multiple regression analysis was adopted for the aim of ascertaining the extent of influence of content marketing on customer engagement, as well as to test the statistical significance that exists among variables. All analysis was done using the statistical package for social science (SPSS) software version 23.

Results and Discussion

Analysis of Research Data

Research Question one: What is the influence of information quality on customer engagement?

Table 4.1: Frequency Analyses of Information Quality and Customer Engagement

S/N	Statement	Scale				
		SA 5	A 4	U 3	D 2	SD 1
1.	Informative content does greatly persuade customers.	195 (75.3%)	64 (24.7%)	-	-	-
2.	Reliability of content is a significant factor in determining the value of communication	184 (71%)	75 (29%)	-	-	-
3.	Perceive valuable content is an ability of the given content to comply with the consumer’s aspirations, and interests	227 (87.6%)	29 (11.2%)	3 (1.2%)	-	-
4.	The uniqueness of content is achieved through the detailed analysis of competitors, creativity and innovation	206 (79.5%)	53 (20.5%)	-	-	-

Source: field work, 2019

The descriptive statistics showing the pattern of sample response, in relation to information quality and customer engagement questionnaire items as indicated on table 4.1. 259(100%) of the

respondents agreed that informative content is an opportunity to engage and persuade customers. Similarly a total of 259(100%) of the respondents agreed that reliability of content is a significant factor in

determining the value of communication. To the statement perceive valuable content is an ability of the given content to comply with the consumer's aspirations, and interests 256(98.8%) of the respondents agreed, while 3(1.2%) were undecided.

A total of 259(100%) of the respondents agreed that the uniqueness of

content is achieved through the detailed analysis of competitors, creativity and innovation.

Research Question Two:

What is the effect of content marketing channels on customer engagement?

Table: 4.2 Frequency Analyses of Content Marketing Channels and Customer Engagement

S/N	Statement	Scale				
		SA 5	A 4	U 3	D 2	SD 1
5.	Making the right content decisions on company's website are critical to effective web design	192 (74.1%)	67 (25.9%)	- -	- -	- -
6.	Blog is an effective platform when it comes to sharing knowledge and experiences with customers	186 (71.8%)	73 (28.2%)	- -	- -	- -
7.	As mobile based marketing increases companies have found a new way to engage their customers	230 (88.8%)	27 (10.4%)	2 (0.8%)	- -	- -
8.	Using branded apps has a convincing impact and it increases interest in the brand	200 (77.2%)	58 (22.4%)	1 (0.4%)	- -	- -

Source: field work, 2019

The descriptive statistics showing the pattern of sample response, in relation to content marketing channels and customer engagement questionnaire items as indicated on table 4.2. A total of 259(100%) agreed that making the right content decisions on company's website are critical to effective web design. To the statement blog is an effective platform when it comes to sharing knowledge and experiences with customers, 259(100%) of the respondents agreed.

To the statement as mobile based marketing increases companies have found a new way to engage their customers, 257(99.2%) of the respondents agreed, while 2(0.8%) were undecided. A total of 258(99.6%) of the respondents agreed that using branded apps has a convincing impact and it increases interest in the brand, 1(0.4%) were undecided.

Research Question Three:

How does content co-creation affect customer engagement?

Table 4:3 Frequency Analyses of Content Co-creation and Customer Engagement

S/N	Statement	Scale				
		SA 5	A 4	U 3	D 2	SD 1
9.	It is essential in a co-creation process for customers to feel a sense of trust towards the organization	193 (74.5%)	66 (25.5%)	- -	- -	- -
10.	By combining access and transparency, the customer's ability to make informed decisions is enhanced	187 (72.2%)	72 (27.8%)	- -	- -	- -
11.	To maintain brand credibility, firms must enable co-creation of content with the customer	218 (84.2%)	38 (14.7%)	3 (1.2%)	- -	- -
12.	By actively communicating risks and benefits associated with a product, firms can build a trustful relationship with their customers	200 (77.2%)	59 (22.8%)	- -	- -	- -

Source: Field survey, 2019

The descriptive statistics showing the pattern of sample response, in relation to content co-creation and customer engagement questionnaire items as indicated on table 4.3. Total of 259 (100%) of the respondents agreed that it is essential in a co-creation process for customers to feel a sense of trust towards the organization. 259(100%) of the respondents agreed that by combining access and transparency, the customer's ability to make informed decisions is enhanced. To the statement; to maintain brand credibility, firms must enable

co-creation of content with the customer, 256 (98.9%) of the respondents agreed to it, while 3 (1.2%) of the respondents were undecided. To the statement; by actively communicating risks and benefits associated with a product, firms can build a trustful relationship with their customers, 259 (100%) of the respondents agreed.

Research Question Four:

How does message source credibility affect customer engagement?

Table 4.4 Frequency Analyses of Message Source Credibility and Customer Engagement

S/N	Statement	Scale				
		SA 5	A 4	U 3	D 2	SD 1
13.	Trustworthiness attracts the perceived goodness, morality of the source	191 (73.7%)	68 (26.3%)	- -	- -	- -

14.	The expertise component of credibility captures the perceived knowledge and skill of the source	186 (71.8%)	73 (28.2%)	- -	- -	- -
15.	Both quantity and availability of information creates anxiety about its credibility	220 (84.9%)	37 (14.3%)	2 (0.8%)	- -	- -
16.	The attributes of a message source can affect customer's attitude	199 (76.8%)	60 (23.2%)	- -	- -	- -

Source: field work, 2019

The descriptive statistics showing the pattern of sample response, in relation to message source credibility and customer engagement questionnaire items as indicated on table 4.4. A total of 259(100%) of the respondents agreed that trustworthiness attracts the perceived goodness, morality of the source. To the statement; the expertise component of credibility captures the perceived knowledge

and skill of the source 259(100%) of the respondents agreed to the statement. 257(99.2%) of the respondents agreed that both quantity and availability of information creates anxiety about its credibility, while 2(0.8%) of the respondents were undecided. A total of 259(100%) agreed to the statement that the attributes of a message source can affect customer's attitude.

Table 4.5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.973 ^a	.948	.947	.2221

a. Predictors: (Constant), Message source credibility Content marketing channels , information quality , content co-creation

Table 4.5 shows what percentage (%) of variability in customer engagement was accounted for by all the variables of content marketing strategy. It shows that change in customer engagement which was brought

about by the variables of content marketing strategy is by 95% (.947) as indicated by the adjusted R² value. This implies that the independent variables explain 95% of the variability of the dependent variable.

Table 4.6: Regression Analysis of Content Marketing Strategy and Customer Engagement Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.182	.320		-3.691	.000
	Information quality	.180	.037	.165	4.921	.000

Content marketing channels	.088	.035	.078	2.544	.012
Content co-creation	.391	.039	.388	10.048	.000
Message source credibility	.399	.042	.386	9.602	.000

a. Dependent Variable: customer engagement

Table 4.6 reported the regression analysis result for content marketing strategy and customer engagement. The table reported that information quality which is the first variable has positive effect on customer engagement ($\beta = .165, P < 0.01$). It showed that content marketing channels which is the second variable has positive effect on customer engagement ($\beta = .078, P < 0.01$). It was reported that content co-creation which is the third variable has positive effect on customer engagement ($\beta = .388, P < 0.01$). Lastly, it was also reported that message source credibility which is the last variable has positive effect on customer engagement ($\beta = .386, P < 0.01$).

The general form of the equation to predict CE = $\beta_0 + \beta_1IQ + \beta_2CMC + \beta_3CC + \beta_4MSC + \epsilon$
 $CE = -1.182 + (0.180 \times IQ) + (0.088 \times CMC) + (0.391 \times CC) + (0.399 \times MSC)$

Hypotheses Testing

The Regression analysis was used as an analytical technique for testing the hypotheses. The p-values reported in the regression coefficient tables were instrumental in testing the study hypotheses.

H₀₁: There is no significant relationship between information quality and customer engagement Given a p-value that is lesser than the critical ($0.000 < 0.05$), we reject the null hypothesis and conclude that there is a significant impact of information quality on customer engagement.

H₀₂: Content marketing channels has no significant relationship with customer engagement with a p-value of ($.012 < 0.05$) the null hypothesis is rejected and we establish that content marketing channels have a significant effect on customer engagement.

H₀₃: There is no significant relationship between content co-creation and customer engagement The p-value ($.000 < 0.05$) signifies the rejection of the null hypothesis and thus we conclude that there is a significant relationship between content co-creation and customer engagement

H₀₄: Message source credibility has no significant relationship with customer engagement we reject the null hypothesis given the p-value ($.000 < 0.05$), therefore we conclude that message source credibility has a significant impact on customer engagement.

Discussion of Results

Information Quality and Customer Engagement

Table 4.6, reported that information quality which is the first variable has positive effect on customer engagement ($\beta = .165, P < 0.01$). In furtherance, the test of hypothesis indicated in table 4.10 showed a significant effect of information quality on customer engagement ($.000 < 0.05$). This is in agreement with several studies that argue that information quality influences the attitude of message recipients in the context

of online environment (Cheung et al., 2008). Users search for information that is supported by valid and strong arguments (Cheung, Luo, Sia & Chen, 2009). To make sure that the online review is valid, users evaluate the quality of information embedded in the comment (Heinrichs, Lim & Lim, 2011).

Content Marketing Channels and Customer Engagement

Table 4.6 showed that content marketing channels which is the second variable has positive effect on customer engagement ($\beta = .078$, $P < 0.01$). Furthermore, the test of hypothesis in table 4.10 reported that content marketing channels have a significant influence on customer engagement ($.012 < 0.05$). This further supports CMI, (2016) assertion that different channels often have different roles in the content marketing strategy and multi-channel presence create stability in the turbulent digital world where one channel rises and other falls in a matter of months.

Content Co-creation and Customer Engagement

Table 4.6 reported that content co-creation which is the third variable has the highest positive effect on customer engagement ($\beta = .388$, $P < 0.01$). It is evidenced that there is a significant impact of content co-creation on customer engagement ($.000 < 0.05$). This finding is consistent with Holliman & Rowley, (2014) assertion that content creation is the key component in content marketing and understanding how content can be used in engaging customers is central to the development of an effective content marketing strategy.

Message Source Credibility and Customer Engagement

It is shown in table 4.6 that message source credibility which is the last variable has positive effect on customer engagement ($\beta = .386$, $P < 0.01$). This finding is supported by the work of Methaq (2011). Credibility determines whether consumers adopt the message and have an impact on their decision making process. This shows that message source credibility determines whether consumers adopt the message and have an impact on their decision making process.

Summary, Conclusion and Recommendations

Summary of Findings

Findings show that there is a significant impact of information quality, Content marketing channels, content co-creation and Message source credibility on customer engagement. Information quality as a central cue plays an important role in informational influence and is found to have an impact on information adoption, attitude change and behavioural intentions. Unique and valuable content starts to be a main concern task for firms that aim to draw the attention of consumers. The relevance of content is perceived as usefulness of information for a consumer. Informative content is an opportunity to engage and persuade customers. Content informs potential customers about the firm's knowledge, skills and processes that are used to create products and services. The quality of content is tailored to the needs of potential customers and shows them how a product proposed by a specific firm can help in solving customers' problems. Unique content could be foreseen as a positioning strategy of the firm in order to become a distinctive and desirable market participant in comparison to its competitors.

Conclusion

In conclusion, content marketing strategy has a significant positive effect on customer engagement in the Nigerian Non Alcoholic Beverage Industry. Information quality can be measured in terms of accuracy, timeliness, completeness, relevance, and consistency of the information provided because these attributes facilitate sharing the information in online environment. The increasing relevance of content quality produced preconditions for content marketing to become a different marketing discipline. The use of valuable content in advertisement is one of the basic ways to get benefits and successfully compete with other participants in the market. Moreover, it can help to improve the effectiveness of different advertisement forms. Reliability determines correctness of information whereas adequacy of information is determined by completeness. The reliability of content is also a significant factor in determining the value of communication. Perceive valuable content is an ability of the given content to comply with the consumer's aspirations, goals and interests. This aspect is primarily dependent on the users' needs and interests which are constantly changing. Companies using content uniqueness can win the battle for customer's attention in the competitive online space. Smart content is not limited only to one goal, i.e. one technology and one output. Smart content can have an ability to be readable by humans and processed in machines and technology. Intelligence, properly integrated into content-based marketing programs, helps professionals to present content to potential customers, to draw their attention and encourage them to make actions that are useful for a company.

Sharing knowledge and educating customers is one of the objectives of content marketing and this makes blog a great

channel to publish content. Blog is also an easy way to optimize the website for great search engine results since it can include a vast amount of keywords without making the website look too complex. Podcast is a media file that is in the form of audio or video and is distributed online and listened on computers or handheld devices. Social media are used both as a content platform as well as promoting the content that is elsewhere. Content marketing and e-mail newsletters gain mutual benefits from each other since e-mail newsletters are a good way to spread the content to the customers and content marketing gives relevant and versatile building blocks for the newsletters. In other words, content marketing utilizes advertising and direct marketing tactics to build traffic to the hub. Even though the focus in content marketing is in owning the content platforms there is no reason why for example product use tutorials on YouTube wouldn't be considered as content marketing. Creating content is useless unless the content is found by the public. If the content is on the company's website the company should maximize the chances that the content would be found.

Content co-creation has positive effect on customer engagement in the Nigerian Non Alcoholic Beverage Industry. As the internet has significantly transformed the business environment, it has also enhanced the opportunities for content co-creation. Virtual communities are key components of the many companies' strategies of co-creation as it enables communication. By combining access and transparency, the customer's ability to make informed decisions is enhanced. A meaningful dialogue between a firm and customer will be constrained if the two parties do not obtain the same access and transparency to information and knowledge,

as these are two critical components. As a response to the current paradigm shift, content marketing is a concept that is becoming increasingly used by marketing professionals. It strives to develop content that the customer willingly wishes to engage in and take part of. Consumers can share information with each other through networking. These new premises render the traditional firm-centric approach insufficient, why firms must take new measures for content creation. The shifted role of the consumer allows for value to be created in a new dimension, namely customer-to-customer, rather than the traditional firm-to-customer. However, consumers are becoming more informed and aware of risks and can assess potential risks themselves. Consequently, consumers are demanding firms to disclose information, regarding both risks and benefits in order to remain credible in a co-creation environment. By actively communicating risks and benefits associated with a product or service, the firm can build a trustful relationship with their customers.

Credibility is a perceived quality, described by phrases, such as trust the information, accept the advice, and believe the output. Credibility determines whether consumers adopt the message and have an impact on their decision making process. Due to the great amount of information, consumers filter information by using various criteria, such as credibility. The trustworthiness component of credibility attracts the perceived goodness, morality of the source or 'well-intentioned', 'truthful', and 'unbiased'. The expertise component of credibility captures the perceived knowledge and skill of the source, or 'knowledgeable', 'experienced', and 'competent'. Credible individuals are believable people; credible information is believable information.

Recommendations

The study recommended that:

1. In order to ensure reliability, companies should carefully evaluate data processing procedures and use appropriate techniques.
2. To maintain brand credibility an enterprise must enable co-creation of content with the customers.
3. Content creation should be implemented through the functional and emotional values. By implementing and succeeding in this goal, firms can achieve high conversion into sales rates.
4. Information provided by a company must be reliable and adequate.
5. Website shouldn't be information overload, but it should consist of all the information that the consumer wants to know in a suitable way.
6. Companies seeking to implement content-based marketing programs successfully should understand content wider and have to place emotional and entertaining elements that excite customers.
7. In order to ensure brand management in virtual space, there is need to provide new, relevant information, to maintain regular contact with the customer and to encourage them to become a part of a community trademark.

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