

**EFFECT OF CONTENT MARKETING ON BRAND EQUITY: A STUDY
OF SELECTED TELECOMMUNICATION FIRMS IN NIGERIA**

YAYA TEMITOPE DAMILOLA

13AD014709

SEPTEMBER, 2021

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SELECTED TELECOMMUNICATION FIRMS IN NIGERIA**

By

YAYA TEMITOPE DAMILOLA

(13AD014709)

B.Sc. Marketing, Covenant University, Ota, Ogun State.

**BEING A MASTER DISSERTATION SUBMITTED TO THE DEPARTMENT OF
BUSINESS MANAGEMENT IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE AWARD OF MASTER DEGREE (M.Sc.) IN MARKETING, COLLEGE OF
MANAGEMENT AND SOCIAL SCIENCES, COVENANT UNIVERSITY, OTA, OGUN
STATE, NIGERIA.**

SEPTEMBER, 2021

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfillment of the requirements for the award of degree of Master in Marketing in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Nigeria.

Mr. John A. Philip
(Secretary, School of Postgraduate Studies)

.....
Signature and Date

Professor Akan B. Williams
(Dean, School of Postgraduate Studies)

.....
Signature and Date

DECLARATION

I, **YAYA, TEMITOPE, DAMILOLA (13AD014709)**, declares that this research was carried out by me under the supervision of **Dr. Omotayo. A. Adegbuyi** of the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun state, Nigeria. I attest that this dissertation has not been presented either wholly or partially for the award of any degree elsewhere. All sources of data and scholarly information used in this thesis are duly acknowledged.

YAYA, TEMITOPE DAMILOLA

.....

Signature and Date

CERTIFICATION

We certify that this dissertation titled **Effect of Content Marketing on Brand Equity** is an original work carried out by **YAYA, TEMITOPE DAMILOLA (13AD014709)**, in the Department of Business Management, College of Management and social sciences, Covenant University, Ota, Ogun State, Nigeria, under the supervision of **Dr. Omotayo. A. Adegbuyi**. We have examined and found this research work acceptable as part of the requirements for the award of Master degree (M.Sc.) in Marketing.

Dr. Omotayo. A. Adegbuyi
(Supervisor)

.....
Signature and Date

Prof. Anthonia A. Adeniji
(Head of Department)

.....
Signature and Date

Prof. Adedoyin O. Ologunde
(External Examiner)

.....
Signature and Date

Prof. Akan B. Williams
(Dean, School of Postgraduate studies)

.....
Signature and Date

DEDICATION

This research work is dedicated to God, the giver of wisdom and knowledge, who has given me strength supernaturally all through this program.

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ABSTRACT

In this fast-moving information driven world, certainly the marketing strategy is inclining towards digital marketing from traditional marketing. This new strategy focuses on creating customer relationships by building trust and making them loyal. To identify the way the consumers engages themselves with the content, is beneficial for every enterprise in implementing great content marketing techniques. The general objective of this study is to understand the effect of content marketing on brand equity. The study focuses on the developing field of Content marketing and explains the fundamental aspects of content marketing to ensure that its unfamiliar practical worth can contribute to the marketing field positively. Therefore, this study through the use of content marketing strategies will aid researchers to develop more effective methods in order to deliver better and efficient services to customers. Four (4) sub variables were used to measure the predictive outcome of content marketing on brand equity in the Telecommunication Industry. The methodology adopted was quantitative research which was used to collect primary data through the administration of 245 comprehensive questionnaire, 237 were collated for analysis from customers of selected Tele communication firms amongst post graduate student of Covenant University, Ota, Ogun State. The study used the Regression analysis to test the hypotheses through Statistical Package for Social Sciences (SPSS). The findings suggest that there is a positive significant relationship between information graphics and brand attraction, a positive significant relationship between blog content and brand image, a positive significant relationship between videos and brand advocacy but there is no significant relationship between social media posts and brand commitment. Therefore, the findings showed that three hypothesis are significant and supported, while one hypothesis is not significant. The management of the Tele communication firms need to understand the strategies for delivering excellent and consistent services to customers that will lead to brand advocacy.

Keywords: Content marketing; Brand Equity; Videos; Information graphics; Blog content.