
**CONTENT MARKETING AND CUSTOMER PATRONAGE OF FAST
MOVING CONSUMER GOODS FIRMS IN AKWA IBOM STATE,
NIGERIA**

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ABSTRACT

The study was conducted to examine the influence of content marketing on customer patronage of fast moving consumer goods firms in Akwa Ibom State, Nigeria. The objective was to examine the influence of content strategy, content creation and content distribution on customer patronage of fast moving consumer goods firms in Akwa Ibom State, Nigeria. A cross-survey research design was adopted for the study. The population was treated as infinite and a sample size of 384 was determined using infinite sampling technique and the sample was selected using the simple random technique. Data were collected using the questionnaire and were analyzed using mean, standard deviation and simple linear regression. Findings indicated that content strategy, content creation and content distribution have statistically significant influence on customer patronage of fast moving consumer goods firms in Akwa Ibom State, Nigeria(R^2 ..850,.907, .984, Beta - .928, 1.020, .990 and $P < 0.05$ ($P > 0.05$)). It was concluded that content strategy, content creation and content distribution have significant influence on customer patronage of fast moving consumer goods firms in Akwa Ibom State, Nigeria Therefore, it was recommended that FMCG firms should invest in detailed market research to tailor content strategies that resonate with Nigerian consumers' preferences, cultural nuances, and purchasing behaviors.

KEYWORDS: Content Marketing, Content strategy, content creation, Content distribution customer Patronage.

1.1 INTRODUCTION

Content marketing has gained traction as a strategic pillar within digital marketing, particularly for its role in cultivating customer patronage. Data from a global survey in 2024 indicate that nearly half of marketing decision makers planned to increase content marketing budgets with over 85 % intending to maintain or grow spending underscoring its recognized value in customer acquisition and retention efforts (Pulizzi, 2021).. Content marketing appeal lie in its capacity to deliver values rather than direct selling. BY providing useful, educational, or entertaining material brands embed themselves in consumers' decision-making journeys, building trust and loyalty gradually.

A robust content strategy is a cornerstone for driving customer patronage via content marketing. Research indicates that organizations with a documented, audience centered content strategy achieve significantly higher conversion rates up to six times more and faster returns, while seeing reductions in bounce rates of around 73 %. Content strategy emphasizes mapping content to the customer journey from awareness to retention and aligning Search Engine Optimization (SEO), user experience, and messaging to serve target needs rather than just promotional goals In 2025, more than one third of Business to Customer (B2C) marketers consistently use data in strategic decisions, with many incorporating predictive analytics and personalization tools to anticipate consumer preferences in real time.

It ensures that content not only attracts attention but also fosters engagement and loyalty, ultimately encouraging repeated patronage (Oyeyemi *et al.*, 2023). Content creation today marries authenticity with technological efficiency. While generative AI tools accelerate ideation, drafting, and repurposing of content, human oversight remains essential to preserve quality, brand voice, emotional nuance, and credibility. At the same time, user generated content (UGC) has become a powerful engine in shaping customer decision-making, up to 79 % of consumers say UGC influences their purchases, and many brands report dramatic savings and gains in reach by integrating customer created stories, reviews, and images. Influencer content especially from micro- and nano-influencers drives higher engagement and authenticity, making it more persuasive than polished branded messaging in many contexts .Together, these forms of content—AI-enhanced, expert authored, and community driven—create a layered trust that encourages customer patronage. (Ogunmuyiwa & Agbaje, 2023).

The effectiveness of content hinges heavily on how well it is distributed across channels where target customers are active. While Facebook remains significant, video-centric platforms like TikTok, YouTube Shorts, and Instagram Reels are eclipsing traditional channels in reach and engagement especially among mobile users, who now account for over

70 % of digital media time In B2B markets, LinkedIn dominates as a top-performing organic social distribution channel (used by over 80 % of marketers), while paid social media is commonly leveraged across both B2B and B2C segments. Brands increasingly automate distribution using AI tools that schedule posting, syndicate content, and personalize timing and format per audience segments, thus maximizing reach and minimizing manual effort. (Ogunmuyiwa & Agbaje, 2023).

Customer patronage refers to the repeated engagement or sustained purchasing behavior exhibited by consumers toward a specific brand, business, or service provider. It encompasses not only the act of buying but also loyalty, brand preference, and word-of-mouth advocacy. Scholars have long emphasized that patronage is not just driven by transactional satisfaction, but also by emotional, psychological, and social factors that influence a customer's decision to return (Kotler & Keller, 2023). As competition intensifies across industries, businesses increasingly view customer patronage as a critical measure of sustainable growth and brand equity. In This study was designed to address the relationship between content marketing and customer patronage among consumer of fast moving consumer goods Akwa Ibom State.

1.2 Statement of the Problem

In the digital economy, content marketing has become a dominant approach for attracting, engaging, and retaining customers. Brands increasingly depend on strategically crafted content to connect with target audiences, foster trust, and influence purchasing decisions. Although the adoption of content marketing continues to grow across industries, its specific role in driving sustained customer patronage, particularly in developing economies and service-based sectors—remains under-researched. While previous studies have broadly addressed marketing effectiveness, few have delved into how the distinct components of content marketing—namely content strategy, content creation, and content distribution individually influence outcomes such as customer loyalty, repeat purchases, and brand advocacy.

The current body of literature often treats content marketing as a monolithic concept, offering limited insight into the specific impact of its core elements. For example, content strategy, which involves defining audience needs, aligning content with business goals, and managing delivery timelines, is widely recognized as essential for marketing success. However, empirical studies that isolate its effect on customer patronage are scarce. Similarly, content creation has evolved significantly with the integration of AI tools, multimedia formats, and

user-generated content, yet many studies overlook how these aspects influence emotional connection and brand loyalty. In the case of content distribution, although it is fundamental to ensuring content visibility and engagement, there is limited research distinguishing the effectiveness of various channels in converting consumer interest into active patronage. These gaps hinder a detailed understanding of how content marketing practices influence customer behavior.

The absence of focused, empirical insights on how content strategy, creation, and distribution each contribute to customer patronage presents a significant gap in the literature. Without this clarity, businesses risk adopting inefficient strategies or failing to capitalize on high-impact opportunities especially in developing market environments. Therefore, this study aims to critically examine the relationship between these three key dimensions of content marketing and customer patronage, thereby addressing an important void in both academic research and practical marketing implementation.

1.3 Objectives of the study

The main objective of this study is to examine the influence of content marketing process on customer patronage of fast moving consumer goods firms in Akwa ibom State, Nigeria. The specific objectives were to:

1. examine the influence of content strategy on customer patronage of fast moving consumer goods firms in Akwa ibom State, Nigeria.
2. examine the influence of content creation on customer patronage of fast moving consumer goods firms in Akwa ibom State, Nigeria
3. examine the influence of content distribution on customer patronage of fast moving consumer goods firms in Akwa ibom State, Nigeria

1.3 Research Questions

1. What is the influence of content strategy on customer patronage of fast moving consumer goods firms in Akwa ibom State, Nigeria.
2. What is the influence of content creation on customer patronage of fast moving consumer goods firms in Akwa ibom State, Nigeria
3. What is the influence of content distribution on customer patronage of fast moving consumer goods firms in Akwa ibom State, Nigeria

1.4 Resaerch Hypotheses

H01. There is no significant influence of content strategy on customer patronage of fast moving consumer goods firms in Akwa ibom State, Nigeria.

H02. There is no significant influence of content creation on customer patronage of fast moving consumer goods firms in Akwa ibom State Nigeria.

H03. There is no significant influence of content distributin on customer patronage of fast moving consumer goods firms in Akwa ibom State, Nigeria.

Review of Related Literature

2.1 Conceptual Review

2.1.1 Content marketing

Content marketing refers to the creation and distribution of valuable, relevant brand-related content such as articles, videos, interactive tools, and social media posts—to attract, engage, and retain a clearly defined audience in order to drive profitable customer actions. Unlike traditional advertising, it focuses on adding meaningful value, educating, entertaining, or solving user problems, thereby building trust and long-term relationships.. Across sectors, content marketing is now recognized for enhancing brand visibility, positioning firms as industry authorities, and boosting organic search traffic—which comprises over half of all content consumption today . (Pulizzi, 2021).

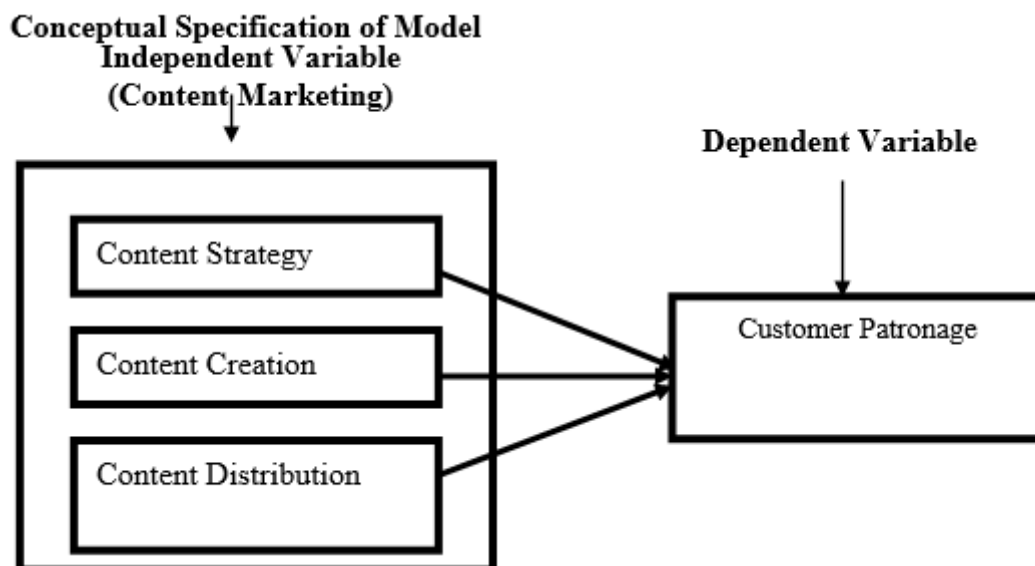


Figure 1: Conceptual Model showing the interaction between the independent variables and the dependent variable.

Source: Researcher’s Conceptualization (2025)

2.1.2 Content Strategy

A clear and documented content strategy serves as the blueprint for all content marketing efforts, aligning content with business goals and audience needs. Yet surveys show that only about 62 % of organizations have a documented strategy, while that number rises to approximately 40 % among top-performing marketers highlighting the strategic gap between leaders and the rest. Effective content strategies are “always-on,” informed by audience behavior, and tailored to answer user intent that 31 % of B2B marketers specifically cite when planning thought leadership or conversational content. Furthermore, integrating buyer persona insights, SEO research, and performance analytics helps brands differentiate in an oversaturated content landscape—critical as 68 % of consumers report feeling overwhelmed by digital content, and engagement drops have occurred up to 18 % recently (Ogunmuyiwa & Agbaje, 2023).

2.1.3 Content Creation

Quality content creation remains central to impact, especially given that marketers who prioritize blogging are more likely to generate a positive return on investment, and websites with blogs tend to have dramatically more indexed pages—up to 434 % increase (Bassey *et al.* 2025). Visual and interactive formats dominate engagement: interactive content yields about 52 % more engagement, info graphics are shared three times as often, and visual content overall is over 40 times more likely to be shared than text alone. AI adoption is rising rapidly: nearly 80 % of marketers leverage generative AI tools for brainstorming, headline creation, and draft writing, enabling faster, data-informed content production though human review remains essential for authenticity and brand alignment (Ogunmuyiwa & Agbaje, 2023).

2.1.4 Content Distribution

Once content is created, strategic distribution determines reach and engagement. In B2B contexts, LinkedIn is used by over 90 % of marketers and considered most effective, while email and blogs remain key pillars; 75 % of B2B content marketers report using LinkedIn, and 86 % use email newsletters to promote content. Paid social ads are employed by 51 % of marketers to amplify content, while influencer-led or shared content also play a growing role in distribution strategies about 25 % of marketers report using influencer marketing for distribution. Interactive and humorous content formats short videos, behind-the-scenes posts, polls are perceived as most effective, with short form video cited by 85 % of marketers as the single most effective social content form (Adamu & Zailani, 2024; Ogunmuyiwa & Agbaje, 2023).

2.1.5 Customer Patronage

Customer patronage, often conceptualized as sustained repeat engagement and preference for a brand, reflects not only purchase frequency but also loyalty, referral behavior, and emotional affinity. Recent empirical studies especially in Nigerian retail and hospitality contexts—emphasize that service quality, brand image, personnel competence, and trust significantly shape patronage outcomes (Oyeyemi *et al.* , 2023). For instance, in Benin City, service quality and brand image exhibited positive and statistically significant influence on patronage of fast-food outlets, whereas price did not show a significant effect. Similarly, research on quick service restaurants in Awka found that food quality, personnel quality, price fairness, and restaurant ambience correlate strongly with customer loyalty, which in turn drives patronage (Uttong *et al.* 2024). These findings underline that both tangible (e.g. product and service quality) and intangible factors (e.g. trust and image) play a central role in shaping enduring customer patronage, particularly in competitive service sectors (Ogunmuyiwa & Agbaje, 2023).

2.1.6 Customer Satisfaction

Customer satisfaction is widely recognized as a key antecedent to customer loyalty and firm performance. A comprehensive meta-analysis covering four decades of research finds that satisfaction plays a statistically significant but context-dependent role in driving loyalty behaviors and financial outcomes, although its effect size varies by industry and customer segments (Adamu Zailani , 2024). In the domain of mobile social media, service quality dimensions such as usefulness, convenience, design, and security/privacy significantly predict satisfaction, which in turn fully mediates the effect of those dimensions on loyalty underlining satisfaction's pivotal intermediary role in digital service contexts (Ahmadu & Achuku ,2023).

2.2 Theoretical Review

Uses and Gratifications Theory (UGT)

The Uses and Gratifications Theory (UGT) was developed by Elihu Katz, Jay Blumler, and Michael Gurevitch in the 1970s as a framework for understanding why and how people actively seek out specific media to satisfy particular needs (Blumler & Katz, 1974). Unlike earlier media theories that assumed passive audiences, UGT views media users as active participants who choose media content based on personal motivations such as information-seeking, entertainment, social interaction, personal identity, and escapism. The theory marked a significant shift by focusing on audience agency, suggesting that consumers play an active

role in interpreting and selecting content that best serves their needs. Over time, UGT has been widely applied to traditional media (e.g., television, newspapers) and, more recently, to digital platforms such as social media, blogs, and branded content.

In the era of digital marketing, UGT offers a valuable lens for understanding how and why consumers engage with brand-generated content. As content marketing aims to deliver value through informative, entertaining, and emotionally resonant content, it inherently caters to the gratifications outlined by the theory. For instance, blogs and explainer videos satisfy users' informational needs, behind-the-scenes or humorous content meets entertainment needs, while interactive polls or social posts offer avenues for social connection and identity expression. According to McLean and Wilson (2020), brands that create content aligned with consumers' gratification needs experience higher engagement rates and deeper brand-consumer relationships. Thus, content marketing becomes more than a promotional tool—it serves as a medium through which audiences fulfill personal and psychological needs, increasing the likelihood of trust, loyalty, and patronage.

The link between UGT and customer patronage is rooted in the idea that satisfying content experiences translate into positive brand perceptions and recurring interactions. When a brand consistently delivers content that meets users' expectations—whether through utility, relevance, or entertainment—it builds habitual engagement, emotional affinity, and a sense of reciprocity. This, in turn, enhances customer satisfaction and loyalty, key predictors of customer patronage. Research by Tuten and Solomon (2022) indicates that customers who perceive branded content as fulfilling their needs are more likely to make repeat purchases and advocate for the brand. Therefore, UGT not only explains content engagement behavior but also helps illuminate the mechanisms through which content marketing influences consumer loyalty and sustained patronage. In this regard, the theory provides a strong theoretical basis for examining how well-designed content can lead to tangible business outcomes.

2.3 Empirical Review

Adekuajo *et al.* (2022) explored how content and marketing strategies during the COVID-19 crisis impacted consumer engagement and patronage in Nigeria's FMCG brands. The objective was to examine the effect of adaptive, consumer-centred, digital content on engagement at a time physical distribution was disrupted in Nigeria FMCG brands. A survey research design was adopted for the study and with a sample size of 300 respondents using purposive selection of prominent Nigerian FMCG brands and in depth interviews with marketing managers, using content creation through online platforms, e-commerce

promotions, social messaging, and offline community outreach. Data were collected using questionnaire and were analyzed using regression analysis. Findings showed that adaptive, consumer-centred digital content increased engagement at a time physical distribution was disrupted. Offline adaptations enforced trust and safety messaging, which preserved patronage. The authors concluded that flexible content strategies rooted in digital engagement and contextual messaging was key to resilience. They recommended sustained investment in digital content creation, consistent messaging aligned with consumer needs, and agility in shifting channels as conditions evolve

Ogunmuyiwa & Agbaje (2023) assessed the effect of customer centric practices on firm performance. With a descriptive survey using structured questionnaires among consumers of selected FMCGs in Ogun State, Niger. The objective was to evaluate customer integration and external integration including personalized communication, tailored messaging and feedback loops significantly enhanced operational performance and by extension patronage. A cross-n section survey research design was adopted for the study with a sample size of 234. The researchers collected data (sample unspecified but using maximum variance sampling) and applied Ordinary Least Squares regression. The results revealed that customer integration and external integration including personalized communication, tailored messaging and feedback loops significantly enhanced operational performance and by extension patronage. The authors concluded that integrating customers through targeted content and responsive strategies boosts commitment. They recommended FMCG firms emphasize external content adaptation and two-way communication in their customer content strategy

Ahmadu & Achuku (2023) examined advertising content and consumer patronage of FMCG good in Katsina. The objective was to investigate the influence of advertising messages on customer patronage. Survey research design was adopted for the study. It involved primary data collected through structured questionnaires from consumers of Ajinomoto foods in Katsina. The researchers applied descriptive statistics and regression analysis to test hypotheses about the effectiveness of advertising content on purchase behavior. The results indicated well crafted advertising messages significantly influenced consumers' buying decisions for new products. The conclusion emphasized that high quality advertising content (message clarity, appeal, relevance) drives patronage of FMCG goods. The recommendation called for investment in targeted, culturally relevant advertising content tailored to local consumer segments

Oyeyemi *et al.* (2023) examined digital marketing (including content strategy) supports supply chain resilience and consumer retention of SMEs in FMCG. The objective was to

examine the effect of consistent content, digital channels on preserved consumer trust on ensured continuity of purchase even amid supply challenge. Survey research design was adopted for the study with sample size of 215. Data were collected using questionnaire and were analyzed using regression analysis. The simple random technique was used for the study, which the researcher to distributed the structured question design for the study. It was found that consistent content across digital channels preserved consumer trust and ensured continuity of purchase even amid supply challenges. Conclusions emphasized that strategic digital content aligned with supply needs not only sustained patronage but strengthened brand reputation. Recommendations urged SMEs in FMCG to integrate coherent content strategy into digital marketing, prioritize planning for crisis responsive messaging, and invest in scalable content channels

Adamu & Zailani (2024) evaluated personalized content through digital CRM tools (personalized marketing communications, automated customer service messaging, and data driven insights) affects customer retention (a proxy for patronage) in Nigeria’s FMCG sector. Using a survey of 500 consumers (376 valid responses) across several FMCG brands, data were analyzed using regression in SPSS. The study revealed that each CRM dimension significantly predicts customer retention: personalized messages increase loyalty, automated messaging boosts satisfaction, and data insights enable timely content strategy adjustments. The authors concluded that well crafted digital content via CRM directly impacts patronage retention, recommending FMCG firms invest in personalized, data driven content channels and automation to tailor messaging to consumer behavior.

2.4 Summary of Empirical Review

Study	Year	Focus / Content Strategy	Design & Data	Key Finding
Adekuajo et al.	2022	Crisis-driven digital/offline messaging	Qualitative, interviews	Digital content during COVID preserved patronage
Ogunmuyiwa & Agbaje	2023	Customer-centric communication/integration	Survey, OLS regression	Personalized messaging improved performance & patronage
Ahmadu & Achuku	2023	Advertising messaging for new product launch	Survey & regression	Effective ad content significantly influenced purchase
Oyeyemi et al.	2023	Digital marketing content in SME resilience	Review	Coherent digital content sustained customer trust

Study	Year	Focus / Content Strategy	Design Data &	Key Finding
Adamu et al.	2024	CRM-based personalized messaging	Quantitative survey	CRM content strategy strongly boosts retention

Source: Researcher’s Compilation (2025)

3.1 METHODOLOGY

A cross-sectional survey research design was adopted for the study because it enables the researcher to collect first hand information that described the attributes of the respondents for the study. Also, this allowed the researcher to collect data from the respondents using different sources data collection such as questionnaire and interview. The population of the study consisted of the total customer of Champion breweries and Nestle Nigeria Plc. However, since the population is unknown, the infinite sample was used for the study. The formula was given as:

$$n = Z \cdot p \cdot (1 - p) / e^2$$

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2}$$

$$n = eZ \cdot p \cdot (1 - p)$$

Where:

N	= Required sample size
Z	= Z-score (based on confidence level; e.g., 1.96 for 95%)
P	= Estimated proportion of the population (use 0.5 if unknown)
E	= ZMargin of error (expressed as a decimal; e.g., 0.05 for 5%)

$$n = (1.96)^2 \cdot 0.5 \cdot (1 - 0.5) / (0.05)^2$$

$$n = \frac{(1.96)^2 \cdot 0.5 \cdot (1 - 0.5)}{(0.05)^2}$$

$$n = (0.05)^2 (1.96)^2 \cdot 0.5 \cdot (1 - 0.5)$$

$$n = 3.8416 \cdot 0.5 \cdot 0.5 / 0.0025$$

$$n = \frac{3.8416 \cdot 0.5 \cdot 0.5}{0.0025}$$

$$n = 0.0025 \cdot 3.8416 \cdot 0.5 \cdot 0.5$$

$$n = 0.9604 / 0.0025$$

$$n = \frac{0.9604}{0.0025}$$

$$n = 0.0025 \cdot 0.9604$$

$$n = 384.16$$

$$n = 384.16$$

Therefore, the sample size for the study was 384. The purposive sampling technique was adopted for the study. The content and face validity was used to evaluate the validity of the instrument use for the study by ensuring that the instrument measured what it intended to measure. This was done by creating the items that address the respondents used for the study and rated for clarity. The reliability of the instrument was done using test-retest instrument and was analyzed using Cronbach Alpha statistics and results yield a coefficient of 0.78 and 0.076. Data were collected using the questionnaire which was structured using modified 4 point rating scale ranging from 4 strongly agree, 3 agree, 2 disagree and 1 strongly disagree. The data collected were analyzed using mean, standard deviation and simple linear regression analysis.

Data presentation, Analysis and Findings

4.1 Data presentation

The data on table 4.1 indicated that out of 384 copies of the questionnaire distributed to the respondents who were selected for the study. The data presented in this study is based on 361 copies of the questionnaire successfully retrieved from the respondents.

Test of hypothesis

Hypothesis 1

Table 4.1. The Simple Linear Regression Analysis on the Influence of Content strategy on Consumer patronage of fast moving consumers goods Firms in Akwa Ibom State.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922 ^a	.850	.849	.37641

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	207.863	1	207.863	1467.070	.000 ^b
	Residual	36.697	259	.142		
	Total	244.559	260			

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.212	.080		2.643	.009
	Content Strategy	.928	.024	.922	38.302	.000

Source: Researcher’s Computation (2025)

The R-squared value of 0.850, indicates that approximately 85% of the variation in customer patronage can be explained by the implementation of an effective content strategy. This high degree of explanatory power underscores the importance of strategic content planning in enhancing customer engagement and sustaining patronage. Further strengthening this conclusion is the beta coefficient of 0.728, which signifies a strong and positive relationship between content strategy and customer patronage. This means that for every unit increase in the effectiveness or quality of content strategy, customer patronage is expected to increase by approximately 72.8%. Such a relationship emphasizes the tangible impact that well-curated content such as engaging advertisements, storytelling, influencer marketing, and social media campaigns can have on consumer behavior in the Nigerian FMCG market.

The analysis also produced an F-value of 1467.070, which is highly significant, as indicated by the corresponding p-value of 0.000. This suggests that the overall regression model is statistically significant and that the independent variable (content strategy) reliably predicts the dependent variable (customer patronage). The extremely low p-value (less than 0.05) confirms that the observed relationships are not due to chance and that the model's findings are robust and reliable.

The statistical evidence clearly demonstrates that content strategy is a critical determinant of customer patronage among FMCG firms in Nigeria. The high R-squared, strong beta coefficient, significant F-value, and p-value of 0.000 collectively provide compelling support for the assertion that strategic content deployment can significantly enhance customer loyalty and increase market share in this dynamic sector. Consequently, FMCG companies operating in Nigeria are encouraged to invest more in data-driven, customer-focused content strategies to sustain competitiveness and foster long-term consumer relationships.

Hypothesis Two

Table 4.2 The Simple Linear Regression Analysis on the Influence of Content Creation on Consumer patronage of fast moving consumers goods Firms in Akwa Ibom State.

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.953 ^a	.907	.907	.29583		
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	221.893	1	221.893	2535.437	.000 ^b
	Residual	22.667	259	.088		
	Total	244.559	260			

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.002	.065		-.037	.971
Content creation	.990	.020	.953	50.353	.000

Source: Researcher's Computation (2025)

The influence of content creation on customer patronage in the fast-moving consumer goods (FMCG) sector in Nigeria has been shown to be both significant and profound. The results of a statistical analysis demonstrate a remarkably high R-squared value of 0.907, which means that approximately 90.7% of the variation in customer patronage can be attributed to content creation activities. This suggests that content creation ranging from promotional videos, blog posts, influencer collaborations, social media campaigns, and branded storytelling is a major driver of consumer engagement and purchasing behavior in Nigeria's FMCG market.

In addition, the beta coefficient of 0.990 reveals a near-perfect positive relationship between content creation and customer patronage. This implies that for every one-unit improvement in content creation efforts, there is an expected increase of 99% in customer patronage. Such a high coefficient emphasizes the strong and direct influence that high-quality, relevant, and consistent content can have on consumer loyalty, brand perception, and ultimately, sales performance.

The statistical model's F-value of 2535.437 further validates the strength of the relationship, indicating that the overall model is highly significant. This is reinforced by the p-value of 0.000, which confirms that the probability of these results occurring by random chance is virtually zero. In essence, content creation is not only a relevant predictor but a critical factor in shaping customer behavior and business outcomes for FMCG firms in Nigeria.

The analysis provides compelling evidence that content creation has a significant and substantial impact on customer patronage in the Nigerian FMCG industry. The extremely high R-squared value, the almost perfect beta coefficient, and the statistically significant F- and p-values all point to the same conclusion: content creation is a powerful strategic tool that firms must prioritize. FMCG brands in Nigeria are therefore strongly encouraged to continuously invest in creative, targeted, and engaging content to deepen consumer connection, drive repeat purchases, and maintain a competitive edge in a fast-evolving market landscape.

Hypothesis 3

Table 4.2 The Simple Linear Regression Analysis on the Influence of Content Distribution on Consumer patronage of fast moving consumers goods Firms in Akwa Ibom State.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.992 ^a	.984	.984	.12182

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	240.716	1	240.716	16220.617	.000 ^b
	Residual	3.844	259	.015		
	Total	244.559	260			

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.080	.027		-3.005	.003
	ContentDistribution	1.020	.008	.992	127.360	.000

Source: Researcher’s Computation (2025)

Table 4.5 reveals an exceptionally high R-squared value of 0.984 which indicates that 98.4% of the variation in customer patronage can be explained by how effectively FMCG firms distribute their content across various platforms. This underscores the importance of not just creating valuable content, but also ensuring it reaches the right audience at the right time through the right channels be it social media, mobile apps, websites, traditional media, or digital advertisements.

The relationship between content distribution and customer patronage is further reinforced by a beta coefficient of 1.020. This figure indicates a more-than-proportional positive impact, suggesting that for every one-unit improvement in the quality or effectiveness of content distribution, there is an expected 102% increase in customer patronage. Such a strong coefficient implies that improvements in how content is shared—such as faster delivery, better targeting, broader reach, and channel diversification can lead to significant gains in consumer interest and repeat purchases.

Supporting these findings is the F-value of 16,220.617, which is remarkably high and reflects the robustness of the model in predicting customer patronage based on content distribution strategies. The p-value of 0.000 confirms the statistical significance of the model, ruling out the possibility that the results occurred by chance. Together, these metrics indicate a highly

reliable and impactful relationship between content distribution and customer behavior in the FMCG sector.

The evidence strongly affirms that content distribution plays a critical role in influencing customer patronage in Nigeria's FMCG industry. The extremely high R-squared value, the powerful beta coefficient, and the significant F- and p-values collectively demonstrate that distributing content effectively is perhaps even more important than content creation alone. FMCG firms are therefore advised to invest in sophisticated distribution strategies, including digital analytics, automated scheduling, influencer amplification, and omnichannel marketing, to maximize customer reach and strengthen brand loyalty in a highly competitive market.

4.3 Discussion of findings

The findings of this study reveal a significant and positive influence of content strategy, content creation, and content distribution on customer patronage of fast-moving consumer goods (FMCG) firms in Nigeria. Each component of content marketing when effectively planned, executed, and delivered has the capacity to shape consumer perception, enhance brand loyalty, and increase the frequency and volume of purchases. The statistical results show that content strategy accounted for 85% ($R^2 = 0.850$) of the variation in customer patronage, with a beta coefficient of 0.728, indicating a strong positive influence. Content creation produced an even greater effect, explaining 90.7% ($R^2 = 0.907$) of the variance in customer patronage with a beta value of 0.990. Most significantly, content distribution explained 98.4% ($R^2 = 0.984$) of customer patronage variation and had a beta coefficient of 1.020, suggesting that the manner and channels through which content reaches customers have the most substantial impact.

These results are strongly supported by previous empirical studies. Ahmadu and Achuku (2023), in their investigation of advertising content and customer buying behavior, found that strategic planning and presentation of digital content played a critical role in influencing consumer decisions. Their findings reinforce the significance of content strategy as revealed in this study. According to them, when content is targeted, relevant, and aligns with consumer expectations, it significantly enhances patronage, especially within competitive markets like the Nigerian FMCG industry.

Similarly, Ogunmuyiwa and Agbaje (2023) emphasized the importance of customer integration and communication strategy in enhancing the performance of FMCG firms. Their research highlights the value of crafting content that resonates with consumers and

encourages ongoing engagement. This aligns with the present study's findings on content creation, which showed a very high beta coefficient (0.990), indicating that well-crafted, customer-focused content can directly translate into increased patronage. The importance of content distribution is further emphasized in the work of Adekuajo *et al.* (2022), who examined crisis marketing strategies during the COVID-19 pandemic. They observed that FMCG firms that leveraged digital distribution channels such as social media, online platforms, and mobile applications were more successful in maintaining customer loyalty and sales. Their findings validate the present study's conclusion that content distribution is the most powerful determinant of customer patronage. The extremely high beta value (1.020) suggests that regardless of how strategic or well-crafted content is, its impact is greatly amplified or diminished by how effectively it is distributed.

Furthermore, the study by Adamu and Zailani (2024) provides additional support, as they explored the impact of digital customer relationship management (CRM) tools on consumer loyalty in the FMCG sector. They found that personalized messaging and targeted communication both of which depend on precise and timely content distribution had a strong influence on customer retention and satisfaction. This corresponds closely with the present study's findings on content distribution, further highlighting the need for FMCG firms to adopt sophisticated, data-driven content delivery systems. The empirical evidence from this study, supported by the literature, clearly demonstrates that content marketing is a vital strategy for influencing customer patronage in the Nigerian FMCG industry. While all three components strategy, creation, and distribution are important, content distribution emerges as the most influential, followed by content creation and then content strategy. FMCG firms seeking to improve customer loyalty and market performance must therefore prioritize not only the design and messaging of their content but also invest in effective channels and technologies for distributing that content to the right audience at the right time.

5.1 Summary of Finding

1. There is significant influence of content strategy on customer patronage of fast moving consumer goods firms in Akwa ibom Stater, Nigeria.
2. There is significant influence of content creation on customer patronage of fast moving consumer goods firms in Akwa ibom Stater, Nigeria.
3. There is significant influence of content distribution on customer patronage of fast moving consumer goods firms in Akwa ibom Stater, Nigeria.

5.2 CONCLUSION

The study reveals that content strategy, content creation, and content distribution collectively have a significant influence on consumer patronage of fast-moving consumer goods (FMCG) firms in Nigeria. A well-defined content strategy ensures that brands align their messaging with consumer needs and market trends, thereby enhancing brand relevance. Effective content creation, characterized by engaging, informative, and culturally resonant materials, fosters stronger consumer connections and trust. Meanwhile, efficient content distribution across diverse channels maximizes reach and engagement, ensuring that the target audience consistently encounters the brand's value proposition. Consequently, these integrated content marketing efforts directly impact consumer buying decisions, brand loyalty, and market share growth for FMCG firms operating in Nigeria's competitive environment.

5.3 Recommendations

1. FMCG firms should invest in detailed market research to tailor content strategies that resonate with Nigerian consumers' preferences, cultural nuances, and purchasing behaviors.
2. FMC Brands must focus on producing high-quality, relatable, and educational content that addresses consumer needs and differentiates their products in a crowded marketplace.
3. To maximize consumer reach and engagement, firms should adopt omnichannel distribution tactics combining social media, mobile platforms, traditional media, and in-store promotions—tailored to local consumption patterns.

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