ECONOMIC ANALYSIS OF CONTENT MARKETING INCOMES OF ONLINE ENTREPRENEURS IN RIVERS STATE, NIGERIA

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Abstract:
Content marketing is an important global marketing platform. This paper analyses content marketing incomes of online entrepreneurs in Rivers State, Nigeria. It is a marketing channel confronted with challenges; cost of data subscription, poor network, hacking of accounts, numerous competing marketing channels, presence of many marketers and lack of unknown customer trust. The paper anchored on "Resource-Based Theory" as its base. Data and materials were sourced through questionnaires, published articles and internet information. Data were analyzed using descriptive statistics of percentages, mean, frequency, tables were used to attain to the research questions while OLS multiple regression and budgetary model were implored to test the hypotheses. Results showed significant relationship between content marketing and knowledge (experience), household size and age of marketer. And there is influence of start-up initial capital on content marketing in Port Harcourt, Rivers State, Nigeria. The net income above minimum wage indicated that content marketing is capable of sustaining the household of respondents with more people participating in content marketing in Port Harcourt. In the participation, retailers play more significant role in making content marketing a reality. The paper suggested for more participation in content marketing as safer way of doing business in this post COVID-19 era. There should be more households' participation in content marketing following the global economic deepening. Network providers should step up efforts in protecting accounts of their users to avoid incessant hacking.

Keywords: Economic Analysis, Content Marketing, Incomes, Online Entrepreneurs

INTRODUCTION

Marketing starts with conversation. It is domiciled in social media through the sharing of videos, pictures to promote products for sale all are intended to stimulate customers' interest in products. Content marketing is a new concept that has come to increase intellectual discuss.The terms sends message of repositioning the understanding of scholars of the different dimensions of marketing. Content marketing is considered to be in various forms; listicles, e-books, info graphics, videos, whatsApps, Facebook twitters, blog and others. It is clear that social media is an integral part of content marketing.This is the online product sharing through social media platform; blog, videos, whatsApp, twitter, facebook, instagram, inforgraphics, e-mail marketing (LinkedIn, you-tube, and Pinterest), white papers, e-books, videos, e-mails and others (Janet &Ngugi, 2014). It is a less expensive way of stimulating and advertising of products to intended customers. Promote company efforts in the production of both old and new lines of goods and services. Content marketing could be in the form of books, journals and websites that bring to you integrated portions of information on issues, products, knowledge and other ideas about what you may like and would want possess without you going out there in search of them in various locations (Mehran & Morteza, 2013). Items provided through this medium are usually special in the sense that they are products of innovations out people's thoughts. Sometimes that availability may be limited to what you can find from the presenter. Content marketing could be seen as article of merchandize through which products are advertised to individuals without face-to-face contact. Such advert gets to people faster than any other mean of product publicity. Content marketing distributes and publishes information targeted audience though online. Content marketing intention is usually to; expand marketing base for products, attract new customers, create brand awareness, attract or capture intending costumer's attention, generate income and most importantly (Ahmed, (2019). Content marketing emanates out of curiosity to reduce cost and cumbersome nature of point-by-point contacts, increase customer base sometimes out of self-instincts. Well-developed content marketing must be clear and well understood. Effective knowledge of content marketing is retains customers as they usually store the page link to reconnect their product source.It has a short format that draws customer's attention, indicate problem-solving, entertaining and of great benefit to both seller and customers. Advert content must exhibit current market products and sometimes at reduced prices. Beneficiaries of content marketing must be registered on the platform or following the page of the advertising vendor. This is a marketing channel built on trust hence, the vendor must possess credibility and trust as the buyer may know him/her for the first time.

Content marketing operates through electronically established channels. These channels are done by network connectivity and websites such as;"paid traffic Organic traffic, e-mail marketing, social media marketing, link building, podcasting, display advertising, syndication, event-based building, e-mail marketing, display advertising and mobile marketing."

In recent time, the use of internet connectivity has been on the increase. It is being utilized for several purposes, increase brand awareness, increase product sales, boost product sales and has facilitated interactions, content promotion/sharing, disseminate information (go viral), manage crises, image promotion, helps to keep an eye on product competitors and monitoring of product market performance increase visibility of both events and products, sharing of expertise, relationship building, educating people, interconnecting with people and friends. Feedbacks from viewers help in analytical reporting of product sales. In all, the quality of services from internet providers and cost of data has made social media unreachable, mostly

dropped calls, hanging voices and other challenges. The question raised is whether the social media has actually helped in improving content marketing. To take a stand on this, it is important to investigate the economic analysis of content marketing incomes of online entrepreneurs in rivers state, Nigeria.

This paper broadly investigated content marketing incomes of online entrepreneurs in Rivers State, This paper inquired into the following;

(i)   Ascertain the socio-economic characteristics of content marketing of online entrepreneurship in Rivers State.

(ii)   Examine the profitability of content marketing of online entrepreneurship in Rivers State.

(iii)   Identify content marketing channels of entrepreneurship in Rivers State.

(iv)   Examine the constraints to content marketing of online entrepreneurships in Rivers State.

STUDY HYPOTHESES

Content marketing is a vital aspect of product and service supply channel hence the following hypotheses were formulated for the study;

H_{01}: There is no relationship between the socio-economic characteristics and online entrepreneurship in Rivers State.

H_{02}; There is no relationship between start-up capital and online entrepreneurships in Rivers State.

The act of advertising and trading through online platform has become a common norm in the economic system. Is has been considered as the safest channels of transaction considering the COVID-19 pandemic that has continued to resurface globally against all odds. This paper focused on channels, formats gains and challenges faced by online entrepreneurships in Rivers State.

This paper is organized in sections. The first section introduced the work the problems statement and stated the hypotheses. Section two presented the literature review and related studies conducted by other scholars. The third section presented the methodology of the study; the study design, analytical techniques and method of analysis. The fourth section dwelt on the data analysis and discussed the results. Finally, the work is summarized and conclusion and recommendations suggested.

LITERATURE REVIEW

Conceptual framework

Economic analysis is an evaluation of the economic activities of a sector or performance of an event. It expresses the benefits of cost of a project or transaction in the economy. It is usually done base on viability or importance. The essence of economic analysis is to determine the welfare of an activity which also an integral part of the cost in a project. Analysis could be "economic impact, pragmatic cost, cost-effective and cost-utility" analysis (- - - -).

Content refers to integral part of an event or activity. It is structure of an activity or framework through which other operations emanate. Content Marketing is creation and application of internet platform in the advertisement of product by using whatsapp, facebook

twitter, instagram, LinkedIn, videos, e-books and other platforms to reach potential customers for product sales. The volume of customers reached via the online platform is usually large and cannot be over emphasized. It is commensurate with its benefits as people purchase what they wouldn't have ordinarily seen in the nearest market. In an e-book, the products and contents are the words or values drivable from what is written in the e-book.

Incomes generated through the online marketing are enormous as the transaction is devoid of certain costs as both transportation and its attendant risks are avoided. An income is that the money or amount received for job performed or through investment(s).Income is the savings made as a result of investment for a certain period of time. Income is the gains for labour, good and services. Income or revenue can be generated from various sources as income streams; earned, profit, residual, interest, dividend, rental, royalty incomes and capital gains. These are incomes that could be earned by individual or firms.

Broadly speaking, incomes can be seen from different perspectives not limited to;

(a) *Portfolio Income:*when assets are sold, earnings generated are called portfolio income. Capital gains tax, dividends and interest. Though capital gains are called earnings but in real terms, but it explains the pattern of taxing ones income from portfolio investment revenue. It is usually not subjected to "employment tax. However, medical care and income from net investment surcharge.

(b) *Passive Income;* this is an income source that requires minimal or little labor to run.it becomes "progressive income" when expanded. What constitute portfolio income are not limited to; earnings from rent, partnership business when the earner is not actively involves in the business that generated it.

(c) *Earned Income;* income in this category is income from sources where the earner is actively involved. These are wages, bonuses, salaries and commissions is in the form of wages from labor

Elisa and Gordini, (2014) compiled several definitions by authors to give credence to the concept. They emphasized that content marketing has several connotations according toChaffey, Mayer, Johnston & Ellis-Chadwick, (2000) "Content is the design, and graphic text information in web page. Customer attractionand interest retaining is the benefit of web adverts. To Keyes, (2006) "Content marketing focuses on intranet-based or internet-based corporate content, including data and knowledge bases."Pulizzi and Barret, (2009) defined Content marketing as"marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage on clearly defined and understood target audience, with the objective of driving profitable customer action through social media." In content marketing, the vendor owns the page rather than renting a shop. The contents (pictures of items can be altered periodically to retain customers' interest. To Halvorson K. (2010)**,** it is the practice of planning for the creating, delivering, and governing useful and usable content**.** Handley and Chapman, (2010) defined Content marketing as; "anything an individual or an organization creates and/or shares to tell their story". It also is not just a tactic that you can just turn on-and-off and hope that it will be successful. Content marketing must be an embraced and encouraged mindset.

According to Becherer, Helms & McDonald (2012), content marketing strategy has been considered to involve 5 A's strategies that must be followed to achieve effective content marketing the 5 A's are;

(a) Audience; it is necessary to consider the fact that as a vendor, people are out there to access the quality of your product posts and adverts. This fact must be considered in your marketing plan. It is therefore pertinent to consider the people you want to reach out to, their needs, what influence would your product have on them, their problems or wants and how you think their needs can be addressed.

(b) Audit; it is also important to assess the needs of your intended audience by having insight into what you consider that may attract their attention. Auditing the sites of clients is important as to have fair idea about the market trend before lunching your advert and consequently your products.

(c) Analysis; this is the third among the 5 As. After considering the audit, it is necessary to go back to the drawing board andcrosscheck the audience needs and analyze the key competitors' and scope out already existing market content. By so doing, existing gaps in the market will be identified for exploitation.

(d) Action Plan; the purpose of the first three actions was to expose existing gaps. At this point, "action plan can be considered. Your pieces of content can now be produced by working with your clients closely. Synergy with your clients who may have fair knowledge of the customers is important as their understanding the market helps you grasp what are currently needed or lacking in the market.

(e) *Advertisement;* this is the final process. Content cannot get to your customers without further efforts and that is advertisement. Your content must spread by you reaching out through publications, WhatsApp, blogs, facebook, twitter, Linkedin, newspaper, video recordings and others as channels through which your content can be distributed to the public by sharing to those already on your page. If you need to go extra mile, you can go for paid adverts.

Resource-Based Theory

This paper anchored on "Resource-based theory propounded by Wernerfelt in 1984. It is one of the management theories referenced globally in strategic management of firms. The theory adopted the assumptions of Grant (1991 cited in Ejiroghene & Ayodele (2020).in their analysis of advantage resources competition to involve intangible, personnel, intangible and tangible, intangible based resources. The theory assumes that there is heterogeneous strategy by all industry firms found in cluster or group. It explains that every firm in a group stands strategically located as it concerns available resources at its disposal. Again, the theory added that heterogeneity my result to persistency over a time period where employed resources stock has to gain advantage in an imperfectly transferable mobility of competing firms. The theory is of the view that, "tangible resources refer to physical assets such as financial resources, equipment, machinery buildings, land and other while as patented technology, computer software, data bases and trade secrets, knowledge, technical knowhow are the found within the Intangible resources which are identifiable long term assets of a company without physical existence. Firstly, the theory assumed that within a group, resource bundle control can arise. Secondly, strategies for firm implementation may lead to persistence of heterogeneity as a result of immobility of strategies across firms. Organizations therefore must be aware of their strengths and weaknesses, as they have to develop strategies on how to outperform competitors with the given resources bundles and capabilities. The study of this nature will appraise the entrepreneurial marketing dimensions which forms part of the resources that entrepreneurs use in enhancing market performance.

EMPIRICAL REVIEW

In academic literature, scholars have discussed seriously on the issue of content marketing. Opening discussion on this topic in this paper is the work of Ejiroghene, (2020)on "entrepreneurial marketing dimensions and market performance of small and medium-scale enterprises in Niger Delta, Nigeria." Adopting multiple regressions in the analysis, revealed that there is significant relation between performance of the market and making risk. Pro-active aggressiveness in innovations by SME's managers was recommended. Contributing to the discussion is a study conducted by Ahmada, Musab, & Harunb (2016) on "impact of social media content marketing of brand health." The paper adopted a two-way communication method in the analysis. Finding revealed fewer measurement indicators for brand health, social likes, bounce rates, repeat visitors' repeat, site and others. Studies in this area was found limited.

Ugolkov *et al*, (2020) investigated the content and test proposed indicators for evaluating its effectiveness of within online and offline marketing communications of an enterprise. The study presented the different perspectives of traditional content in communications and content unification using systematic reviews of scientific works and their utilized results of data as an indicator for cost effectiveness and content supply evaluator. It was discovered. Quality content supply provided the enterprise with high level customers and different search engines provided significant visibility of the contents in websites. It was concluded that only a high quality of content supply could provide an enterprise with a high level of customer conversion and significant visibility of its website in different search engines. In another study, Vimerean, (2017) "content marketing" examination was conducted to get knowledge of digital dimensions social media impact on brand health. Result found that knowledge of content marketing tactics must be acquired as a prerequisite for online marketing by companies. And online marketing is a viable technique of marketing as a strategy to consistent techniques of marketing.

Gupta, and Nimkar, (2020) investigated the role of content marketing and it's Potential on Lead Generation through online survey. The study adopted systematic review of previous studies. Result revealed that product information must be captivating in different ways (video) as one of the most effective channels to attract attention of targeted customer as it connects their emotions directly. Elements of digital marketing was studied in India by Malik, (2017) based on systematic techniques. The intention was to reveal the benefits of digital marketing. It was found that positive correlation exists among various digital marketing elements.

Agbugba, *et al,* (2020) examined honey marketing profitability in Port Harcourt, Nigeria. The study captured the socio-economic characteristics of marketer of honey. Statistics of percentages, frequency, mean distribution, gross margin, budgetary and regression analysis were utilized in the data analysis. Result showed that more than half the marketers of honey were females while more of the male were educated. Respondents within age bracket of eleven and fifteen were involves in the marketing. There was significant relationship between capital for start-ups, age of marketers, experience, household size and profitability of marketing honey. Construction of good road networks and rehabilitation of failed roads were suggested. In a study conducted by Yang et al, (2020) on content marketing on consumer's purchasing Intention based on the Integrated Model of TRA and ELM impacts by short videos. SPSS software was used in the analysis of data. The study found that both interest, knowledge, purchase intention and movement of products of the consumer play regulatory

roles, while product brand identity players in the content marketing process. Short video development on content marketing was suggested.

MATERIALS AND METHODS

The study was conducted in Rivers State, Nigeria. It is one of the states in Niger Delta, South-South Nigeria, blessed with enormous natural resources. It has a population of about 1,382,592 (NPC, 2006). According to Agbugba, Agbagwa and Diabate, (2020), the name Port Harcourt was given by Lord Lugard in 1913, a change from its initial name by Lewis Vernon within the heart of Diobu farmland.

The technique of multi-stage purposeful sampling was adopted in the selection of units in Port Harcourt; Oroworukwo, Oroabali, Orogbum and Oromerezimgbu. A number of 45 respondents were selected from the first two clans and 30 from the latter, bringing the total number of samples to 120. This study utilized primary data sources through the dissemination of well-structured questionnaires, in-depth interviews, focus group discussions, e-mails, internet information, and published journal articles, bulletins to source both data and other relevant information. The paper adopted and modified the work of Agbugba, *et al.* (2020). The analytical tools of descriptive statistics of percentages, mean, frequency, tables were used to attain to the research questions while OLS multiple regression and budgetary model were implored for the analysis.

BUDGETARY MODEL
The use of budgetary model help in determining the profit margin of people involved in content marketing in the delineated areas. The model is specified as follows;

NI = TR − TC
GM = TR − TVC
TC = TVC + TFC

They represent;
NI = Net income from content marketing sales
TR = Total revenue from content marketing sales
GM = Gross margin from content marketing sales
TC = total cost of marketing online
TVC = Total variable cost of
VC = Variable cost (cost of online platform registration subscription, purchase of data etc.
TFC = Total fixed cost from online sales

The Gross margin and net-returns analysis could also be a determinant of gains or profits from online sales or marketing. Gross margin analysis is the difference between the Total Revenue and Total Variable Cost.
TVC, GM = TR - TVC

Criteria; more than zero GM means profitability and net return (NR) analysis is the out outcome or difference between TR and TC; showing NR = TR − TC. Total revenue shows online sale. Hence total cost equals TVC + TFC.

REGRESSION MODEL
The paper used multiple regression was adopted in analyzing characteristics of respondents (content marketer). The choice of linear equation was to show performance with respect to

the agreement conformity of coefficient signs values of F-ratio and R2 value agreeing with a priori expectation. The explicit form of the model is expressed as follows;

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e\ i \ldots$$

Where;

Y	= Gross Margin (in ₦)
b_0	= intercept
$b_1 - b_7$	= parameter estimates
X_1	= Educational Level (in yrs)
X_2	= Age (in yrs)
X_3	= Marital Status (dummy, 1 = married, 0 = others
X_4	= Start-up capital (in ₦)
X_5	= Household Size
X_6	= Gender (dummy, 1 = male, 0 = others)
X_7	= Experience of content marketing (in Yrs)
$e\ i$	= error term

ANALYSIS AND DISCUSSION

Socio-economic Characteristics of respondents

Addressing what constitutes socio-economic characteristics of content marketing participants is important for this paper to help us understand the performance of F-ration, R^2 value and their agreement or conformity with the coefficient models and the apriori (Agbugba, 2017).

Table 1; Marital status of Respondents

Description	Frequency	Percentage (%)
Unmarried	23	19.2
Married	56	46.7
Widowed	15	12.5
Divorced	26	21.7
Total =	**120**	**100**

Source: Computed from Field Data, 2021

Analysis result of the computed data in table 1 revealed that more of the married people are more in content marketing business with 56 reflecting 46.7 per cent. It revealed that more of the respondent are full time house wives and have more time to trade using their android phones or do not have employed jobs. This is followed by divorced respondents with 26, representing 21.7 per cent. Unmarried and widowed had 23 and 15 reflecting 19.2 and 12.5 per cents respectively.

Table 2. Household Size

Description	Frequency	Percentage (%)
1 – 3	41	34.2
4 – 7	33	27.5
8 – 10	30	25.0
10 and above	16	13.3
Total =	**120**	**100**

Source: Computed from Field Data, 2021

Household size showed that more of the respondents have 1 to 3 children indicating 41 and 34.2 per cents. It is followed by those with 4 to 7 children 33. They are more in content marketing to ensure that they provide for the family and reflected 27.5 per cents. It showed

that content marketing business is lucrative. Respondents with 8 to 10 children were 33 and reflected 25.0 per cents. Those with family size of 10 and above are the least into content marketing with 16 respondents. They reflected 13.3 per cents not keen about the business and perhaps unaware that content marketing can provide for the household.

Respondents Gender		
Description	**Frequency**	**Percentage (%)**
Male	76	63.3
Female	44	36.7
Total =	**120**	**100**

Source: Computed from Field Data, 2021

The analysis further revealed that more of the males are into content marketing showing 76 and reflecting 63.3 per cents. The female were 44 respondents and showed 36.7 per cents. They are family support pillars to their husbands and may have not discovered that content marketing can sustain their families.

Experience of Respondents (in yrs)		
Description	**Frequency**	**Percentage (%)**
≤ 1	63	52.5
1 - 3	13	10.8
4 – 6	34	28.3
≥ 7	10	8.3
Total =	**120**	**100**

Source: Computed from Field Data, 2021

Analysis on experience of the business as shown on table 1 revealed that more of the participants had less than 1 year experience showing 63 respondents and reflected 52.5 per cents. This is followed by those with 4 to 6 year knowledge of content marketing with 34 respondents, reflecting 28.3 per cents. Other categories; respondents with 4 to 6 year experience and those with more or less than 6 year experience reflecting 10.8 and 8.3 per cents respectively.

Initial Startup Capital (₦)		
Startup Capital	**Frequency**	**Percentage (%)**
20,000 – 30,000	49	40.8
30,000 – 40,000	13	10.8
50,000 – 55000	27	22.5
55,000 and above	10	8.3
Total =	**120**	**100**

Source: Computed from Field Data, 2021

Start-up capital in business is a function of the type of business one wants to venture into. It is known as initial capital. In the analysis, 10 respondents need higher start-up capital to go into content marketing which reflected 8.3 per cents. They indicated that the sum of N55, 000 is required to start content marking. It could be as a result of the type of android phone and the volume of data they need for the business. This is followed by those that need start-up capital of N50, 000. They still have class of phone and other material resources they need to start. They reflect 22.2 per cents. The least were those that indicated a start-up capital of N30, 000 and N20, 000reflecting 40.8 and 10.8 per cents respectively. Venturing into content marketing does not require expensive phones. Any android phone can be utilized.

Table2. Return on investment analysis of content marketing

Items	Amount (₦)
Total Revenue	513,000
Amount of items sold	250,000
Cost of labour	17,210
Transportation cost	4,000
Packaging cost	5,000
Site hosting expenses	15,000
Total Variable Cost (TVC)	**304,310**
Gross Margin (GM)	**208,570**
Average Gross Margin	**95,740**
Depreciation of phones and site equipment	372,33
Depreciation of network receivers	134082
Annually cost of site	25,000
Total fixed cost (TFC)	**26,82426**
Net Income	**170,734,52**

Source: Field Survey, 2021

Marginal cost of content marketing can be seen as the difference between the prices of consumer and producer quality and quantity of prices of items. Table 2 analysis results of return on investment (ROI) of content marketing as a viable venture. It is sued in deciding return on investment (ROI). Return on investment is the ratio of costs between investment and net income (Janet & Ngugi, 2014). Higher return on investment depicts better performance (profitability) of the investment or business. From the analysis, result revealed the fixed cost of the production was ₦26, 824.26. Total fixed costs are those costs production costs that do not change as output changes.The product total variable cost is ₦304,310. This is a sign that the varying cost total at a long-run has a known sum. The implication is that the variable costs are found within the second stage of costs and change/vary according to the level of output (Ejiroghene, 2020).

Total revenue is ₦513, 000 which is the value all summation or record of receipt from all products sold within a given price and period. The analysis further showed ₦95, 740 as monthly gross margin average. An explanation that there is possible content marketing profitability when generated income is compared ₦18, 000 monthly minimum wages. If the monthly net income about the minimum wage, it shows that content marketing business is a lucrative business capable of sustaining the household in Port Harcourt city.Income net for content marketing reflected ₦170, 734. 52 showing that there is excess money for content marketers to apply into other businesses after deduction of production cost. Net income is excess income over operating expenses (Gupta & Nimkar, 2020).

Table 3. Respondents Distribution according to their marketing platforms

Description	**Marketing Platforms** **Participation in content Marketing**	**Frequency**	**Percentage (%)**
1.	Producer	25	20.8
	Wholesaler	37	30.8
	Retailer	58	44.2
	Total =	**120**	**100**
	Sources of online marketing items	**Frequency**	**Percentage (%)**
2.	Companies	46	38.3
	Distributors	21	17.5
	Retailers	53	44.2
	Total =	**120**	**100**
	Content Marketing Customers	**Frequency**	**Percentage (%)**
3.	Wholesalers	35	29.5
	Retailers	37	30.8
	Consumers	48	39.7
	Total =	**120**	**100**

Source: computed from Field Data, 2021

Discussing the different participating platforms such as; (1) content marketing,(2) sources of theiritemsor goods and (3) customers or those that patronize content marketing as shown in table 3 in categories, it was found that more of the content marketers 58 are retailers, representing 44.2 per cents. The retailers buy little quantities from wholesalers. They take the items to the final consumers. The wholesalers buy in larger quantities and stock for ensure that retailers have goods available. As shown in category 1. Wholesalers had 37 reflecting 30.8 per cents while producers who are the beginning of chain of supply and production showed 25 representing 20.8 per cents. The overall explanation is that there are categories of people involved in content marketing. While the items being sold belong to other people, the content marketer only posts the item on any choice platform or group he/she belongs, others go to get the items from owner's shop when they are ordered for or requested. Delivering the items is another aspect. All these content marketing activities are done for a commission as found in many online trading businesses such as Jumia, Konga, Alibab and others.

Table 4. Regression Analysis

Fitness Summary	Parameters	Linear
	Multiple R Square (R^2)	0.4814^*
	Fitness	73.8631^*
	P-value of F-ratio	0.218^*
Coefficient Estimates	Variables	
b_0	Intercept	$1888.18(8252.47^{ns}$
b_1	Start-up capital	$220.31(1.13)^{**}$
b_2	Level of Education	$8.88(0.11)ns$
b_3	Marital Status	$42.12(0.44)^{ns}$
b_4	Age	$59.45(3.44)^{**}$
b_5	Gender	$-68.83(54424)^{ns}$
b^6	Household Size	$-452.50(-0.18)^{**}$
b_7	Marketing Knowledge	$52.78(1.57)^{**}$

Parenthesized figures are t-ratios **= significant influence $(P<0.05)$ NS=not significant when $(P>0.05)^*$

Table 4 Linear regression result showed that R^2 is 0.4814 and F-value is 73.8631. It further revealed that capital for start-up is (220.31), on the characteristics, household size is (-452.50), age (59.45) while knowledge of marketing (52.78) showed significant at $P \leq 0.05$. It is an indication that Household size, age, marketing experience influence content marketing significantly. Captured by the error term is the remaining 41 percent in the model.

Table 5. Challenges to Content Marketing

Challenges	Frequency	Percentage (%)
Cost of data subscription	11	9.1
Poor network	18	15.0
Hacking of accounts	22	18.3
Numerous platforms (channels)	10	8.3
Presence of many marketers	51	42.5
Lack of customers trust	8	6.7
Total =	120	100

Source: Computed from Field Data, 2021

There are perceived selected challenges or constraints to content marketing in Port Harcourt metropolis. Table 5 analysis result revealed that up to 18.3 per cent of the respondents face the challenges of hacking one of the constraints.Disrupting and poor network is 18 reflecting 15.0 per cents. As high as 22 respondents were identified while 10 were for numerous competing marketing platforms representing 18.3 and 8.3 per cents respectively. As high as 51 responded to competition from both companies, wholesalers and retailers while 8 identified lack of trust by unknown customers representing 42.5 and 6.6 per cents respectively (Agbugba, Agbagwa & Diabate, 2020).

CONCLUSION

The study revealed that content marketing is profitable and capable of sustaining the household. Result of analysis showed significant relationship between content marketing and knowledge (experience), household size and age of marketer. And there is influence of start-up initial capital on content marketing in Port Harcourt, Rivers State, Nigeria. The net income above minimum wage indicated that content marketing is capable of sustaining the household of respondents with more people participating in content marketing in Port Harcourt. In the participation, retailers play more significant role in making content marketing a reality.

RECOMMENDATIONS

In response to the results obtained, the paper suggested ways for effective practice of content marketing not limited to;

1. There is the need for more participation in content marketing as safer way of doing business in this post COVID-19 era.

2. With the deepening global economic crunch, households should engage more in content marketing since it does not involve moving from place-to-place to seek for jobs and customers.

3. Government and network providers should step up efforts in protecting accounts of their users to avoid incessant hacking of accounts on their platforms.

4. Participants should reduce prices of items posted for sale as several attendant variable costs are avoided in content marketing.

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