

# EFFECT OF DIGITAL MARKETING ON PERFORMANCE OF DIGITAL SATELLITE TELEVISION (DSTV) IN NIGERIA

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## Abstract

Digital marketing has become central to the way pay television providers reach and retain subscribers, yet many firms find it difficult to convert online engagement into genuine customer satisfaction. This study examined the influence of two digital marketing practices, social media marketing and content marketing, on customer satisfaction among Digital Satellite Television subscribers in Nigeria. A cross sectional survey design was adopted. The population comprised 2,345 active subscribers and a sample of 331 respondents was determined using the Krejcie and Morgan table. Primary data were collected through a structured questionnaire administered electronically and measured on five point scales. The instrument was validated through expert review and a pilot test, and internal consistency was confirmed with Cronbach alpha coefficients of 0.86 for social media marketing, 0.84 for content marketing and 0.82 for customer satisfaction. Data were analysed using descriptive statistics, Pearson correlation and simple linear regression. Both practices exerted positive and statistically significant effects on customer satisfaction. Content marketing emerged as the stronger predictor ( $\beta = 0.634$ ,  $t = 14.879$ ,  $p < 0.001$ ) and accounted for 40.2 percent of the variance in satisfaction, while social media marketing ( $\beta = 0.548$ ,  $t = 11.874$ ,  $p < 0.001$ ) accounted for 30.0 percent. The ten percentage point difference in explanatory power is the substantive finding, since it indicates that what a provider publishes matters more to subscriber satisfaction than the frequency with which it posts. The two practices were themselves strongly correlated ( $r = 0.612$ ,  $p < 0.01$ ), indicating that they operate as complements rather than as substitutes. The study concludes that digital marketing is a material driver of subscriber satisfaction in the satellite television industry, and that the greatest gains follow from high quality, relevant content supported by responsive social media engagement rather than from either practice pursued alone. It recommends that providers direct investment towards content relevance and quality, and treat social media primarily as a distribution and service recovery channel for that content.

**Keywords:** digital marketing; social media marketing; content marketing; customer satisfaction; pay television; DSTV; Nigeria

## 1. Introduction

The rapid advance of digital technology has altered the way organisations communicate with customers, promote services and sustain long term relationships. Marketing activity that once took place through broadcast and print channels now occurs largely through platforms on which the customer can respond immediately and publicly, which changes both the speed and the visibility of the exchange (Kannan and Li, 2017).

In Nigeria, digital transformation of the broadcasting sector has intensified competition among satellite television providers at the same moment as subscribers have become more demanding about service quality and value. Pay television occupies a particular position in this landscape. Its product is content, its subscription is recurrent and cancellable, and its customers compare it continuously against streaming alternatives that did not exist a decade ago. Satisfaction in such a market is not a soft outcome but the proximate determinant of renewal.

This study conceptualises digital marketing through two dimensions. **Social media marketing** refers to the strategic use of social networking platforms to communicate with customers, promote services, build awareness and develop relationships (Kaplan and Haenlein, 2010; Felix, Rauschnabel and Hinsch, 2017). For a satellite television provider it is the channel through which programme schedules are announced, new channels publicised, promotions distributed and, importantly, complaints received and resolved in public view. **Content marketing** refers to the creation and distribution of valuable, relevant and engaging material intended to attract and retain an audience (Nagy and Hajdu, 2023). For the same provider it encompasses programme previews, highlight material, explanatory guides and editorial output that gives subscribers reason to engage between billing cycles.

The distinction between the two is worth preserving because they make different demands on the organisation. Social media marketing is primarily a question of presence, responsiveness and frequency; content marketing is primarily a question of editorial judgement and production quality. A firm may be highly active on social platforms while publishing material subscribers do not value, and the reverse is equally possible.

Customer satisfaction is the dependent variable in this study. It reflects the extent to which subscribers perceive that a provider meets their expectations in service delivery, content quality, responsiveness and value. The relationship between digital marketing and satisfaction is supported by the customer relationship management perspective, which holds that sustained, relevant interaction builds the understanding and trust on which satisfaction depends.

Despite increasing adoption of digital marketing by media organisations, limited empirical attention has been given to how specific digital marketing dimensions affect subscriber satisfaction in the Nigerian pay television market. Where studies exist they frequently treat digital marketing as a single construct, which yields an aggregate association but no guidance on where investment should be directed. The objectives of this study are therefore to:

- (i) examine the effect of social media marketing on customer satisfaction with Digital Satellite Television services in Nigeria; and
- (j) determine the effect of content marketing on customer satisfaction with Digital Satellite Television services in Nigeria.

## 2. Literature Review

### 2.1 Digital Marketing

Digital marketing has become a core component of business strategy as internet access, mobile devices and online platforms have spread. Kannan and Li (2017) characterise it as an adaptive, technology enabled process through which firms collaborate with customers and partners to create, communicate and sustain value. Its distinguishing feature relative to conventional marketing is bidirectionality: the customer is a participant in the communication rather than a recipient of it, and the resulting interaction is observable both to the firm and to other customers.

The importance of digital marketing is greatest in service industries where customer experience and continuous communication shape organisational outcomes. In the Nigerian satellite television sector it is particularly relevant because subscribers interact with providers through digital channels for billing, fault reporting, package changes and programme information, so that the marketing channel and the service channel are in practice the same channel.

### 2.2 Social Media Marketing

Social media marketing denotes the strategic use of social networking platforms to communicate with customers, promote services, create brand awareness and develop relationships. Kaplan and Haenlein (2010) established the conceptual foundation by classifying social media applications according to media richness and self presentation, and Felix, Rauschnabel and Hinsch (2017) developed a holistic strategic framework identifying scope, culture, structure and governance as the dimensions along which firms differ in their use of these platforms.

For satellite television providers social media offers a mechanism for promoting entertainment content, announcing schedules, informing subscribers of service interruptions and responding to complaints. The last of these is distinctive: a complaint resolved publicly on a social platform is observed by other subscribers and therefore affects the satisfaction of

people who did not themselves complain.

### 2.3 Content Marketing

Content marketing focuses on creating and distributing valuable, relevant and consistent material to attract and retain a clearly defined audience. Nagy and Hajdu (2023) examined its relationship with traditional marketing communication tools and found that content marketing operates through a different mechanism, building sustained engagement rather than prompting immediate transaction. For a subscription business this distinction matters, because the commercial objective is renewal rather than acquisition at the margin.

### 2.4 Digital Marketing and Customer Satisfaction

The theoretical link between digital marketing and satisfaction runs through the customer relationship management perspective. Organisations that maintain relevant, responsive communication accumulate information about customer preferences and signal attentiveness, both of which raise perceived service quality. Satisfaction in turn predicts retention, advocacy and tolerance of occasional service failure.

What remains underexamined is the relative contribution of the separate dimensions. If the two practices contribute equally, a provider may allocate resources between them on grounds of cost alone. If they do not, the allocation carries consequences for satisfaction. The present study estimates each separately in order to establish which, and the finding reported in Section 4 is that the two differ materially.

## 3. Methodology

### 3.1 Design, Population and Sample

A cross sectional survey research design was adopted. Creswell (2014) notes that survey research is appropriate for examining relationships among variables without manipulating them, which suits the present objective of estimating associations as they occur in the subscriber population. The population comprised 2,345 active Digital Satellite Television subscribers. A sample of 331 respondents was determined using the Krejcie and Morgan (1970) table, which gives the sample required for a specified population at 95 percent confidence and a 5 percent margin of error.

### 3.2 Instrument, Validity and Reliability

Primary data were collected through a structured questionnaire administered electronically and measured on five point agreement scales. Content validity was established through expert review, and a pilot test was conducted before the main collection. Internal consistency was assessed using Cronbach alpha, which returned 0.86 for social media marketing, 0.84 for content marketing and 0.82 for customer satisfaction. All three exceed the conventional threshold of 0.70, so the scales are sufficiently reliable for inferential use.

**Table 1: Reliability of the measurement scales**

| Construct                    | Cronbach alpha | Assessment |
|------------------------------|----------------|------------|
| Social media marketing (SMM) | 0.86           | Acceptable |
| Content marketing (CM)       | 0.84           | Acceptable |
| Customer satisfaction (CS)   | 0.82           | Acceptable |

*Note. Threshold for acceptability taken as 0.70. Source: field survey (2026).*

### 3.3 Model Specification

Two simple linear regression models were estimated, one for each digital marketing dimension:

$$CS_i = \beta_0 + \beta_1 SMM_i + \varepsilon_i \quad (1)$$

$$CS_i = \beta_0 + \beta_2 CM_i + \varepsilon_i \quad (2)$$

where  $CS$  denotes customer satisfaction,  $SMM$  social media marketing and  $CM$  content marketing for respondent  $i$ ;  $\beta_0$  is the regression constant,  $\beta_1$  and  $\beta_2$  are the regression coefficients and  $\varepsilon_i$  is the error term. Estimating the two dimensions in separate models rather than jointly follows the study objectives, which concern the individual effect of each practice. The implication of this choice for interpretation is addressed in Section 5.4.

Analysis was conducted in SPSS using descriptive statistics, Pearson correlation and ordinary least squares regression.

## 4. Results

### 4.1 Descriptive Statistics

Table 2 reports descriptive statistics for the 331 respondents. Content marketing recorded the highest mean at 3.95 with a standard deviation of 0.68, followed by social media marketing at 3.87 with a standard deviation of 0.72, while customer

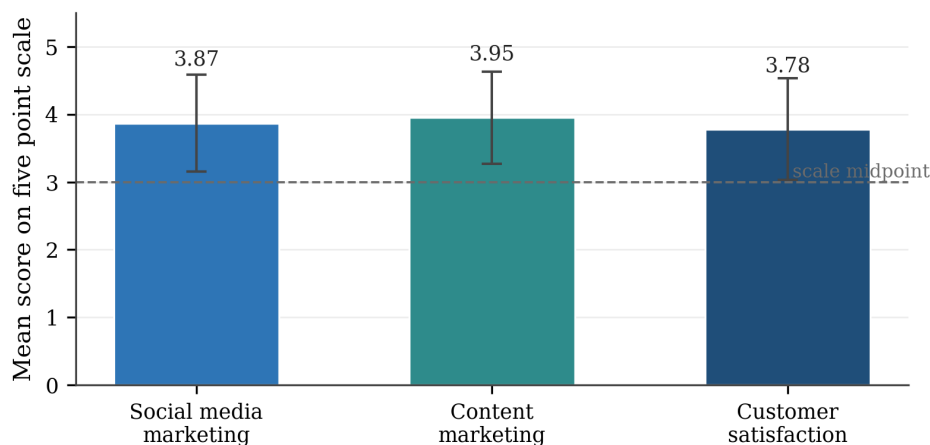
satisfaction recorded the lowest mean at 3.78 with the widest dispersion at 0.75. All three lie above the scale midpoint of 3.00, indicating that respondents generally regard the provider's digital marketing favourably and are moderately satisfied.

**Table 2: Descriptive statistics of study variables**

| Variable                     | N   | Mean | Std. deviation | Minimum | Maximum |
|------------------------------|-----|------|----------------|---------|---------|
| Social media marketing (SMM) | 331 | 3.87 | 0.72           | 1.00    | 5.00    |
| Content marketing (CM)       | 331 | 3.95 | 0.68           | 1.00    | 5.00    |
| Customer satisfaction (CS)   | 331 | 3.78 | 0.75           | 1.00    | 5.00    |

Note. Source: field survey (2026).

That customer satisfaction records both the lowest mean and the widest dispersion is worth noting at the outset. It indicates that subscribers agree more closely about the quality of the provider's marketing than about their own satisfaction, which is consistent with satisfaction being determined by factors beyond marketing alone, including price, signal reliability and service recovery.



**Figure 1:** Mean scores with standard deviation bars for the three study constructs. All lie above the scale midpoint, with customer satisfaction recording the lowest mean and the widest dispersion.

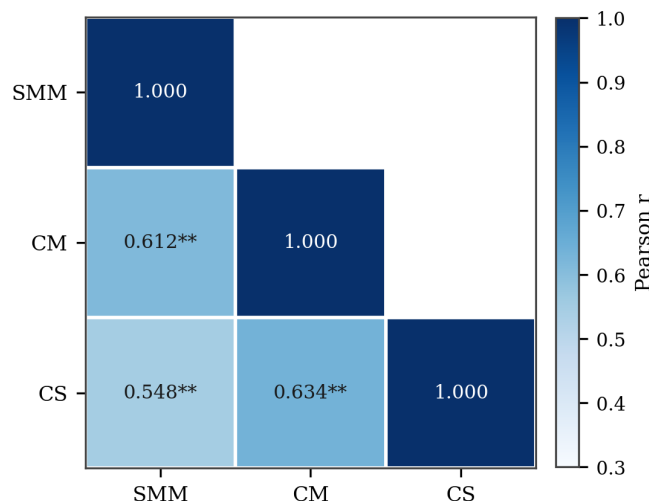
## 4.2 Correlation Analysis

Table 3 reports the correlation matrix. All variables are positively and significantly correlated at the one percent level. Content marketing shows a stronger association with customer satisfaction ( $r = 0.634$ ) than does social media marketing ( $r = 0.548$ ), and the two marketing practices are themselves correlated at 0.612. No coefficient approaches 0.80, so multicollinearity is not a concern.

**Table 3: Pearson correlation matrix of study variables**

| Variable | SMM     | CM      | CS    |
|----------|---------|---------|-------|
| SMM      | 1.000   |         |       |
| CM       | 0.612** | 1.000   |       |
| CS       | 0.548** | 0.634** | 1.000 |

Note. \*\* correlation significant at the 0.01 level, two tailed.  $N = 331$ . Source: field survey (2026).



**Figure 2:** Correlation matrix of study variables. The association between the two marketing practices (0.612) indicates that providers active in one tend to be active in the other, so the practices operate as complements in observed behaviour.

### 4.3 Regression Results

Table 4 reports the two regression models. Both are statistically significant and both predictors carry positive coefficients.

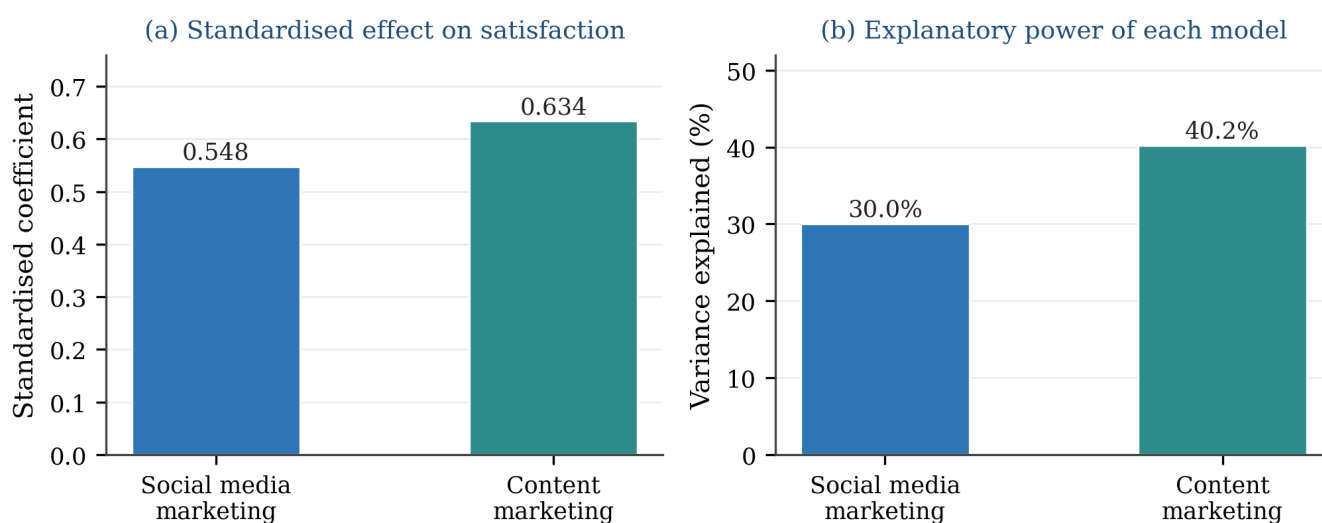
**Table 4: Regression results for the effect of digital marketing on customer satisfaction**

| Model   | Variable | B     | Std. error | Beta ( $\beta$ ) | t value | Sig.  | $R^2$ | Adj. $R^2$ | F      | Sig. (F) |
|---------|----------|-------|------------|------------------|---------|-------|-------|------------|--------|----------|
| Model 1 | Constant | 1.842 | 0.196      | –                | 9.398   | 0.000 | 0.300 | 0.298      | 141.02 | 0.000    |
|         | SMM      | 0.512 | 0.043      | 0.548            | 11.874  | 0.000 |       |            |        |          |
| Model 2 | Constant | 1.596 | 0.187      | –                | 8.534   | 0.000 | 0.402 | 0.400      | 221.47 | 0.000    |
|         | CM       | 0.574 | 0.039      | 0.634            | 14.879  | 0.000 |       |            |        |          |

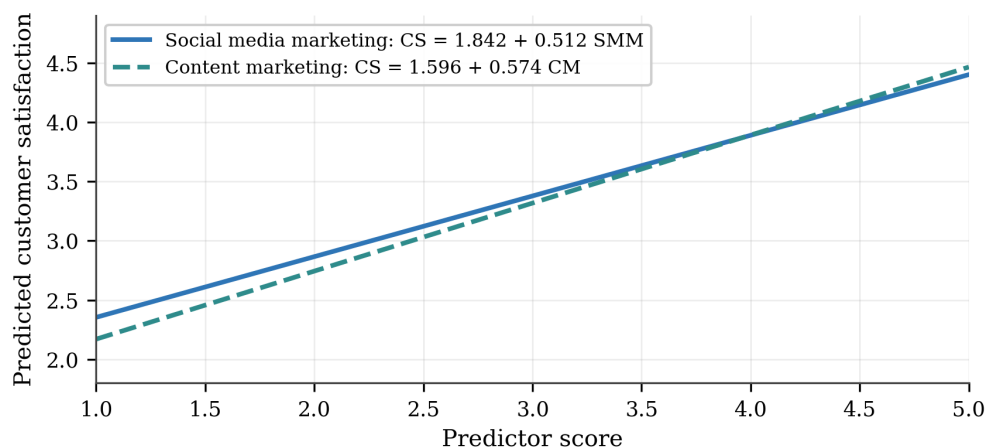
Note. Dependent variable: customer satisfaction.  $N = 331$ . Source: field survey (2026).

**Model 1** is significant,  $F(1, 329) = 141.02$ ,  $p < 0.001$ . Social media marketing explains 30.0 percent of the variation in customer satisfaction, with a coefficient of 0.512 indicating that a one unit rise in perceived social media marketing is associated with a rise of just over half a unit in satisfaction.

**Model 2** is also significant,  $F(1, 329) = 221.47$ ,  $p < 0.001$ . Content marketing explains 40.2 percent of the variation, with a coefficient of 0.574. Both the standardised coefficient and the explanatory power exceed those of Model 1, establishing content marketing as the stronger of the two predictors.



**Figure 3:** Comparison of the two regression models. Panel (a) shows the standardised coefficient of each practice on customer satisfaction; panel (b) shows the proportion of variance each model explains. Content marketing leads on both measures.



**Figure 4:** Fitted regression lines for the two models over the observed range of the predictors. The steeper slope and higher intercept-adjusted position of the content marketing line reflect its larger estimated effect.

## 5. Discussion of Findings

### 5.1 Content Marketing as the Stronger Driver

The principal finding is that content marketing outperforms social media marketing as a predictor of subscriber satisfaction, explaining 40.2 percent of variance against 30.0 percent. The ten percentage point difference is not a marginal distinction. It indicates that a third again as much of the variation in satisfaction is traceable to what a provider publishes as to how actively it maintains a social presence.

The result is intelligible in terms of what a pay television subscription actually is. The subscriber purchases access to content, and content marketing is the practice most directly continuous with that purchase. Previews, highlights, scheduling guides and editorial material extend the product rather than merely advertising it, and in doing so they supply value between the points at which the subscriber consumes the service itself. Social media marketing, by contrast, principally routes attention towards the product. Routing has value, but it is instrumental, and its contribution is bounded by the quality of what it routes attention to.

This reading is consistent with Nagy and Hajdu (2023), who found that content marketing operates through sustained engagement rather than immediate transactional prompting. For a subscription business the commercially relevant outcome is renewal rather than acquisition, so a practice that builds engagement across the billing cycle is better aligned with the revenue model than one optimised for immediate response.

### 5.2 Social Media Marketing and Its Distinct Contribution

That social media marketing is the weaker predictor should not be read as a case for disinvestment. Its coefficient is substantial and its model highly significant, and it accounts for nearly a third of the variance in satisfaction on its own. Kaplan and Haenlein (2010) identified the interactive character of these platforms as their defining property, and Felix, Rauschnabel and Hinsch (2017) emphasised that strategic value depends on how firms govern that interaction rather than on presence alone.

For a satellite television provider the interactive property carries a specific operational significance that this study design does not isolate but that bears on interpretation. Social media is where service failure becomes visible. Signal outages, billing disputes and package changes are reported publicly, and the provider's response is observed by subscribers who were not themselves affected. The satisfaction contribution of social media may therefore run substantially through service recovery rather than through promotion, which would explain why its measured effect is positive and large while remaining below that of content.

### 5.3 Complementarity Rather Than Substitution

The correlation of 0.612 between the two practices indicates that providers strong in one tend to be strong in the other. This has a direct bearing on how the results should be used. The two dimensions are not competing claims on a fixed budget whose relative returns dictate a reallocation from one to the other; they are complementary activities in which each raises the return to the other. Content without distribution reaches no one, and distribution without content has nothing to carry.

The practical inference is therefore one of sequencing rather than of substitution. Where resources are constrained, the evidence favours establishing content quality first, because social media activity amplifies whatever it distributes and amplification of weak material produces visibility without satisfaction.

### 5.4 Methodological Note on the Separate Models

One feature of the analysis requires explicit comment. The two predictors were estimated in separate simple regressions rather than jointly in a single multiple regression, in line with the study objectives, which concern the individual effect of each practice. Because the two are correlated at 0.612, each simple model attributes to its own predictor some portion of the variance that the two share. The reported coefficients are therefore total effects rather than unique effects, and the two explained variances cannot be summed: the practices do not jointly account for 70.2 percent of satisfaction.

This does not undermine the comparison between them, which is the finding of interest, since both models are affected in the same direction and the ordering is unambiguous. It does mean, however, that a joint specification would be a valuable extension, since it would partition the shared variance and establish how much of the content marketing advantage survives control for social media activity. That estimation is recommended for subsequent work.

## 5.5 Limitations

Several limitations qualify these findings. Both predictors and the outcome were measured perceptually on the same instrument from the same respondents, which raises the possibility of common method variance and may inflate the observed associations. The design is cross sectional, so causal direction cannot be established; satisfied subscribers may attend more favourably to a provider's marketing rather than the marketing producing the satisfaction. The sample was drawn from active subscribers and therefore excludes those who have already cancelled, which is a survivorship constraint of some consequence in a study concerned with satisfaction. Digital marketing was represented by two dimensions, leaving search, electronic mail and influencer channels unexamined. Finally, the study measures satisfaction rather than retention or revenue, and the relationship between the two is assumed rather than tested.

## 6. Conclusion and Recommendations

This study examined the effect of social media marketing and content marketing on customer satisfaction among Digital Satellite Television subscribers in Nigeria. Both practices exerted positive and statistically significant effects, and content marketing emerged as the stronger predictor, explaining 40.2 percent of the variance in satisfaction against 30.0 percent for social media marketing.

The study concludes that digital marketing is a material driver of subscriber satisfaction in the pay television industry, and that the composition of that marketing matters as much as its volume. The greatest gains follow from relevant, high quality content supported by responsive social media engagement. Since the two practices are strongly correlated, they are best treated as complementary components of a single digital strategy rather than as alternatives.

The following recommendations follow.

1. **Prioritise content relevance and quality.** Providers should direct digital marketing investment first towards the production of programme previews, highlights, guides and editorial material that subscribers value, since this is the dimension with the greater measured effect on satisfaction.
2. **Use social media for responsiveness as well as promotion.** Platforms should be resourced to resolve service complaints visibly and promptly, since public resolution affects the perceptions of subscribers beyond the complainant.
3. **Coordinate the two practices rather than separating them.** Social media activity should be planned around the content calendar so that distribution and production reinforce each other.
4. **Segment content by subscriber interest.** Given that satisfaction showed wider dispersion than either marketing measure, providers should establish which subscriber groups are least satisfied and tailor content accordingly rather than publishing uniformly.
5. **Measure satisfaction against retention.** Providers should link satisfaction monitoring to renewal data, so that the commercial return to digital marketing investment can be established directly rather than inferred.

## Conflict of Interest

The authors declare no conflict of interest relating to the research, authorship or publication of this article.

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## Authors Contributions

**Wan Christopher Nyam:** conceptualisation, research design, data collection, analysis and drafting of the manuscript. **Ibrahim Karimu Moses:** methodology, validation, review and editing. **Dayo Veronica Obaloko:** literature review, data curation, review and editing.

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