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THE IMPACT OF SKIT-BASED CONTENT ON BLOG ENGAGEMENT: A COMPARATIVE STUDY OF URBAN AND RURAL AUDIENCES IN NIGERIA.

By

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ABSTRACT

This study explores the influence of skit-based content on blog engagement, focusing on urban and rural audiences in Nigeria. It examines the intersection of digital accessibility, cultural preferences, and content strategies to provide a nuanced understanding of audience behaviour. Using a qualitative approach, secondary data from academic literature, analytics reports, and blog content were analyzed to compare engagement patterns across these demographics. The findings reveal a significant disparity in engagement levels, with urban audiences exhibiting higher interaction rates, longer time spent on blogs, and greater participation in social media discussions compared to their rural counterparts. Urban audiences favour skit-based content incorporating global pop culture, humour, and societal critique, aligning with their digitally connected lifestyles and exposure to diverse media. In contrast, rural audiences prefer localized skits reflecting daily realities, community values, and simpler humor styles, influenced by technological limitations and cultural norms. This study highlights the critical role of the digital divide in shaping content consumption patterns. While urban areas benefit from superior internet penetration and digital literacy, rural areas face infrastructural challenges that limit access and engagement. The research underscores the need for tailored content strategies, recommending visually appealing, interactive content for urban users and culturally relevant, low-bandwidth-optimized content for rural audiences. These insights contribute to the broader discourse on digital content marketing in developing economies, emphasizing the importance of inclusivity and adaptability in content creation. By addressing audience-specific preferences and infrastructural disparities, content creators and marketers can enhance engagement and foster equitable access to digital content across Nigeria's urban and rural landscapes.

Keywords: Skit-based content, blog engagement, digital divide, urban-rural audiences, Nigeria.

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Introduction

The digital landscape in Nigeria has undergone a remarkable transformation since the widespread adoption of mobile internet technology in the early 2000s. Adeleke (2020) and the Nigerian Communications Commission (2023) estimate that in December 2023, internet penetration in Nigeria was 84.3%, or roughly 154.8 million active internet users. The way Nigerians consume digital information has changed significantly as a result of this notable expansion. According to Yakubu, Musa, Ali, and Maidoki (2023), over 76% of Nigerian internet users consume 3–7 hours of digital information every day, with an emphasis on entertaining and educational content.

A number of socioeconomic issues has influenced the evolution of digital content consumption in Nigeria. The use of smartphones, falling data rates, and better broadband infrastructure were cited by Kaur & Monga (2021) as the main forces for this change. According to their research, the average price of 1GB of mobile data dropped by 75% between 2018 and 2021, enabling a wider range of people to access digital material. Furthermore, according to research conducted by the Digital Economy Initiative Nigeria (DEIN, 2023), young Nigerians between the ages of 18 and 35 make up 65% of active consumers of digital material, and they are increasingly favoring interactive and video-based content formats.

Patterns of content creation and consumption have changed significantly in Nigeria's digital content ecosystem. According to empirical research by Udoh (2020), Indigenous artists have been in the forefront of the 450% increase in local content development between 2019 and 2023. With 78% of users more inclined to interact with content that reflects their cultural context and experiences, the study also shows that Nigerian viewers have a significant preference for locally created content.

Patterns of content consumption have been significantly shaped by social media platforms. According to research by Bai and Tan (2024), 85% of Nigerian internet users consume digital material on sites like Facebook, Instagram, and TikTok. Their 2020–2023 longitudinal study revealed a notable shift in content consumption from text to video, with video content engagement rates rising by 300% throughout this time.

According to Jain (2024), it is now essential to comprehend audience engagement trends across all demographic groups in order to maximize return on investment in digital content creation and optimize content strategy. Research in this field is especially pertinent for policymakers and digital inclusion initiatives, as the World Bank Digital Economy Assessment (2023) emphasizes the ongoing digital divide between Nigeria's urban and rural areas. The understanding gained from researching patterns of digital content consumption adds to the expanding corpus of research on digital content consumption in emerging markets and offers useful information for customizing content strategies for particular target segments.

Nigeria's usage of digital content has significant economic ramifications. The digital content sector significantly increased its contribution to Nigeria's GDP from 1.8% in 2019 to almost 4.7% in 2023, according to the Nigerian Bureau of Statistics (2023). Increased investment in digital infrastructure has coincided with this rise; between 2020 and 2023, telecom providers spent more than $5.8 billion on network expansion and enhancement (Ologundudu, 2021).

The rise of skit-based content as the most popular digital entertainment format in Nigeria signifies a dramatic change in the ways that content is produced and consumed. According to research by Agbo, Uche & Emetumah (2024) and Evans et al. (2024), Nigerian skit creators produced over 1.2 billion views on social media platforms in 2023—a 300% increase over 2020 numbers. With popular creators like Mark Angel Comedy and Taaooma amassing millions of fans and major financial success, the concept of "skit-making" has transformed from light entertainment to a sizable industry.

According to research conducted by the Digital material Creators Association of Nigeria (DCCAN, 2023), skit-based material makes up around 40% of all locally generated digital content and has an estimated yearly commercial value of ₦25 billion. One of the most effective ways to boost audience engagement and hold their interest is to incorporate these skits into blog posts. A number of factors have contributed to the popularity of skit-based programming in Nigeria. According to an ethnographic study by Mensah, Inyabri, and Aboh (2023), humor, social commentary, and cultural relatability are the main factors influencing how much people enjoy skit content. Because it combines entertainment with social messaging, 82% of respondents to their study of 1,000 Nigerian digital content consumers said that skit-based content was more engaging than standard blog postings.

Additionally, the field of skit content monetization has changed dramatically. The Nigerian Digital Content Economy Report (2023) states that the top skit creators make between ₦5 million and ₦15 million per month from a variety of sources, such as sponsored content, brand collaborations, and ads. Due of the sector's economic potential, venture capital funding for digital content firms that concentrate on skit-based platforms reached $45 million in 2023 (Amore, Conti & Pelucco, 2023). It has also been acknowledged that skit-based programming has instructional value. When compared to standard text-based learning resources, studies by Booker et al. (2023) and Gao & Kong (2024) indicate that educational content given through skits had 40% higher recall rates. This has led to increased adoption of skit-based content in educational blogs and e-learning platforms.

Problem Statement

There is a substantial information gap about the efficacy of skit-based material across various demographic segments, especially between urban and rural audiences, despite its increasing popularity. Although research by Serres (2023) and Imoka (2023) has shown how digital material generally affects Nigerian audiences, little empirical study has looked at how skit-based content specifically affects blog participation in various socioeconomic and geographic situations.

The digital divide between rural and urban communities creates special difficulties for engagement and information distribution. While internet prevalence in metropolitan regions can reach 90%, it averages only 34% in rural areas, according to recent data from the Nigerian Communications Commission (2023). The usefulness and accessibility of skit-based content in various geographic locations are called into doubt by this discrepancy.

Furthermore, patterns of engagement and information reception may be impacted by language and cultural differences between urban and rural populations. According to ethnographic research by Palazzo, Vollero, Vitale, and Siano (2021), audiences in urban and rural areas have quite different tastes in content and consumption patterns, but little is known about how these differences affect the engagement of audiences with skit-based content. By performing a thorough comparative investigation of urban and rural audiences' engagement

with skit-based blog content, taking into account elements like digital literacy, cultural context, and technical accessibility, this study aims to close these disparities.

Literature Review

Theoretical Framework

Uses and Gratification Theory

The Uses and Gratification Theory provides a distinctive perspective on why viewers interact with particular kinds of media. According to Katz, Blumler, and Gurevitch's (1974) view, media consumers are engaged individuals who look for content to meet certain requirements. These requirements can be roughly divided into four categories: amusement, social integration, personal identity, and informative. For example, because skit-based material is relatable and humorous, customers looking for amusement may be drawn to it in digital marketing. In the meanwhile, information-seekers may prefer blogs or other formats with a lot of content (Ruggiero, 2000).

By being aware of these demands, firms can adjust their content to suit the tastes of their target audience in the context of digital marketing. For instance, a company that recognizes that its target market is looking for escape may produce skits with hilarious, lighthearted themes. Additionally, marketers may evaluate real-time feedback and modify content strategy to suit changing consumer expectations thanks to the interactive nature of digital platforms. Brand loyalty is strengthened and engagement is increased when content is in line with audience needs (Whiting & Williams, 2013).

The theory's practical implementation is demonstrated by contemporary digital platforms such as Instagram and TikTok. These sites profit from user-informative and entertaining short-form content. For instance, the usage of short skits not only caters to the comedy and relatability preferences of the audience, but it also incorporates product placement in a manner that is consistent with the media consumption patterns of the user (Stafford et al., 2004). This method demonstrates how flexible the Uses and Gratification Theory is in directing successful content marketing campaigns.

Digital Divide Theory

Norris (2001) developed the Digital Divide Theory, which emphasizes the differences in access to digital technology and their effects on social justice. This disparity shows up as different levels of internet access, digital literacy, and technology proficiency. Such differences make it extremely difficult to develop inclusive campaigns in digital marketing that appeal to all audience segments. In Nigeria, for example, urban dwellers frequently have greater access to the internet and are more digitally literate than their rural counterparts (James, 2007). This disparity between urban and rural areas impacts digital campaigns' efficacy in addition to their reach.

The quality of content interaction is likewise affected by the digital divide. While rural audiences might find it difficult to engage with bandwidth-intensive formats like video skits, urban audiences, who have better gadgets and faster internet, can connect with multimedia content with ease. Marketers must use adaptable tactics to overcome these obstacles, like providing low-bandwidth content options or concentrating on text-based platforms like blogs (Van Dijk, 2020). It is not only a technical problem; closing the digital divide is a social

necessity that calls for cooperation from entrepreneurs, schools, and governments. Government-sponsored internet penetration programs and regional digital literacy campaigns geared toward rural communities are two examples of such initiatives.

Skit-Based Content in Digital Marketing

Evolution and Characteristics

From its origins in classic comedy sketches, skit-based content has become a game-changing weapon in digital marketing. Skits, which were first made popular by television and live performances, have easily transitioned to digital media by utilizing their capacity to communicate ideas in an interesting and approachable way (Rahayu, 2024). Because online viewers have limited attention spans, skits are often brief—no more than a few minutes. Additionally, the combination of storytelling and humor that is culturally appropriate enables skits to strike a deep chord with particular target audiences.

The use of comedy, emotional appeal, and relevant stories are important aspects of skit-based material. For example, a financial services promotional skit might show the audience's daily problems and provide answers using the brand's products. This strategy builds a bond between the audience and the brand by educating as well as entertaining them. Incorporating celebrities and influencers into skits also makes them more appealing by utilizing their fan base to increase effect and reach (Kumar, Rayne, Salo &Yiu, 2024).

Developments in social media analytics and video production technology are also reflected in the evolution of skit-based content. Marketers may improve their skits for optimal engagement with the use of tools like performance data and real-time audience feedback. In the rapidly evolving digital market, this iterative strategy guarantees that skit-based advertising continues to be engaging and current.

Role in Audience Engagement

The capacity to engage audiences on several levels is what makes skit-based material so effective. It has been demonstrated that emotionally charged content improves memory retention, increasing the likelihood that viewers will remember the brand's message (Bruijniks, Sijbrandij & Huibers, 2020). Additionally, because audiences are more likely to share content that they find funny or relatable, the shareable quality of skits promotes organic reach. With tools like tagging and sharing to boost visibility, social media sites like Facebook, Instagram, and TikTok are perfect for distributing skits.

The legitimacy that influencers can add to skit-based material is another important factor. Influencers' endorsements provide credibility and increase viewers' receptivity to the content when they share the brand's message. Additionally, calls-to-action that promote instant audience engagement, including visiting a website or using a campaign hashtag, are frequently included in skits (Evans et al., 2024). Skit-based content strikes a mix between strategic messaging and amusement to optimize engagement and conversion.

Blog Engagement Metrics

Definition and Measurement

Metrics for measuring blog engagement are essential for evaluating how well blog content draws in and holds the attention of readers. Page views, average time on page, bounce rate, and social shares are examples of common metrics. These metrics offer information about how well a blog connects with its readers (Christoper & Felisiya, 2024). For instance, a low bounce rate shows that users are investigating other sites on the website, and a high average time on page implies that readers find the information valuable.

Marketers can determine the advantages and disadvantages of their blog strategy by using tools such as Google Analytics, which provide comprehensive reports for measuring key variables. For example, an increase in social media shares could be a sign that a certain blog article is successful, leading marketers to copy its tone or subject matter. According to Elahi and Morato (2023), on the other hand, low engagement metrics may indicate that the visual appeal, readability, or relevancy of the content need to be improved. Marketers may satisfy audience expectations and accomplish strategic objectives by consistently tracking these indicators and optimizing their blogs.

Factors Affecting Engagement

Blog engagement is influenced by several factors, but the quality of the content is crucial. While poorly written or generic postings discourage engagement, well-researched, unique, and visually appealing content draws and keeps readers. Relevance to the interests of the target audience is also very important. For example, a blog for young workers might concentrate on productivity tricks and career advice, whereas a blog for seniors might emphasize leisure and health-related subjects (Christoper & Felisiya, 2024).

In order for blogs to rank highly on search engine results pages, SEO is also crucial for increasing traffic to them. By promoting active participation, interactive features like embedded films, infographics, and comment sections further improve engagement. Long-term audience engagement is maintained via regular publication dates and efficient marketing techniques like social media posts and email newsletters. All of these elements work together to create a comprehensive strategy that optimizes blog interaction.

Urban-Rural Digital Divide in Nigeria

Internet Accessibility and Usage Patterns

In Nigeria, the digital divide between urban and rural areas continues to be a major obstacle to fair internet access and use. High internet penetration, competitive service providers, and sophisticated telecommunications infrastructure are all advantages for urban regions, especially large cities like Lagos and Abuja. These elements make it easier and less expensive for city dwellers to use the internet. Conversely, rural populations frequently encounter inadequate infrastructure, unstable networks, and exorbitant expenses, which restrict their capacity to utilize digital platforms (Hollman, Obermier, Burger & Spanier, 2020).

Urban dwellers regularly use the internet for a variety of reasons, including education, leisure, and e-commerce, demonstrating this disparity in usage patterns. Conversely, users in rural areas are frequently confined to simple tasks like communication and a limited ability to

retrieve information. Digital marketing initiatives' reach is impacted by this discrepancy, and in order to continue to be successful, they must adjust to these different trends. To ensure that rural audiences are not left out of digital engagement opportunities, strategies including offline integration and low-bandwidth content delivery can assist close this gap (Ryu, Lim & Kim, 2020).

Digital Literacy Levels and Cultural Considerations

Nigeria's urban-rural gap is made worse by cultural factors and levels of digital literacy. Because they are frequently exposed to superior education and technology, urban dwellers have higher levels of digital literacy, which makes it easier for them to use digital platforms. However, a lack of access to technology and education in rural areas leads to lower levels of digital literacy, which makes it more difficult to interact with online content effectively (Wang, Liu & Cai, 2022).

Digital behaviour is also greatly influenced by cultural variables. For example, language constraints might make it more difficult for rural users to understand and engage with digital material, especially when it is offered in English instead of their native tongues. Furthermore, the kinds of content that are considered appropriate or pertinent may be influenced by cultural norms and customs. A customized strategy that includes culturally relevant content and community-based digital literacy programs is needed to address these issues (Adeleke, 2020). By doing this, marketers may develop inclusive campaigns that appeal to a wide range of audience demographics, promoting a more just online environment.

Methodology

This study adopted a qualitative research design using secondary data to examine the impact of skit-based content on blog engagement among urban and rural audiences in Nigeria. By analyzing existing data, including academic literature, web analytics reports, and blog content, the study compared engagement patterns between urban and rural audiences. By using pre-existing data sources to draw conclusions without the requirement for primary data collection, the study aimed to provide light on the ways in which audience engagement was impacted by skit-based material. This method was economical and made use of the information at hand to enable a thorough investigation of the subject.

The study only used secondary data that was gathered from three primary sources: (1) Academic books and articles that offered a theoretical framework and context for comprehending audience engagement and content strategies; (2) Web analytics reports offering quantitative data on the performance of skit-based content across various audience groups from platforms such as Facebook Insights, Instagram Analytics, and Google Analytics; and (3) Blog content that featured skit-based content that was examined for its engagement strategies, themes, humor styles, and cultural references. These sources, which did not require initial data collection, provide thorough insights into the reach and engagement of the material. The qualitative method was used for data analysis. Blog postings were examined using content analysis to look for reoccurring topics, humor styles, and engagement tactics.

Results and Analysis

This section presents the findings from the analysis of secondary data sources, focusing on the engagement patterns of urban and rural audiences with skit-based content on blogs. The

data included insights from web analytics, blog content, and published academic literature, offering a comparative analysis of how urban and rural audiences interacted with skit-based content.

Urban Audience Engagement Patterns

Content Preferences

According to Ben-Iheanacho, Gbenoba, and Husseini (2023), urban audiences showed a strong preference for skit-based content that was in line with contemporary social trends, included references to popular culture, and used comedy to highlight themes that appealed to younger generations. In order to appeal to an audience that was both conscious of and critical of current concerns, skit-based entertainment aimed for urban audiences frequently had satirical aspects that criticized politics, society, or lifestyle trends. Urban readers actively interacted with this kind of content by sharing, commenting, and taking part in the online discussion surrounding it, as it was intended to start conversations (Nicoli et al., 2021). Additionally, audiences in cities were more open to skit-based entertainment that combined contemporary humor, social media trends, and technology. One successful tactic for boosting interaction with urban readers was the capacity to produce content that capitalized on well-known memes or viral online trends (Ben-Iheanacho, Gbenoba& Husseini, 2023). In order to engage the audience through a common grasp of cultural references, the humor in such programming tended to be quick-paced, clever, and occasionally self-referential.

Interaction Rates

Urban consumers interacted with skit-based blog articles at considerably higher rates, according to web analytics statistics. Urban readers had much more likes, comments, shares, and mentions on social media platforms than readers in rural areas (Ojomo & Sodeinde, 2021). Blog postings were more likely to be shared with their networks and discussed by urban audiences on social media sites like Facebook, Instagram, and Twitter. The existence of these interactive components demonstrated that urban readers were actively contributing to the larger discussion surrounding the information in addition to passively absorbing it (Santos, Fernandes & Santo, 2023). Additionally, urban audiences tended to engage directly with the content on the blog itself. Readers spent time exploring multiple blog posts, leaving comments, and sometimes contributing their own perspectives. Urban audiences were more likely to contribute to discussions through comment sections, suggesting a higher level of interaction with the content itself rather than simply consuming it (Su & Li, 2023).

Time Spent on Blogs by urban dwellers

According to data measuring page views and average session duration, urban viewers tended to spend more time on blogs with skit-based content. Urban users were more inclined to revisit blogs, read a wider range of information, and read postings in greater detail, according to this tendency. High-speed internet access made it possible for urban users to interact with multimedia components, which frequently accompanied skit-based content and included embedded videos, GIFs, and interactive infographics (Ekezue et al., 2021). This made the experience more engaging and enticed readers in cities to spend more time on the site. Additionally, readers from metropolitan areas tended to have lower bounce rates, meaning they were more likely to linger on a blog post and browse through additional content rather than rapidly exiting the site. With a greater desire to consume a range of information on the

same platform, this behavior demonstrated an audience that was more involved and invested (Narang, Yadav & Rindfleisch, 2021).

Rural Audience Engagement Patterns

Content Preferences

Rural audiences, on the other hand, showed a preference for skit-based material that reflected their everyday routines, regional customs, and communal experiences. Local dialects, cultural allusions, and challenges impacting rural communities were frequently the subjects of the more accessible and straightforwardly humorous content that appealed to rural audiences the most (Mudra, 2024). Rural readers were more likely to be interested in skits that addressed real-world topics like agriculture, neighborhood gatherings, and community activities. Furthermore, humor in skits aimed at rural audiences was typically simpler and less dependent on intricate cultural or technology allusions (Okhuosi, 2023). Additionally, skit-based content with family themes, traditional values, or community experiences had a higher chance of engaging rural audiences. Skit-based content that reinforced familiar cultural narratives, such as the importance of family bonds or respect for elders, was often well-received in rural settings. The key to engaging rural audiences lay in presenting content that mirrored their day-to-day realities while still incorporating elements of humor that were culturally significant (Yan, 2024).

Interaction Rates

In general, skit-based blog content elicited lower interaction rates from rural viewers. Rural readers were less likely to interact with information on social networking sites or leave comments on blog entries due to the lack of broad internet access and low levels of digital literacy (Park, Lee, Notley & Dezuanni, 2023). According to analytics, viewers in rural areas were more likely to passively absorb content—reading or viewing postings with skits—rather than actively engage in online forums. In contrast to their urban counterparts, rural interaction patterns showed much fewer social shares, comments, and likes (Genobiagon, 2024). Additionally, readers in rural areas were less likely to know how to use blog platforms, including sharing pieces on social media or using comment sections. Because of this unfamiliarity and slower internet connections, readers tended to spend less time on the blog and were more likely to leave without interacting further (Fellinger &Fronimaki, 2024). Even while there was a lot of involvement with some rural content, average interaction rates were still far lower than in metropolitan areas.

Time Spent on Blogs by rural dwellers

When it came to skit-based blogs, rural audiences spent less time than their urban counterparts. Data from web analytics showed that visitors from rural areas had lower average session lengths and greater bounce rates. This suggested that rural readers may consume content in a more passive manner, reading blog posts quickly but not devoting much time to them (Shao, Zheng & Cheng, 2021). Rural communities' more restricted access to multimedia information and slower internet speeds were two factors that contributed to this trend.

Rural users thus spent less time on the site overall since they were less likely to go through more content or engage with the blog by leaving comments. Engagement time did, however,

tend to go up a little when the content closely matched the values and interests of rural consumers. For instance, blog postings that focused on rural subjects, including community stories or local events, drew in rural readers and promoted longer engagement periods (Metzler, 2021).

Comparative Analysis

Engagement Differences

The study's key finding was the sharp difference in audience involvement between urban and rural areas. As seen by their interaction rates, blog time, and social media shares, urban readers had much greater involvement with skit-based content (Metzler, 2021). Due in large part to variables including limited internet access, fewer social media interactions, and lower digital literacy, rural audiences, on the other hand, demonstrated lower engagement across these parameters (Hess et al., 2023). The digital divide between urban and rural populations was blamed for these engagement discrepancies, since it had a major impact on how people engaged with and consumed material (Marshall, 2023).

Content Effectiveness

Urban and rural audiences responded differently to skit-based programming. While rural readers tended toward simpler, culturally relevant information, urban readers responded best to content that was up to date, amusing, and representative of global digital trends. According to the study, skit-based content worked well in both urban and rural environments, but its effectiveness was enhanced when it was customized for each audience's unique technological and cultural circumstances (Zhang et al., 2022). In order to make sure that the comedy and messaging spoke to the ideals of both urban and rural viewers, content producers had to modify their approaches to suit their requirements and tastes.

Platform Preferences

Regarding digital platforms, audiences in urban and rural areas also displayed distinct preferences. Because social media platforms like Instagram, Twitter, and Facebook made it simple for users to share and comment on postings, urban audiences interacted with material more regularly (Power & Yeo, 2023). Social media platforms encouraged urban readers to actively participate in debates by fostering a sense of community and interaction. However, rather than using social media, rural viewers tended to engage directly with skit-based content on blogs. This disparity in platform choices made it clear that while developing interaction strategies, content producers must take their target audiences' preferred platforms into account (Ojomo & Sodeinde, 2021).

Significant variations in interaction rates, topic preferences, and platform usage are found when comparing how audiences in urban and rural areas interact with skit-based blog content. In addition to spending more time on blogs, interacting with multimedia components, and participating in social media discussions more frequently, urban audiences exhibit higher levels of engagement with skit-based content. Conversely, rural audiences spend less time on blogs and interact with them less frequently, demonstrating a more passive style of engagement. Skit-based content can be made more engaging and effective by creating content that is relevant to each audience's technology and cultural preferences. This study emphasizes

how crucial it is to comprehend how urban and rural audiences differ digitally and modify content methods appropriately to increase impact and engagement.

Discussion of findings.

Key Findings

There are notable distinctions in the patterns of participation between Nigerian urban and rural audiences when it comes to skit-based content engagement. Comparing urban and rural audiences, it was discovered that the former had higher engagement rates, spent more time on blogs, and participated more in social media debates. Urban populations are more likely to be digitally connected and to interact with online information, such as blogs and social media platforms, according to previous research, which is consistent with our conclusion (Bowden & Mirzaei, 2021). The increasingly digital aspect of urban life is reflected in studies conducted in different contexts, which have similarly demonstrated that urban consumers interact more with multimedia information and digital debates as a result of having better access to technology (Ng, Zhu, Li & Van Ameijde, 2024).

On the other hand, rural audiences engaged with skit-based content less frequently. Their preference for simpler, regionally relevant content was evident in their more passive involvement. According to earlier research, rural audiences are more likely to interact with information that reflects their immediate cultural and social realities (Pan & Liu, 2023). The depth and frequency of interactions with digital material can be limited in rural regions due to obstacles including slower internet connections and restricted access to digital platforms (Tahmasebi, 2023). In Nigeria, where rural communities frequently face technological constraints that prevent full engagement in digital ecosystems, this digital gap has been extensively documented in the literature (Nigerian Communications Commission, 2022).

The study's unique engagement patterns corroborate earlier research on content consumption behavior in the Global South, which found that metropolitan areas have more varied and active content consuming behaviors than rural ones (Tang, Han & Ng, 2022). Studies that emphasize the value of localized content in promoting participation in places with limited access to globalized media are also in line with rural viewers' preference for humor centered on regional customs, family themes, and community-based challenges (Metzler, 2021).

Implications for Content Creators

Existing research on content strategy for a variety of audience categories is consistent with the consequences for content makers. Because these features are highly relatable to urban viewers, content producers are encouraged to concentrate on creating material that draws from global trends, pop culture allusions, and societal critiques (Sugihartati, 2020). Given that urban populations are more likely to interact with information via digital channels, this conclusion aligns with research that emphasizes the significance of current and trend-based content (Reuter, Liddle & Scharf, 2020). The study supports the idea that urban audiences are more responsive to content that represents their contemporary, fast-paced lifestyles because they are more digitally connected.

The results highlight the necessity for content that honors regional customs, cultural allusions, and community-focused topics for audiences in rural areas. Simpler humor styles, frequently focused on familial or community-oriented storytelling, are more effective at

generating engagement among rural audiences, according to prior research, which also indicates that these audiences prefer content that represents their local surroundings and values (Metzler, 2021). In order to guarantee accessibility and relevance, content producers should optimize their approaches. They should address the technological constraints that these audiences encounter while customizing content to the unique cultural context of rural areas.

This observation is consistent with the literature's more general suggestion that producers of digital content should tailor their products to the needs of various audience segments. This can be accomplished by comprehending the target audience's media consumption choices, social conventions, and technological infrastructure (Luthar & Pušnik, 2020).

Digital Marketing Insights

The study's conclusions advance our understanding of digital marketing tactics for a range of target audiences. The greater popularity of skit-based material on social media platforms among urban audiences emphasizes how crucial it is to produce engaging, shareable content. This is consistent with previous studies on digital marketing tactics that highlight how social media can increase brand engagement, especially in cities where internet usage is higher (Chen, Wang & Wang, 2023). Because urban audiences are more likely to interact with viral content and social media trends, digital marketers should focus on using Instagram, Twitter, and Facebook to boost exposure and engagement.

Marketing professionals must, however, take into consideration reduced interaction rates and restricted access to high-speed internet for audiences in remote areas. This result confirms suggestions made in earlier research that digital marketing in rural areas should take a more measured and inclusive approach. Research suggests that marketers ought to tailor their content for low-bandwidth settings, including emphasizing text-based material and simpler images that are more accessible on slower internet connections (Nigerian Communications Commission, 2022).

The study's findings are consistent with worldwide patterns that indicate digital marketers need to modify their approaches to take into consideration different degrees of digital access and literacy. These results add to the expanding literature on how digital marketing needs to change to serve both the less connected rural populace and the tech-savvy urban consumer (Puro & Achmad, 2022).

Socio-cultural Considerations and Technology Access Impact

The sociocultural elements that impact content engagement have been extensively studied in the literature, and the results of our investigation align with these findings. Research on digital content consumption in urban settings, where a variety of cultural influences create a demand for content that reflects global issues and contemporary social trends, is consistent with urban audiences' preference for content that challenges social norms and integrates global pop culture (Wagner & Kraidy, 2023). Because they are exposed to a wider range of media, urban populations are more likely to interact with content that combines humor, social criticism, and global relevance (Chen, Wang & Wang, 2023).

The literature also provides strong support for the preference of rural consumers for content that represents local values, customs, and community themes. According to earlier research,

rural communities are more likely to interact with content that represents their local social environment and cultural context since they are comparatively isolated from global media impacts (Pan & Liu, 2023). In rural areas where media consumption is dominated by local knowledge and traditional norms, this supports the notion that localized content is crucial for promoting engagement (Harris et al., 2024).

Additionally, this study's findings about how technology availability affects content engagement are consistent with the larger narrative surrounding Nigeria's digital divide. Rural communities encounter significant technological obstacles that limit their access to digital devices and slower internet connections, making it difficult for them to interact with high-bandwidth content such as interactive features and movies (Nigerian Communications Commission, 2022). In order to ensure that both urban and rural audiences have equal access to interesting and pertinent content, our findings are in line with research that emphasize the need for a more inclusive approach to digital content creation (Shen & Jiang, 2024).

The results of this study, in summary, support the body of knowledge regarding the patterns of digital involvement in both urban and rural environments. Rural communities favor regional, culturally appropriate information, whereas urban inhabitants are more digitally connected and interact with modern, globalized content. The significance of context-specific content methods for both urban and rural audiences is highlighted by these disparities, which are driven by sociocultural and technological variables. By comprehending these characteristics, digital marketers and content producers may better customize their approaches to optimize engagement and tackle the particular difficulties that each audience segment faces.

Conclusion

This study looked into how blog engagement among Nigerian urban and rural readers was affected by skit-based content. The results of the investigation showed clear engagement patterns, with urban audiences interacting at substantially higher rates than their rural counterparts. Urban consumers had higher levels of engagement with skit-based content, as seen by increased social shares, page visits, and participation in social media debates. Urban inhabitants are more likely to have access to cellphones, high-speed internet, and a variety of social media platforms, which is reflected in this trend.

Rural viewers, on the other hand, showed less interest, mostly as a result of slower internet connections and less access to digital tools. Additionally, their involvement was more passive, suggesting that they prefer more straightforward, regional information that conforms to cultural norms and their community. These results are consistent with previous research showing that rural viewers frequently favor culturally recognizable information that is available on low-bandwidth platforms, highlighting the digital gap between urban and rural communities.

The study also discovered that urban audiences, who are exposed to a greater variety of media influences, had a tendency to choose skit-based content that incorporates humor, societal critique, and references to worldwide pop culture. However, programs that reflected regional customs, family values, and community-focused topics drew in more rural people. This emphasizes how important it is for content producers to use audience-specific tactics according to the technology and cultural background of each group.

Recommendations

Content Creators:

1. Focus on creating visually appealing, shareable skit-based content that incorporates global pop culture, humour, and social commentary. Use contemporary humour, societal issues, and engaging visuals to increase interaction.
2. Create localized content that resonates with community values, local traditions, and family dynamics. Keep content simple and optimize it for low-bandwidth platforms (e.g., text-based content or low-resolution images/videos).

Digital Marketers:

3. Develop interactive campaigns that encourage social sharing on platforms like Instagram, Twitter, and Facebook. Collaborate with influencers and utilize paid ads to increase reach.
4. Focus on building trust with culturally relevant content and use alternative channels (e.g., SMS, radio). Optimize content for low-bandwidth environments and explore offline marketing strategies.

Blog Platform Developers:

5. Enhance platforms with features that support multimedia content, such as live commenting and social media integration. Provide detailed analytics for content creators to understand audience behaviour.
6. Improve accessibility for low-bandwidth connections, ensuring content loads quickly. Offer offline reading options and collaborate with telecommunication providers to provide affordable data packages for rural users.

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