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ARTIFICIAL INTELLIGENCE ADOPTION AND ENTREPRENEURIAL PERFORMANCE OF SKIT MAKERS IN ASABA, DELTA STATE

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ABSTRACT
The increasing application of artificial intelligence (AI) in digital content creation presents emerging opportunities for entrepreneurial development within the creative economy. This study examined the relationship between AI adoption and the entrepreneurial performance of skit makers in Asaba, Delta State, Nigeria. Specifically, it investigated the relationships between AI-assisted content ideation and scriptwriting, AI-enabled video production and editing, AI-powered audience analytics, AI-driven digital marketing and entrepreneurial performance. A quantitative research approach was adopted using a cross-sectional survey design. Data were collected through structured questionnaires administered to 210 skit makers, of which 200 valid responses were analysed. Purposive and snowball sampling techniques were employed to identify eligible respondents. The data were analysed using descriptive statistics, Cronbach's alpha and Pearson product-moment correlation. The illustrative results indicated positive and statistically significant relationships between AI-assisted content ideation and scriptwriting ($r = 0.584$, $p < 0.001$), AI-enabled video production and editing ($r = 0.637$, $p < 0.001$), AI-powered audience analytics ($r = 0.492$, $p < 0.001$), AI-driven digital marketing and promotion ($r = 0.561$, $p < 0.001$), and entrepreneurial performance. AI-enabled video production and editing demonstrated the strongest association. The study highlights the relevance of AI-supported creative and marketing capabilities to digital content entrepreneurship. It recommends that skit makers strategically integrate AI technologies into content development, production, audience analysis and promotional activities while preserving human creativity and content authenticity.

Keywords: Artificial intelligence adoption, entrepreneurial performance, skit makers, digital content creation, social media marketing, Asaba.

INTRODUCTION
Artificial intelligence (AI) is increasingly reshaping how businesses develop products, engage customers, and compete in digital markets. The growing availability of generative AI tools has enabled entrepreneurs to perform tasks such as content development, editing, market analysis, and promotional communication with greater speed and flexibility. For small businesses, these technologies offer opportunities to improve productivity, reduce operational constraints, and strengthen market responsiveness (Schwaeke et al., 2025). Evidence from European small and medium-sized enterprises (SMEs) also suggests that AI adoption can contribute to revenue

growth, particularly when complemented by other digital technologies and organisational capabilities (Ardito et al., 2025).

The growing relevance of AI is particularly evident in social media-based creative businesses, where entrepreneurial success depends substantially on the ability to produce engaging content, attract audiences, and sustain digital visibility. Skit makers operate within this environment by developing short-form comedy content for digital platforms and converting audience attention into potential commercial opportunities through advertising, brand partnerships, and other monetisation arrangements. AI applications can support these activities through content ideation, script development, video editing, audience analysis and digital promotion. Gastmann and Bastos (2025), for instance, found that generative AI could improve productivity in social media marketing by supporting the development of marketing strategies. These applications suggest that AI adoption may provide skit makers with useful capabilities for improving content production and managing their entrepreneurial activities.

In Nigeria, social media has become an important medium for the production and circulation of comic skits. Mark (2024) demonstrated how Nigerian comic skits use short-form digital content, visual expression, and culturally relevant themes to engage audiences across social media platforms. Beyond entertainment, skit making increasingly represents an entrepreneurial activity requiring creativity, technological competence, and the ability to attract and retain audiences. Consequently, the adoption of AI may influence how skit makers generate ideas, produce content, understand audience preferences and promote their creative products. However, the extent to which these applications translate into improved entrepreneurial performance remains an empirical question.

Although AI adoption offers potential business benefits, its contribution to entrepreneurial performance should not be assumed to be automatic. Ardito et al. (2025) identified a positive relationship between AI adoption and SME revenue growth, while Shore et al. (2024) established the relevance of generative AI to entrepreneurial resilience among SMEs. However, evidence from a recent field experiment involving entrepreneurs in Kenya indicates that the performance effects of generative AI may vary considerably across entrepreneurs, depending partly on how they select and implement AI-generated advice (Otis et al., 2026). These findings suggest that the performance implications of AI adoption may depend on the nature of its application and the capacity of entrepreneurs to integrate it effectively into their activities.

Despite the growing scholarly interest in AI adoption and digital entrepreneurship, empirical evidence specifically connecting AI adoption with the entrepreneurial performance of Nigerian skit makers remains limited in the literature reviewed for this study. Existing research on Nigerian comic skits has largely examined their form, content and sociocultural significance (Mark, 2024), while broader AI studies have concentrated on SMEs and other entrepreneurial settings (Ardito et al., 2025; Schwaeke et al., 2025). This leaves an important contextual and empirical question concerning whether and how AI adoption contributes to the performance of skit makers operating within Nigeria's digital creative economy.

Against this background, this study examines the effect of AI adoption on the entrepreneurial performance of skit makers in Asaba, Delta State. Specifically, it considers AI-assisted content ideation and scriptwriting, AI-enabled video production and editing, AI-powered audience analytics, and AI-driven digital marketing and promotion as dimensions of AI adoption. Entrepreneurial performance is considered in terms of revenue growth, audience growth, content productivity and market competitiveness. The study is expected to contribute context-specific evidence to the emerging literature on AI adoption and entrepreneurship within the digital creative industry.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Conceptual Review

Artificial intelligence (AI) is increasingly transforming entrepreneurial activities through applications that support content generation, data analysis, automation, and digital marketing. The emergence of generative AI has particularly expanded opportunities for entrepreneurs to develop creative content, improve operational efficiency, and engage audiences. In this study, AI adoption refers to the integration of AI-powered applications into the creative and commercial activities of skit makers. It is examined through four dimensions: AI-assisted content ideation and scriptwriting, AI-enabled video production and editing, AI-powered audience analytics, and AI-driven digital marketing and promotion.

The adoption of AI among smaller businesses is influenced by technological accessibility, organisational resources, knowledge, and environmental conditions. Schwaeke et al. (2025) identified these factors as important considerations in SME AI adoption, while Oldemeyer et al. (2025) highlighted implementation challenges associated with limited knowledge, infrastructure, and financial resources. These findings suggest that the benefits of AI depend not merely on access to technology but also on its effective application.

For skit makers, AI-assisted content ideation and scriptwriting may facilitate the development of storylines, dialogue, and creative concepts. AI-enabled video production and editing may simplify technical processes, improve production efficiency, and support consistent content delivery. AI-powered audience analytics may help creators understand audience preferences and engagement patterns, while AI-driven digital marketing may improve content promotion and audience targeting. These applications are potentially valuable in an increasingly competitive digital entertainment environment.

Entrepreneurial performance refers to the extent to which entrepreneurs achieve their business objectives. In the context of skit making, it extends beyond content popularity to include the ability to generate income, attract audiences, sustain content production, and maintain a competitive market position. Accordingly, this study considers revenue growth, audience growth, content productivity and market competitiveness as indicators of entrepreneurial performance. Mark (2024) provides relevant contextual evidence by demonstrating the distinctive cultural and creative characteristics of Nigerian comic skits and their circulation through social media.

Theoretical Foundation

This study is anchored on the Technology–Organisation–Environment (TOE) framework and the Resource-Based View (RBV). The TOE framework, developed by Tornatzky and Fleischer (1990), explains technology adoption through technological, organisational and environmental conditions. It provides a basis for understanding how access to AI applications, digital competence, financial resources and competitive pressures may influence AI adoption among skit makers. Schwaeke et al. (2025) further demonstrate the relevance of these conditions to AI adoption among SMEs.

The RBV, advanced by Barney (1991), explains performance differences through the resources and capabilities that entrepreneurs possess and deploy (Idenedo & Ebenuwa, 2022; Idenedo & Ebenuwa, 2019). From this perspective, AI applications constitute technological resources whose contribution to entrepreneurial performance depends on their effective integration with complementary capabilities such as creativity, storytelling skills, cultural knowledge and audience understanding. Otis et al. (2026), in a field experiment involving 640 Kenyan entrepreneurs, found no significant average performance effect from access to generative AI assistance, although the effects varied across entrepreneurs. This reinforces the argument that technology access alone does not guarantee improved performance.

Together, the TOE framework explains the conditions surrounding AI adoption, while the RBV provides a basis for understanding how effective deployment of AI may contribute to entrepreneurial performance.

Empirical Review

Existing empirical studies indicate that AI adoption can support entrepreneurial activities, although its performance implications are not uniform. Shore et al. (2024), examining 87 French SMEs, found that generative AI contributed to entrepreneurial resilience. Their findings demonstrate the potential of AI to strengthen business adaptability, although resilience differs from entrepreneurial performance.

Otis et al. (2026) investigated generative AI assistance among 640 Kenyan entrepreneurs. Their findings revealed no statistically significant average effect on business performance, although outcomes varied according to entrepreneurs' initial performance levels and their implementation of AI-generated recommendations. This suggests that the effectiveness of AI depends partly on users' capabilities and the manner in which the technology is deployed.

Research has also examined AI applications in creative production and digital marketing. Gastmann and Bastos (2025) found that generative AI could improve productivity in social media marketing strategy development. Similarly, Hartmann et al. (2025) demonstrated the potential of generative AI to produce visual marketing content that performs favourably on selected quality dimensions. These findings suggest that AI can support creative productivity and marketing activities.

However, the relationship between AI adoption and audience response requires careful consideration. Brüns and Meißner (2024) found that using generative AI for social media content creation could weaken perceived brand authenticity when audiences viewed it as replacing human creativity. Aldous et al. (2024) also demonstrated that audience responses to AI-generated content varied across social media platforms. These findings suggest that AI adoption may improve content production and promotion, but its effectiveness depends on authenticity, content relevance and audience expectations.

Although these studies provide useful insights, they largely examine conventional SMEs, marketing productivity, creative content quality or audience engagement. Limited empirical attention has been given to how specific AI applications influence the entrepreneurial performance of individual digital content creators, particularly Nigerian skit makers.

Hypotheses Development

AI-Assisted Content Ideation and Scriptwriting and Entrepreneurial Performance

AI-assisted content ideation and scriptwriting can support creative productivity by facilitating idea generation, storyline development and script refinement. Gastmann and Bastos (2025) identified productivity benefits associated with generative AI in social media marketing, while Aldous et al. (2024) demonstrated that AI-generated content can attract favourable audience responses under certain platform conditions. However, Brüns and Meißner (2024) cautioned that excessive reliance on AI may undermine perceived authenticity. These findings suggest that AI-assisted content development can improve entrepreneurial outcomes when complemented by human creativity and contextual knowledge.

H1: AI-assisted content ideation and scriptwriting have a positive and significant effect on the entrepreneurial performance of skit makers in Asaba, Delta State.

AI-Enabled Video Production and Editing and Entrepreneurial Performance

AI-enabled video production and editing can reduce production time, simplify technical processes and improve content consistency. Hartmann et al. (2025) demonstrated the creative potential of generative AI in visual marketing production, while Gastmann and Bastos (2025) established its productivity benefits in social media marketing. These findings suggest that AI-enabled production tools may improve the efficiency and competitiveness of skit makers.

H2: AI-enabled video production and editing have a positive and significant effect on the entrepreneurial performance of skit makers in Asaba, Delta State.

AI-Powered Audience Analytics and Entrepreneurial Performance

AI-powered audience analytics can assist skit makers in identifying audience preferences, evaluating engagement patterns and making informed content decisions. Aldous et al. (2024) demonstrated that audience responses to AI-generated content differ across social media platforms, reinforcing the importance of understanding platform-specific audience expectations. Effective use of audience analytics may therefore support audience growth, content relevance and commercial opportunities.

H3: AI-powered audience analytics have a positive and significant effect on the entrepreneurial performance of skit makers in Asaba, Delta State.

AI-Driven Digital Marketing and Promotion and Entrepreneurial Performance

AI-driven digital marketing can improve promotional content development, audience targeting and the efficiency of social media campaigns. Gastmann and Bastos (2025) established that generative AI can improve productivity in social media marketing strategy development. Nevertheless, Brüns and Meißner (2024) demonstrated the importance of preserving authenticity in AI-assisted social media communication. For skit makers, effective AI-driven promotion may strengthen content visibility, audience reach and opportunities for commercial engagement.

H4: AI-driven digital marketing and promotion have a positive and significant effect on the entrepreneurial performance of skit makers in Asaba, Delta State.

METHODOLOGY

The study adopted a quantitative research approach using a cross-sectional survey design to examine the relationship between artificial intelligence (AI) adoption and the entrepreneurial performance of skit makers in Asaba, Delta State, Nigeria. The population comprised skit makers operating in the study area. For this study, skit makers were defined as individuals actively involved in creating and distributing short-form comic or dramatic video content through social media platforms, independently or collaboratively, with the intention of building an audience and generating economic value.

Given the informal structure of the digital content creation industry and the absence of a comprehensive register of active skit makers in Asaba, a conventional sampling frame was unavailable. Consequently, purposive and snowball sampling techniques were employed to identify and reach eligible respondents. Purposive sampling ensured that participants had relevant experience in skit production and digital content distribution, while snowball sampling facilitated access to additional respondents through referrals from initially identified participants. Eligibility was restricted to individuals actively involved in skit production who had experience distributing content through at least one social media platform.

A total of 210 questionnaires were administered; 200 were properly completed and suitable for analysis, representing a usable response rate of 95.24%. Data were collected using a structured questionnaire developed from the study's conceptual framework and relevant literature. The instrument measured AI adoption through four dimensions: AI-assisted content ideation and scriptwriting, AI-enabled video production and editing, AI-powered audience analytics, and AI-driven digital marketing and promotion. Entrepreneurial performance was assessed using indicators relating to perceived revenue growth, audience growth, content productivity, and market competitiveness.

The validity of the instrument was established through expert assessment. Experts in marketing, entrepreneurship, and research methodology examined the questionnaire for relevance, clarity, and alignment with the study objectives. Their observations informed the refinement of the measurement items before administration. A pilot test was also conducted among selected content creators who were excluded from the final sample to assess the clarity and suitability of the instrument. Internal consistency was evaluated using Cronbach's alpha, with a coefficient of

0.70 and above considered acceptable.
Data were analysed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics, including frequencies, percentages, means, and standard deviations, were used to summarise respondents' demographic characteristics and responses to the measurement items. The Pearson Product Moment Correlation (PPMC) was employed to test the four hypotheses and determine the direction, strength, and statistical significance of the relationships between the dimensions of AI adoption and entrepreneurial performance. PPMC was considered appropriate because the study examined the degree of linear association between the predictor dimensions and the outcome variable. Before conducting the correlation analysis, relevant statistical assumptions, including linearity, approximate normality, and the absence of influential outliers, were examined. The correlation coefficient was interpreted within the range of −1 to +1, with positive coefficients indicating direct relationships and negative coefficients indicating inverse relationships. Statistical significance was evaluated at the 5% level, such that p-values below 0.05 indicated statistically significant relationships, while p-values above 0.05 indicated statistically insignificant relationships.

METHODOLOGY

The study adopted a quantitative research approach using a cross-sectional survey design to examine the relationship between artificial intelligence (AI) adoption and the entrepreneurial performance of skit makers in Asaba, Delta State, Nigeria. The population comprised skit makers operating in Asaba, Delta State. For this study, skit makers were considered individuals who actively created and distributed short-form comic or dramatic video content through social media platforms, either independently or collaboratively, with the intention of building an audience and generating economic value. Given the informal structure of the digital content creation industry and the absence of a comprehensive register of active skit makers in the study area, a conventional sampling frame was unavailable. Consequently, purposive and snowball sampling techniques were employed to identify and reach eligible respondents. Purposive sampling ensured that participants possessed relevant experience in skit production and digital content distribution, while snowball sampling facilitated access to additional respondents through referrals from initially identified participants.
Respondents were required to be actively involved in skit production and to have experience distributing content through at least one social media platform. A total of 210 questionnaires were administered; 200 were properly completed and suitable for analysis, representing a usable response rate of 95.23%. Data were collected using a structured questionnaire developed from the study's conceptual framework and relevant literature. The questionnaire's validity was established through expert assessment to ensure the items adequately represented the study constructs. Experts in marketing, entrepreneurship, and research methodology examined the instrument for relevance, clarity, and consistency with the research objectives. Their observations informed the refinement of the questionnaire before its administration. A pilot test was also conducted among selected content creators who were not included in the final sample to assess the clarity and suitability of the measurement items. The internal consistency of the measurement scales was evaluated using Cronbach's alpha coefficient. A coefficient of 0.70 and above was adopted as the acceptable threshold for establishing scale reliability.
The data obtained were analysed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics, including frequencies, percentages, means, and standard deviations, were employed to summarise respondents' demographic characteristics and responses to the measurement items. The Pearson Product Moment Correlation (PPMC) was used to test the four hypotheses and determine the direction, strength, and statistical significance of the relationships between the dimensions of AI adoption and entrepreneurial performance. PPMC was considered appropriate because the study sought to establish the degree of linear association between the

predictor dimensions and the outcome variable. The correlation coefficient was interpreted within the range of −1 to +1, with positive coefficients indicating direct relationships and negative coefficients indicating inverse relationships. The statistical significance of each relationship was evaluated at a 5% level of significance. Accordingly, a p-value below 0.05 indicated a statistically significant relationship, while a p-value above 0.05 indicated that the relationship was not statistically significant.

DATA ANALYSIS AND RESULTS

Demographic Characteristics of Respondents

A total of 200 valid responses were analysed. The demographic characteristics of the respondents were examined using frequencies and percentages to provide an overview of the participants.

Table 1. Demographic Characteristics of Respondents (n = 200)

Characteristics	Categories	Frequency	Percentage (%)
Gender	Male	126	63.0
	Female	74	37.0
Age	Below 25 years	38	19.0
	25–34 years	112	56.0
	35–44 years	40	20.0
	45 years and above	10	5.0
Educational qualification	Secondary education	24	12.0
	Diploma/NCE	36	18.0
	Bachelor's degree/HND	104	52.0
	Postgraduate qualification	36	18.0
Years of experience	Below 2 years	48	24.0
	2–5 years	112	56.0
	Above 5 years	40	20.0
Main social media platform	Instagram	52	26.0
	TikTok	78	39.0
	YouTube	34	17.0
	Facebook	24	12.0
	Others	12	6.0

Source: Field Survey data, 2026.

The demographic distribution indicates that male respondents constituted 63% of the sample, while females accounted for 37%. Most respondents (56%) were within the 25–34-year age category. Furthermore, 56% had between two and five years of experience in skit production. TikTok emerged as the most frequently identified primary platform, accounting for 39% of the respondents.

Reliability Analysis

The internal consistency of the measurement scales was assessed using Cronbach's alpha. A coefficient of 0.70 or above was considered acceptable.

Table 2. Reliability Analysis of Measurement Scales

Constructs	Number of Items	Cronbach's Alpha
AI-assisted content ideation and scriptwriting	4	0.842
AI-enabled video production and editing	4	0.871
AI-powered audience analytics	4	0.816

AI-driven digital marketing and promotion	4	0.858
Entrepreneurial performance	5	0.884

Source: Field Survey data, 2026.

The results indicate that all measurement scales achieved Cronbach's alpha coefficients above the recommended threshold of 0.70. The coefficients ranged from 0.816 to 0.884, suggesting satisfactory internal consistency among the measurement items.

Descriptive Statistics

Descriptive statistics were computed to examine respondents' assessments of the study variables. The mean scores indicated the general level of agreement, while the standard deviations reflected variations in respondents' assessments.

Table 3. Descriptive Statistics of Study Variables

Variables	Mean	Standard Deviation
AI-assisted content ideation and scriptwriting	3.84	0.78
AI-enabled video production and editing	3.91	0.74
AI-powered audience analytics	3.62	0.83
AI-driven digital marketing and promotion	3.76	0.79
Entrepreneurial performance	3.88	0.72

Source: Field Survey data, 2026.

The results show that AI-enabled video production and editing recorded the highest mean score (M = 3.91, SD = 0.74), followed by entrepreneurial performance (M = 3.88, SD = 0.72). AI-powered audience analytics recorded the lowest mean score (M = 3.62, SD = 0.83). Overall, the descriptive results suggest a generally favourable assessment of AI adoption and entrepreneurial performance among the respondents.

Correlation Analysis and Hypotheses Testing

Pearson Product Moment Correlation was employed to examine the relationships between the four dimensions of AI adoption and entrepreneurial performance. The hypotheses were tested at a 5% level of significance.

Table 4. Pearson Correlation Analysis of AI Adoption and Entrepreneurial Performance

Hypotheses	Relationships	Pearson's r	p-value	Decision
H_{01}	AI-assisted content ideation and scriptwriting and entrepreneurial performance	0.584	<0.001	Rejected
H_{02}	AI-enabled video production and editing and entrepreneurial performance	0.637	<0.001	Rejected
H_{03}	AI-powered audience analytics and entrepreneurial performance	0.492	<0.001	Rejected
H_{04}	AI-driven digital marketing and promotion and entrepreneurial performance	0.561	<0.001	Rejected

Source: Field Survey data, 2026.

The correlation results reveal positive and statistically significant relationships between all four dimensions of AI adoption and entrepreneurial performance. AI-assisted content ideation and scriptwriting exhibited a positive and significant relationship with entrepreneurial performance ($r = 0.584$, $p < 0.001$). Consequently, the first null hypothesis was rejected.

Similarly, AI-enabled video production and editing demonstrated a positive and significant relationship with entrepreneurial performance ($r = 0.637$, $p < 0.001$). This was the strongest relationship among the four dimensions, leading to the rejection of the second null hypothesis.

AI-powered audience analytics also showed a positive and statistically significant relationship with

entrepreneurial performance (r = 0.492, p < 0.001). Although this was the weakest correlation, it provided sufficient statistical evidence to reject the third null hypothesis.
Furthermore, AI-driven digital marketing and promotion had a positive and significant relationship with entrepreneurial performance (r = 0.561, p < 0.001). The fourth null hypothesis was therefore rejected. Overall, the findings suggest that the four dimensions of AI adoption were positively associated with entrepreneurial performance among skit makers in Asaba, Delta State.

Discussion of Findings

The findings provide evidence of positive and statistically significant relationships between the four dimensions of artificial intelligence (AI) adoption and entrepreneurial performance among skit makers in Asaba, Delta State. The results suggest that AI-assisted creative processes, video production, audience analytics and digital promotion are relevant to the entrepreneurial activities of digital content creators.
First, the findings revealed a positive and significant relationship between AI-assisted content ideation and scriptwriting and entrepreneurial performance (r = 0.584, p < 0.001). This suggests that the use of AI tools to generate ideas, develop storylines and refine scripts is associated with improved entrepreneurial outcomes. The finding is consistent with Gastmann and Bastos (2025), who identified productivity benefits arising from the use of generative AI in social media marketing. It also aligns with Brüns and Meißner (2024), whose findings indicate that AI can support social media content creation, although its effectiveness depends partly on how it is integrated into human creative processes. For skit makers, AI-assisted ideation may facilitate the production of more content, reduce creative delays and provide alternative approaches to storytelling. Nevertheless, the result should not be interpreted as suggesting that AI can replace originality, humour and cultural understanding, which remain important elements of successful skit production.
Second, AI-enabled video production and editing recorded the strongest positive relationship with entrepreneurial performance (r = 0.637, p < 0.001). This indicates that the use of AI-supported editing, visual enhancement, automated captioning and related production tools is particularly relevant to the performance of skit makers. The finding is consistent with Hartmann et al. (2025), who demonstrated the potential of generative AI to produce high-quality visual marketing content, sometimes outperforming human-created images on selected quality and creativity dimensions. It also supports Gastmann and Bastos (2025), who highlighted the productivity advantages of generative AI in social media marketing activities. The relatively stronger association observed in this study may reflect the importance of production efficiency and visual quality in short-form video content, where presentation and editing can influence audience attention and content competitiveness. Thus, AI-enabled production tools may help skit makers improve content quality while reducing the time and resources required for production.
Third, the findings established a positive and significant relationship between AI-powered audience analytics and entrepreneurial performance (r = 0.492, p < 0.001). Although this was the weakest of the four observed relationships, it indicates that understanding audience preferences, monitoring engagement patterns and evaluating content performance are relevant to the entrepreneurial activities of skit makers. The finding reinforces the importance of audience-centred content decisions in social media marketing. It also suggests that the value of AI adoption extends beyond content production to the interpretation of audience behaviour and the refinement of content strategies. For skit makers, analytics tools may provide useful insights into audience reactions, preferred content formats and engagement trends, thereby supporting more informed creative and promotional decisions. However, the comparatively weaker association may indicate that access to audience analytics does not automatically translate into improved performance unless creators possess the capacity to interpret and apply the information effectively.
Fourth, AI-driven digital marketing and promotion demonstrated a positive and significant

relationship with entrepreneurial performance ($r = 0.561$, $p < 0.001$). This finding suggests that AI-supported promotional activities, including content optimisation, audience targeting and campaign development, are associated with improved entrepreneurial outcomes. The result agrees with Gastmann and Bastos (2025), who reported that generative AI can improve productivity in developing social media marketing strategies. However, it should be considered alongside Brüns and Meißner (2024), who found that excessive automation of social media content creation may undermine perceived authenticity and generate unfavourable audience responses. For skit makers, therefore, the benefits of AI-driven promotion may depend on balancing technological efficiency with relatable communication, originality and audience trust. AI tools may improve the efficiency of promotional activities, but their effective use requires content creators to preserve the human elements that distinguish their creative identities.

Taken together, the findings suggest that AI adoption is positively associated with entrepreneurial performance across creative production, technical execution, audience intelligence and digital promotion. The relatively stronger relationship observed for AI-enabled video production and editing highlights the potential importance of production-related capabilities in the short-form video industry. Nevertheless, the results indicate that the dimensions of AI adoption are complementary rather than interchangeable, as each addresses a different aspect of digital content entrepreneurship. The study consequently provides empirical support for the relevance of AI adoption to the entrepreneurial activities of skit makers in Asaba, while underscoring the importance of human creativity, audience understanding, and authenticity in translating technological capabilities into entrepreneurial value.

CONCLUSION AND RECOMMENDATIONS

The study examined the relationship between artificial intelligence (AI) adoption and the entrepreneurial performance of skit makers in Asaba, Delta State, focusing on AI-assisted content ideation and scriptwriting, AI-enabled video production and editing, AI-powered audience analytics, and AI-driven digital marketing and promotion. The findings revealed positive and statistically significant relationships between all four dimensions of AI adoption and entrepreneurial performance.

Specifically, AI-enabled video production and editing recorded the strongest relationship with entrepreneurial performance, followed by AI-assisted content ideation and scriptwriting, AI-driven digital marketing and promotion, and AI-powered audience analytics. These findings suggest that AI technologies are relevant to different aspects of digital content entrepreneurship, particularly in improving creative productivity, production efficiency, audience engagement and promotional activities.

The study concludes that AI adoption represents a potentially valuable technological capability for skit makers seeking to strengthen their entrepreneurial performance in an increasingly competitive digital environment. However, the benefits of AI adoption depend on its effective integration with human creativity, originality and audience understanding. AI should therefore be regarded as a supportive entrepreneurial resource rather than a substitute for the creative judgement and authenticity that distinguish successful content creators.

Based on the findings, the study recommends that:

1. Skit makers should incorporate appropriate AI tools into content ideation, storyline development and script refinement to improve creative productivity and maintain a consistent flow of engaging content. However, AI-generated ideas should be reviewed and adapted to reflect originality, cultural relevance and audience expectations.
2. Given its relatively stronger relationship with entrepreneurial performance, skit makers should prioritise affordable AI-supported video production and editing tools. These technologies can support editing efficiency, visual enhancement, caption generation and improved content presentation, potentially strengthening their competitiveness.

3. Skit makers should develop the capacity to interpret AI-generated audience insights, including engagement patterns, viewing behaviour and content preferences. Such information should guide content development and platform-specific decisions rather than relying exclusively on assumptions about audience interests.
4. Content creators should utilise AI-supported promotional tools for audience targeting, content optimisation and campaign development. These practices may improve content visibility and audience reach while creating opportunities for brand partnerships and other commercial activities.
5. Skit makers should balance technological automation with human creativity, originality, and transparent content practices. Excessive dependence on AI-generated material should be avoided to preserve audience trust and the distinctive identities of individual creators.
6. Relevant government agencies, entrepreneurship development institutions and digital innovation organisations should facilitate affordable training and practical workshops to improve the AI competencies of digital content entrepreneurs, particularly young creators operating with limited financial and technical resources.

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