1   Appendix

1.1   Appendix 1: Questionnaire

DIGITAL MARKETING: THE USE AND DEVELOPMENT IN NIGERIA

Section A: Sociodemographic characteristics

Gender:

Male ☐

Female ☐

Educational qualification:

Diploma ☐

High Diploma ☐

Bachelor ☐

Master ☐

PhD ☐

Marital status Single

Single ☐

Married ☐

Divorced ☐

Widowed ☐

Type of business:

Sole proprietorship ☐

Partnership ☐

Limited liability company ☐

Business sector:

Number of employees

Less than 5 ☐

Between 5 and 20 ☐

Between 21 and 50 ☐

More than 50 ☐

How long has your business been in operation?

Less than 1 year ☐

Between 1 to 5 years ☐

More than 5 years ☐

Does your business/company have a formal marketing section?

Yes ☐

No ☐

Does your business have the capacity or resources to serve more clients/customers than the existing ones?

Yes ☐

No ☐

Annual turnover before digital adoption

Less than 1 million ☐

Between 1 million and 3 million ☐

Between 3 million and 5 million ☐

More than 5 million ☐

Annual turnover after digital adoption

Less than 1 million ☐

Between 1 million and 3 million ☐

Between 3 million and 5 million ☐

More than 5 million ☐

SECTION B: EXTENT OF DIGITAL MARKETING TOOLS USAGE

With a scale of 1 to 5, with 1 = 'No Extent' and 5 = 'Very Great Extent', indicate to what extent your business/company uses the following digital marketing techniques to market their business/companies:

	1	2	3	4	5
Emails					
Mobile marketing					
Social media marketing					

Search engine optimization (SEO)					
Pay-per-click (PPC)					
Online advertising (websites, blogs e.t.c)					

SECTION C: IMPACT OF DIGITAL MARKETING ON SALES

With a scale of 1 to 5, with 1 = 'No Extent' and 5 = 'Very Great Extent', indicate to what extent do the following digital marketing techniques affect the sales in your business?

	1	2	3	4	5
Emails					
Mobile marketing					
Social media marketing					
Search engine optimization (SEO)					
Pay-per-click (PPC)					
Online advertising (websites, blogs e.t.c)					

SECTION D: CHALLENGES OF DIGITAL MARKETING ADOPTION

With a scale of 1 to 5, with 1 = 'No Extent' and 5 = 'Very Great Extent', to what extent do the following challenges hinder your adoption of digital media marketing?

	1	2	3	4	5
Lack of finances					
Lack of digital media knowledge					
Lack of relevant digital marketing technique for business					
Lack of time for planning and implementation					
Laws and policies regarding digital marketing					

1.2   Appendix 2: Analysis output

Regression

Notes

Output Created		15-MAR-2022 01:02:10
Comments		
Input	Data	C:\Users\PRUDENCE\Documents\Work\Digital Marketing Femi\Data.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	150
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax		REGRESSION
		/MISSING LISTWISE
		/STATISTICS COEFF
		OUTS R ANOVA
		/CRITERIA=PIN(.05)
		POUT(.10)
		/NOORIGIN
		/DEPENDENT
		AnnualTurnover
		/METHOD=ENTER
		EmailsImpact
		MobileMarketingImpact
		SocialMediaImpact
		SEOImpact PPCImpact
		ONLINEImpact.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.01
	Memory Required	3476 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] C:\Users\PRUDENCE\Documents\Work\Digital Marketing Femi\Data.sav

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ONLINE, Emails, SocialMediaMarketing, MobileMarketing, SEO, PPC[b]	.	Enter

a. Dependent Variable: Annual Turnover

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589[a]	.347	.317	.706

a. Predictors: (Constant), ONLINE, Emails, SocialMediaMarketing, MobileMarketing, SEO, PPC

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.475	6	.579	1.163	.000[b]
	Residual	71.218	143	.498		
	Total	74.693	149			

a. Dependent Variable: Annual Turnover

b. Predictors: (Constant), ONLINE, Emails, SocialMediaMarketing, MobileMarketing, SEO, PPC

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.437	.463		7.430	.000
	Emails	.087	.095	.128	.916	.036
	MobileMarketing	.087	.052	.147	1.689	.093
	SocialMediaMarketing	.099	.080	.101	1.227	.022
	SEO	.030	.063	.048	.466	.642
	PPC	.142	.099	.202	1.435	.015
	ONLINE	.053	.068	.077	.774	.440

a. Dependent Variable: Annual Turnover

DESCRIPTIVES VARIABLES=Emails MobileMarketing SocialMediaMarketing SEO PPC ONLINE

 /STATISTICS=MEAN STDDEV MIN MAX.

Descriptives

Notes

Output Created		15-MAR-2022 01:21:56
Comments		
Input	Data	C:\Users\PRUDENCE\Docum ents\Work\Digital Marketing Femi\Data.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	150
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		DESCRIPTIVES VARIABLES=Emails MobileMarketing SocialMediaMarketing SEO PPC ONLINE /STATISTICS=MEAN STDDEV MIN MAX.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.00

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Emails	150	1	5	2.90	1.091
MobileMarketing	150	1	5	2.70	1.191
SocialMediaMarketing	150	1	5	4.34	.818
SEO	150	1	5	3.29	1.131
PPC	150	1	5	2.79	1.082
ONLINE	150	1	5	2.96	1.061
Valid N (listwise)	150				

FREQUENCIES VARIABLES=Gender Education Marital TypeOfBusiness BusinessSector NumberOfEmployees

  AgeOfBusiness FormalMarketingSection CapacityForMore AnnualTurnover

 /ORDER=ANALYSIS.

Frequencies

Notes

Output Created		15-MAR-2022 01:22:12
Comments		
Input	Data	C:\Users\PRUDENCE\Documents\Work\Digital Marketing Femi\Data.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	150
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Gender Education Marital TypeOfBusiness BusinessSector NumberOfEmployees AgeOfBusiness FormalMarketingSection CapacityForMore AnnualTurnover /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Statistics

		Gender	Education	Marital Status	Type of business	Business sector					
N	Valid	150	150	150	150	150					
	Missing	0	0	0	0	0					

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	92	61.3	61.3	61.3
	Female	58	38.7	38.7	100.0
	Total	150	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Basic Education	1	.7	.7	.7
	O'Level	11	7.3	7.3	8.0
	Diploma/NCE	18	12.0	12.0	20.0
	Higher Diploma	45	30.0	30.0	50.0
	Bachelor	55	36.7	36.7	86.7
	Master	15	10.0	10.0	96.7
	PhD	5	3.3	3.3	100.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Total	150	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	94	62.7	62.7	62.7
	Married	44	29.3	29.3	92.0
	Divorced	12	8.0	8.0	100.0
	Total	150	100.0	100.0	

Type of business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sole proprietorship	113	75.3	75.3	75.3
	Partnership	16	10.7	10.7	86.0
	Limited liability company	21	14.0	14.0	100.0
	Total	150	100.0	100.0	

Business sector

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Financial services	57	38.0	38.0	38.0
	Education	8	5.3	5.3	43.3
	Manufacturing	20	13.3	13.3	56.7
	Wholesale/Retail Trade	31	20.7	20.7	77.3
	Accomodation & Food services	15	10.0	10.0	87.3
	IT services	19	12.7	12.7	100.0
	Total	150	100.0	100.0	

Number Of Employees

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5	76	50.7	50.7	50.7
	5 - 20	58	38.7	38.7	89.3
	21 - 50	8	5.3	5.3	94.7
	More than 50	8	5.3	5.3	100.0
	Total	150	100.0	100.0	

Age Of Business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	21	14.0	14.0	14.0
	1 - 5 years	68	45.3	45.3	59.3
	More than 5 years	61	40.7	40.7	100.0
	Total	150	100.0	100.0	

Formal Marketing Section

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	10.0	10.0	10.0
	No	135	90.0	90.0	100.0
	Total	150	100.0	100.0	

Capacity For More

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	133	88.7	88.7	88.7
	No	17	11.3	11.3	100.0
	Total	150	100.0	100.0	

Annual Turnover

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 million	1	.7	.7	.7
	1 - 3 million	16	10.7	10.7	11.3
	3 - 5 million	51	34.0	34.0	45.3
	More than 5 million	82	54.7	54.7	100.0
	Total	150	100.0	100.0	