Czech University of Life Sciences Prague

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Master's Thesis

Digital Marketing: The use and development in Nigeria

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DIPLOMA THESIS ASSIGNMENT

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Thesis title

Digital Marketing: The use and development in Nigeria

Objectives of thesis

The objective of this thesis is to study the current state of the use and development of digital marketing in Nigeria. Based on this research we would identify the impact of digital marketing in the Nigerian economy and businesses in Nigeria. The challenges facing businesses in trying to maintain the use of digital marketing in Nigeria and how it is evolving in the marketing sector will be identified.

Methodology

The methodology of this study is based on the analysis and synthesis of scientific information resources dealing with selected issues. The methodology of the thesis will be based on the analysis of how digital marketing is being used around the world in general and how it starts and was implemented into the market. Based on the knowledge gained the growth and development of digital marketing in Nigeria will be identified following the problems businesses face trying to utilize the benefits of digital marketing in Nigeria. The main factor from the analyzed aspects will be the use of SEO (Search Engine Optimization) and how it contributes to the growth of various companies that implement it and comparisons with those that do not use SEO.

The proposed extent of the thesis

60 – 80 pages

Keywords

Digital marketing, Nigeria, digital business, e-business, SEO, Internet

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Declaration

I declare that I have worked on my master's thesis titled "Digital Marketing: The use and development in Nigeria" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 31/03/2022 _____

Awolesi Femi Micheal

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Digital Marketing: The use and development in Nigeria

Abstract

This study aims to study the current state of the use and development of digital marketing in Nigeria using SMEs as case study. Descriptive cross-sectional research design was adopted to collect data from SMEs across the states in Nigeria using a semi-structured questionnaire that was electronically administered and retrieved. A total of 150 SMEs participated in this study comprising of 61.3% male and 38.7% female. Most of the SMEs identified as sole proprietorship (75%) and were categorized as financial services, education, manufacturing, wholesale/retail trade, accommodation and food services and IT services. 30.7% of the SMEs used email marketing to a moderate extent, 40% of them used mobile marketing to a moderate extent, 48.7% of the sampled SMEs in Nigeria used social media marketing to a very great extent, 34.7% of them used SEO to a moderate extent, 47.3% of the SMEs used PPC to a moderate extent as a form of digital marketing in their businesses and 34% of the sample size used online advertisements to a moderate extent. The result of regression analysis of the impact of digital marketing on sales of SMEs in Nigeria revealed that the use of e-mail digital strategy ($\beta = 0.087$, $t = 0.916$, $p < 0.05$), social media marketing as digital marketing strategy ($\beta = 0.099$, $t = 1.227$, $p < 0.05$) and pay-per-click ($\beta = 0.142$, $t = 1.435$, $p < 0.05$) exerts a positive and significant effect on sales improvement of the SMEs. The study therefore concludes that digital marketing has positive impact on sales of SMEs in Nigeria. The analysis also leads to conclusion that the relevant digital marketing options to SMEs include e-mail, social media, search engine optimization, pay-per-click and online advertising. Meanwhile, the impact of digital marketing options on sales improvement is more positive through e-mails, social media marketing and pay-per-click. The SMEs in Nigeria are greatly constrained by challenges of finance, and lack of sufficient knowledge of digital marketing.

Keywords: Digital marketing, SME, email marketing, social media, SEO, pay-per-click, online advert, sales improvement.

Digitální marketing: Využití a vývoj v Nigérii

Abstrakt

Cílem této diplomová práce je analýza současného stavu využití a rozvoje digitálního marketingu v Nigérii pomocí malých případové studie zaměřené na malé a střední podniky. Výzkum byl zaměřen na sběr dat malých a středních podniků napříč státy v Nigérii pomocí polostrukturovaného dotazníku, který byl elektronicky administrován a distribuován. Této studie se zúčastnilo celkem 150 malých a středních podniků, kdy vlastníky reprezentovalo 61,3 % mužů a 38,7 % žen. Většina malých a středních podniků označených jako podniky s jediným vlastníkem (75 %) byla zařazena do kategorií finanční služby, vzdělávání, výroba, velkoobchod/maloobchod, ubytovací a stravovací služby a IT služby. 30,7 % malých a středních podniků využívalo e-mailový marketing v mírné míře, 40 % z nich v mírné míře využívalo mobilní marketing, 48,7 % vybraných malých a středních podniků v Nigérii ve velmi velké míře využívalo marketing na sociálních sítích, 34,7 % z nich využívalo SEO k v mírné míře, 47,3 % malých a středních podniků využívalo PPC v mírné míře jako formu digitálního marketingu ve svých podnicích a 34 % z velikosti vzorku v mírné míře využívalo online inzerci. Výsledek regresní analýzy dopadu digitálního marketingu na prodej malých a středních podniků v Nigérii odhalil, že využití digitální strategie e-mailu ($\beta = 0{,}087$, $t = 0{,}916$, $p < 0{,}05$), marketingu na sociálních sítích jako strategie digitálního marketingu ($\beta = 0{,}099$, $t = 1{,}227$, $p < 0{,}05$) a platba za proklik ($\beta = 0{,}142$, $t = 1{,}435$, $p < 0{,}05$) má pozitivní a významný vliv na zlepšení prodeje malých a středních podniků. Studie proto dochází k závěru, že digitální marketing má pozitivní dopad na úroveň prodejů v rámci malých a středních podniků v Nigérii. Analýza také vede k závěru, že mezi relevantní možnosti digitálního marketingu pro malé a střední podniky patří e-mailing, sociální média, optimalizace pro vyhledávače, platba za proklik a online reklama. Mezitím je dopad možností digitálního marketingu na zlepšení prodeje pozitivnější prostřednictvím e-mailů, marketingu na sociálních sítích a plateb za proklik. Malé a střední podniky v Nigérii jsou značně omezeny finančními problémy a nedostatkem dostatečných znalostí digitálního marketingu.

Klíčová slova: Digitální marketing, SME, e-mailový marketing, sociální média, SEO, platba za proklik, online reklama, zlepšení prodeje.

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List of abbreviations

PPC – Pay-per-click

SME – Small and Medium Enterprises

E-Mail – Electronic Mail

SEO – Search Engine Optimization

NBS – National Bureau of Statistics

OECD – Organisation for Economic Co-operation and Development

GNP – Gross National Product

1 Introduction

Businesses usually aim to grow in terms of market size and assets and due to competition, they have to ensure they attract and retain customers in order to remain profitable. Jobber and Ellis-Chadwick (2013) noted that the marketing concept is based on the basic principle that its implementation helps in business performance. They also stated that marketing is not an abstract concept, but rather, an acid test to the impact that its use has on important corporate indices such as profitability and market share.

In the past century, the firms in the traditional marketing roles were operated by using the available mediums such as newspaper, TV, radio, and field visits. These mediums were enough to cover a sample of consumers in the same country or regional place. According to the role of globalization and the market competition rising. The firms have started to convert from traditional to digital marketing. This is to deal with targeted consumers directly. Using digital mediums such as social media, websites, and e mails technically allow us to engage with new markets.

Over the recent years, information technology has revolutionized consumer behavior, and this has greatly impacted on the way businesses communicate with their customers. The rapidly advancing technology has necessitated business organizations to embrace the changing trends by incorporating information technology in their operations. Based on Hull (2004) ideas, the innovations on the Internet have transformed the way people communicate, search information and carryout business activities. As a result, business organizations have been left with no option other than embracing the new trends by integrating new information technologies in their systems (Tehrani, 2008; Baines et al., 2011). In this regard, digital marketing has not only become an effective marketing strategy, but also necessary in the light of the changing consumer behavior towards digitization and online experiences.

According to Ryan and Jones (2020), digital marketing is the promotion of products/services through one or more electronic media like the Internet, e-billboards and the social media among others. The use of emerging technology in marketing campaigns by businesses is another intriguing idea and practice in marketing. In marketing practices, these involve the use of technology such as websites, social media, apps, mobile devices, email, and their related technologies. These technologies are intended to bring businesses closer to their

customers, allowing customers to have better interactions with business brands. Digital Marketing tools have enriched the companies with the required development to perform better. Using the internet as one of the most important ways of communication has enabled the firms to deliver and to value their clients in providing a better service (El-Gohary 2012).

In recent times, businesses are going through dramatic and radical changes especially with the coronavirus pandemic (popularly known as COVID-19) presently confronting the globe with new complexities and massive social, political, religious and economic effects on the economy. More distressing is the significant economic impact of COVID-19 on the world economy with reduced productivity, job losses, sharp drop in income, closure of businesses/schools, sharp decline in oil revenues, food insecurity, global supply chain disruptions, negative supply shocks, trade disruptions and economic uncertainties (Otache, 2020).

A cursory look at the recent evolving trend revealed that many businesses are faced with huge uncertainties in terms of what steps to take to mitigate business risks with only the Telecoms sector being better situated in the current context. Thus, in the views of Abdella (2020), the pandemic has pushed digital adoption forward in vast leaps by making most organizations aware of the need to learn and scale quickly in a fast-moving business environment. According to Chaffey (2018), digital marketing is the use of modern technologies to improve customers' knowledge and patronage in order to create and deliver value for them beyond traditional networks. Globally, digital marketing has been recognized as one of the most fascinating developments of this century as it has redefined the traditional parameters of engaging in business-to-consumer (B2C) or business-to-business (B2B) transactions thereby transforming developing economies to modern economies (Wirtz, 2021).

In Nigeria, developing effective marketing strategies is paramount for business survival and sustainability as competition for customers and market share has intensified significantly amidst the ever-evolving global marketing system and the health crisis (Abdella, 2020). As posited by Abrar et al. (2016), today's businesses are under pressure/threats to deliver on their promises to their customers and they must be prepared to take highly dynamic risks (HDR) to succeed in today's saturated markets. These risks can be in the form of new/strong competitors, technology advancement in some products or processes and other external

factors such as global pandemic. Subsequently, learning to adapt to the reality of the next normal (the new normal that will emerge in the Post-COVID era) is a choice to be considered by Nigerian retailers in order to become digital-centric at lightning-fast speed.

According to Eniola (2014), "SME (Small and Medium Scale Enterprises) are the backbone of every country's sustainable economic growth." This quote from Eniola also applies to the Nigerian economy. SMEs have made significant contributions to Nigeria's economic progress. However, SMEs in Nigeria continue to encounter several issues that must be solved in order to maximize their potential. Finding cost-effective and efficient strategies to advertise one's business is a difficulty that all SMEs in Nigeria face. This is due to their inability to discover the perfect instrument for expressing the benefits of their products to potential buyers (Abdullahi et al., 2015). Digital marketing might be the answer to this one problem. If Nigerian SMEs can capitalize on the potential afforded by digital marketing, it would boost their growth and usher in a new era for SMEs in Nigeria. Hence, this study sought to study the current state on the use and development of digital marketing in Nigeria, using SMEs as case study.

2 Objectives and Methodology

2.1 Objectives

The key objective of this thesis is to study the current state on the use and development of digital marketing in Nigeria. The objectives of this research are to

1. Explore the use of digital marketing for businesses in Nigeria.
2. Assess the impact of digital marketing on the sales of SMEs in Nigeria
3. Explore the challenges faced by businesses while trying to maintain the use of digital marketing in Nigeria
4. Explore digital Marketing strategies

2.2 Methodology

2.2.1 Research Design

According to Bryman and Bell (2007) research design can be defined as a general plan that gives an outline on how data will be collected and data analysis procedures. This study used descriptive cross-sectional research design. The descriptive study is one where information

is gathered without changing the environment while a cross sectional study is one where there is a one-time interaction (snapshot) with the unit of analysis. An advantage of the cross-sectional research design is that it enables researchers to do a comparison of various units of analysis at an instant.

2.2.2 Target Population

The population for this study consists of all SMEs across all the 36 states in Nigeria. It is important that all the respondents have experience with digital marketing strategies whether directly or indirectly.

2.2.3 Sampling Design

Sampling is the selection of a number of units of analysis for a study so that the findings of the representatives represent the population from which they are selected (Mugenda and Mugenda, 2008). The study used a random sampling technique to select the SMEs for gathering information. According to Israel (2013), a sample size is determined by the level of precision, the confidence level, and the degree of variability. A total of 150 SMEs were selected for the purpose of this study.

2.2.4 Data Collection Instrument

Data collection is the means used by a researcher to gather information that was used for investigation (Creswell, 2002). The data collection stage indicates the kind of data that is being collected for the research, whether it is primary or secondary, the data collection instrument used, and the duration of data collection. Primary data was used by the study to provide information that was used to analyze the data. A questionnaire was used as the primary data collection instrument, and was semi-structured with the structured part enabling uniform response for easier data analysis, while the open-ended section gave information not provided in the structured sections. Questionnaires were therefore important data collection instruments as they gave information important to the study and therefore gave researchers first-hand information for analysis. Mugenda and Mugenda (2003) stated that questionnaires provide comprehensive response to problems being analyzed. Also, due to their relative ease of preparation, administration and cost-effectiveness, questionnaires have become a popular method for data collection. The validity of the instrument was done using pre-test and face validity so as to ensure the questionnaire actually measured what it was intended for.

2.2.5 Data Analysis

At the data analysis stage, the data that is collected is coded then data processed, cleaned and tabulation done. At this point the study analyzed data to answer the research questions using both quantitative and qualitative data analysis techniques. Quantitative analysis methods comprised of descriptive statistics for the univariate variables (which was in the form of means and standard deviation) and bivariate analysis which was done through regression analysis. The analysis of both the univariate and bivariate statistics was done using SPSS software package v.26. The results were presented using tables and charts.

3 Literature Review

3.1 The Concept of Digital Marketing

According to (Banies 2014), digital marketing is the execution and management of marketing by using digital channels and technologies such as web, digital televisions and wireless media to reach markets in a timely, interactive and cost-effective manner. It can also be defined as the utilization of digital technologies which are used to create channels to reach possible beneficiary, to achieve the brand's or company's goal through customer's needs effective fulfilments (Sawicki 2016). According to Ryan and Jones (2020), the aspect of digital marketing has yet not received an inclusive and precise definition so far. This is due to the dynamic nature of marketing media today which has brought a lot of controversy among the various definitions of digital marketing as developed by different scholars. Nevertheless, Tehrani (2008) considers digital marketing as a new phenomenon of traditional marketing which enables marketers to quicken their communication with customers.

Moreover, Ghauri and Cateora (2010) perceives digital marketing as a two-way interaction between the marketers and consumers through a digital platform. Digital marketing entails the use various technology-based marketing tools in order to enhance timely and efficient communication to the consumers. It is clearly evident that, technology is the bottom-line of digital marketing which not only enables easy communication with the customers, but also facilitates 'the interaction' aspect of communication. Based on Mayo (2011) ideas, digital marketing involves the use of online marketing channels like social media, blogs, e-mails, websites, digital TV and mobile phones among others.

Digital marketing is quite effective since it helps the marketers to measure and know the amount of the customer's perceived and experienced brand equity (Madhavaram et al., 2005). The ultimate aim of adopting digital marketing is to continuously recruit new customers, while retaining the existing ones (Dewhirst and Davis, 2005). In order for the organizations to achieve that objective, they rely on various means of digital marketing that are personalized in order to ensure that a given organization's product or service offering is positioned in a way that will effectively convince the customers that the given product or service is best suited to meet their needs and probably in an exceeding capacity. According to Godfrey et al. (2011), the effectiveness or failure of digital marketing is mainly

determined by communication frequency and communication content. Quite importantly, the frequency of communication is a very important element, as it facilitates the development of the brand equity and customers' perceived value of the brand (Lane, 2003). Through digital market, the role of agents is reduced significantly since organizations are able to market directly to the consumers.

Merisavo (2006) claimed that frequent marketing tends to result to have a positive effect on customers' loyalty towards a certain brand. In the perspective of content used in the digital marketing, Goodman and Dion (2001) noted that quality rather than quantity is the most important element that plays a significant role in determining the effectiveness of digital marketing in a given organization. Communication content is usually categorized into two aspects that consist of relational and the promotional content. While the promotional content focuses on the price and promotional aspect of the specific product or service, relational content mainly focuses on ensuring that customer relationship is created and enhanced (Merisavo, 2006).

The terms digital marketing, online marketing, web-based marketing, digital business, online advertising, e-commerce and electronic marketing have been used interchangeably in most research works authored by renown scholars such as Munshi and Munshi (2012); Okoro and Epepe (2015); Bala and Verma (2018) etc. As astutely posited by Nkamnebe (2017), online marketing is gaining increasing attention in Africa with consumers gradually accepting to transact businesses in the fast-expanding virtual marketplace. According to Lamberton and Stephen (2016), digital media platforms have in the past 15years changed the shopping culture and revolutionized marketing practice in the creation of new ways to reach, inform, engage, sell to and provide goods/services to customers.

Over the past few years, the introduction of e-commerce has revolutionized the marketing strategies as more businesses seek to position themselves better to exploit the emerging trends in technology (Kotler et al., 2019). However, it has been quite difficult to know how to measure the efficiency or effectiveness realized through digital marketing efforts. The new change in the business model where technology has become a fundamental platform has also revolutionized the way to approach contemporary consumers as well (Baines et al., 2011). This has provided business organizations with new ways through which to approach the consumer's changing needs more effectively. With the increasing use of the internet

among the contemporary consumers, it has increasingly become important for marketers today to focus on engaging customers more on online experiences. The social media has played one of the largest roles in transforming the contemporary digital marketing where customer engagement has become more crucial than just mere communication (Carter and Parameswaran, 2012).

3.2 Types of Digital Marketing:

There are different types of digital marketing companies and brands can use. For the purposes of this study, digital marketing tools will be explored in this section including the social media, email marketing, mobile marketing, SEO, electronic billboard and digital TV.

3.2.1 The Social Media

The social media is defined by Winterberg (2013) as the means of interactions among individuals or groups through a common platform which they create, share and exchange information in virtual environments. As a result, a social media platform creates virtual communities in which people interact and engage each other sharing ideas remotely. The social media differs from traditional media in different aspects like usability, quality, reach and frequency. Social media technologies take various forms like social networks, blogs, wikis and podcasts among others (Semple, 2011). The rise of the social media over the last decade has largely revolutionized consumer behaviour (Vargo and Lusch, 2004). This is because consumers are currently becoming too much sophisticated that they need to be actively engaged through online experiences in order to expand their lifetime value; and hence increase customer loyalty.

According to Sable et al. (2004), adopting social media as part of a holistic approach towards customer relationship management is one of the most effective digital marketing strategies. Since social media tools are free and easily accessible to users from wherever they are, adopting them as part of marketing platform increases efficiency and effectiveness in the marketing operations. This is because offering customers with opportunities to express their opinions and experiences about a particular brand increases their online experiences value (Ryan and Jones 2020). This implies that, adopting social media as part of digital marketing platform contributes towards increased customer engagement, and hence facilitates customer satisfaction.

Moreover, the social media has developed to be one of the media platforms through which marketers are able to gather customer feedback about their brands (Mulhern, 2009). As part of customer relationship, the interactions through the social media help business organisations to link with their customers in an interactive manner. In the light of the dynamic nature of customer needs, engaging clients on online experiences through the social media enables an organisation to be able craft new services and products based on the customer feedbacks and preferences (Wertime and Fenwick, 2008). As a result, the social media makes it easy for marketers to create inclusive customer profiles which contribute towards better understanding of customer needs; and hence facilitating higher customer satisfaction. This implies that, adopting social media as part of digital marketing enables an organization to be in a better position to meet its customer needs more accurately as a result of the close relationship with the customers.

3.2.2 Email Marketing

According to Winterberg (2013), email marketing is part of digital marketing strategy where a commercial message is sent to a group of people through email. Particularly, the commercial message is sent to a potential customer segment based on the marketer's target market selection. Email marketing involves the use of emails to send advertisements, product updates and solicit sales. Based on Soavá and Răduţeanu (2012) ideas, email marketing is among the most effective digital marketing tools which contribute towards building customer loyalty, trust and brand awareness in the most effective manner. Since email marketing strategy is usually cheaper and more convenient than traditional mail, it is considered by Smith (2011) as a cost-effective digital marketing tactic. With more than 40% of the global population having access to their emails at least once per day (Florenthal and Shoham, 2010), it has emerged that email marketing is highly effective.

3.2.3 Electronic/Digital Billboards

Digital or electronic billboards are posters which create digital images that are continuously changed by a computer periodically (Koiso-Kanttila, 2004). These billboards are primarily used in marketing, though they can also be used in conveying public information. In order to enhance their effectiveness in marketing, digital billboards are strategically placed in order to enable them to reach a large audience. One of the key advantages of billboards is that, they are cheap to manage, though their reach capacity is relatively limited compared to the other forms of digital marketing (Winterberg, 2013). On this basis, the efficiency of digital

billboards can only be maximised by placing them in downtown areas where there is high traffic of people.

3.2.4   Search Engine Optimization (SEO)

Search engine optimization (SEO) is the process of designing the contents of the website to fit what the business prospects are looking for, and presenting it in a way which is easily accessible to both people and search engines. If a business wants to increase its targeted traffic to the website, the organic or natural search results (the results in the middle of the search engine results page) are the place to be (Ryan and Jones, 2020). Pay-per-click marketing provides businesses an opportunity to be highly ranked in a search pages for specific keywords and phrases through payment. It is viewed as an effective way to rapidly generate search engine traffic depending on the type of business and the specific keywords they want to rank for. Although pay-per click continues to grow in popularity and competitiveness, keywords are becoming increasingly expensive for smaller businesses (Ryan and Jones, 2020).

3.2.5   Mobile Marketing

According to Sharma & Wildman (2009), mobile marketing is the distribution of any promotional message send to individuals or groups through interactive wireless media like cell phones. This kind of digital marketing involves the provision of customers with personalised information that promotes products or services offered by a marketer; and hence generates more value to the customers (Simmons, 2008). Various forms of mobile marketing include 'Short Message Service' (SMS), 'Multi-media Message Service' (MMS) or push notifications. The rapidly increasing technology is one of the key trends which are promoting mobile marketing strategy since new software which promotes ease-of-use for mobile marketing applications. Particularly, the rise of Smartphones is one of the key trends which is enhancing ease of mobile marketing due to their rich technology. Since mobile phones are carried everywhere, it becomes more convenient for marketers to connect with their customers through mobile marketing (Ansari et al., 2000).

3.2.6   The Digital TV

As the world technology gears up, smart televisions are opening up new paradigms of user interactions and excitements (Mastorakis, 2011). Smart TV applications allow users to receive updates from the markets or the commercial scene and this provides marketers with

new opportunities to promote their brands online through smart TVs. According to Winterberg (2013), the smart TV has brought up the concept of television learning from companies which have established their presence in the internet. As a result, the smart TV is among the most potential digital marketing platforms which provides users with not only outstanding online experiences, but also delivers more value through personalized applications.

3.2.7   Display Marketing

It is the advertisements shows on web pages and consists of text, images, sounds or videos to attract more attention of people. For example, advertisements on YouTube which is the second most popular search engine website after Google (Janda, 2011) and advertisements in social media applications like Instagram and Twitter as sponsored. Because of the high number of users of Instagram application, brands had the opportunity to advertise in it because of the easy use as users can just swipe up the page to reach the brand's Instagram account what helped to gain more customers.

3.2.8   Influencers Marketing

With the changes in digital marketing methods, the social media marketing had developed too; as brands started to go with influencers trend and use them for advertisements. Influencer's marketing means when a brand partners with a social content developer (Kl 2019). As those usually have large numbers of followers and audiences in different social media applications and websites such as YouTube, Instagram, Twitter, and Snapchat.

As marketing keeps developing and finding new ways and methods, digital marketing is developing every year and while from the digital TV in the 1990s to the social media and the use of its influencers in 2019. Therefore, the different types and uses of digital marketing are probably endless.

3.3   Importance of Digital Marketing

The continuous development of digital marketing since the 1990's until today has changed brands and businesses use of technology and their advertising methods. As people tend to use digital devices more than a physical visit to shops, digital marketing had become more effective to the brands. Digital marketing has become a necessary concept since technology has become pervasive in recent years (Chaffey, 2016). There are several types of methods

that can be used for digital marketing such as search engine marketing, display marketing, social media marketing, influencers marketing and even online games via smartphone apps. In fact, digital marketing is expanding rapidly to non-internet channels. For example, SMS and street platforms. Therefore, brands had to develop ways of advertising to go along with life trends. Many brands had also used social media influencers to advertise their product. Therefore, digital marketing helps for brand building by allowing the brand to promote on several and different types of digital channels. The more brands advertise; the more reputation it earns (Shirisha, 2018).

3.4 Digital Marketing Strategies and Success Factors

In contemporary times, digital transformation tends to cause most organizations to re-evaluate their structure, tools and of course, strategy (Taherdoost et al., 2013). The marketing strategy is the marketing logic by which the business unit expects to achieve its marketing objectives (Olannye and Onobrakpeya, 2017). It is a plan designed to create value for the business on an ongoing basis. It is an acknowledged fact that in recent years, every company needs a well-developed plan and a sound digital strategy that will guide their actions during implementation in order to maximize and scale their business goals in the next normal. Without a digital strategy, companies will be throwing money at expensive technologies without achieving their business objectives (Chaffey, 2016).

Undoubtedly, most organizations in developed economies are reporting huge savings through digital marketing as they are able to communicate, respond quickly and share information with their customers/clients in a more efficient and effective manner (Laudon and Traver, 2017). Thus, with the next normal bringing about a very fast and radical shift in strategies, structures, systems, processes and technology (Bello, 2020), there is an urgent need for a comprehensive digital strategy in place that includes digital adoption solutions to help marketing organizations in developing economies save costs, increase revenue and mitigate risks (Sneader and Singhal, 2020).

The digital business environment is strongly influenced by technological innovations which demands the dynamic capabilities and resources of a company (Zhu et al., 2006). Also, the definition and implementation of a digital marketing strategy significantly contributes to a company's long-term success with the adoption of the right strategies. Such strategy especially demands four dynamic abilities (success factors): digital innovativeness, strategic

and organizational flexibility, networking and integration capability, as well as ease of use. However, the mere ability to innovate does not secure long-term market success as the product and process design in digital business rather requires to take into account a combination of the product quality, pricing strategy, customer benefits and tradability of goods Wirtz (2018).

3.5 Digital Marketing and Sales

Several studies and literature have indicated a relationship between digital marketing and sales. Digital marketing is able to reach new customers and provide personalized communication to the customers, hence increasing awareness and sales (Jain ,2014; Jagongo and Kinyua, 2016). Small businesses could be able to use digital media such as social media, e-mails which are known to be very cheap to access potential customers to create product awareness, while medium enterprises have some revenue to use digital tools such as pay-per-click (PPC), search engine optimization (SEO), online advertising, and viral marketing.

3.6 Measurement of Digital Marketing Effectiveness

There has been an increased importance to measure digital marketing success as efficiently as possible in a dynamic business landscape, as is currently the case, more than ever before. Digital marketing tools have some ways available to measure success through various metrics that business owners can obtain (Gregorio, 2016). One of the methods used to measure digital marketing effectiveness is through analytics which is in-built in most digital marketing tools. According to a white paper presented by Fernandez and Bharathi (2015), the insights derived from big data analytics helps a business to precisely drive future decisions through provision of the right message to the consumers at the right time, and for the right price. There has been a rapid growth in intuition-driven marketing and there has, therefore, big data analytics and digital marketing are getting tightly interwoven.

Data availability and insights make digital platforms complete and therefore provides great opportunity to make inferences by marketers from this data and make the right decisions (Jain, 2014). By being able to measure the performance of each campaign, SMEs would continuously learn how to improve their campaigns and therefore understand the relationship of the target audience with the various touch points and messages broadcasted. Tracking online behaviour and visitors has been made much easier by the digital world as marketers try to understand where online visitors come from, which pages they were viewing, the time

they spent on the website, the sources which are sending quality traffic, and most importantly, whether the website visits turn into leads or conversions.

3.7   The Role of Digital Marketing in Economic Sustainability of Nigeria

Recently, the present government has made strong commitment towards technological innovation in most economic sectors but yet to achieve quality results as the GII has ranked the country 27th position among the 30th lower-middle-income countries and 17th among the 24 countries in Sub-Saharan Africa. According to Nurettin & Sherali (2019), they have drawn direct correlation between a country's ranking on the GII and the strength of her economy. It is an open secret that every country strives to improve its position in the GII and wants to be referred to as the most innovative country. The 2020 SDGi Report records that the pandemic has had a debilitating impact on the economies of nations, with the below-middle-income nations worse off for it. In furtherance, Abdella (2020) asserted that most economies are under pressure from several profound changes that are currently affecting their capacities to economically recover quickly.

Thus, the significant roles of digital marketing in the economic sustainability of nations as identified by Wirtz (2019); Ahmad (2017); Nkamnebe (2017) and Abrar, et al. (2016) are as follows:

- Digital marketing has redefined the global economy by connecting producers and marketers into a vast and logistical communication network that is more efficient than the brick-and-mortar shopping channels.

- Digital marketing helps developing economies to harness much faster national growth by exploiting unique opportunities available in the global knowledge space.

- Digital marketing has offered growth opportunities to most marketing organizations by way of increase in production and sales, transformation of their business processes via networking thereby gaining competitive advantage.

- Digital marketing has helped marketing firms in developing economies to think out of the box in relation to current global business trends and practices to enable improved global ranking.

- Digital marketing allows for competitive intelligence gathering that would enable a company to proactively anticipate global market developments which fosters economic development.

- Furthermore, digital marketing has the potential to offer numerous product variants in mass markets which promotes choice as well as accelerate the adoption of digital solutions thereby improving the gross national product (GNP).

- Digital marketing helps to promote freedoms by creating real choices and upgrading the competitiveness of developing economies to avoid global recession in this pandemic.

- Digital marketing helps organizations to be more efficient and effective in information sharing through online interactions with their customers/clients.

- Digital marketing helps to anticipate early the marketing environmental factors to avoid disruptions in marketing operations in order to develop optimal marketing strategies for sustainable economic growth.

- Digital marketing creates opportunities for social participation and maintains community connectedness for shared value creation thereby helping to boost economic growth.

- While in the traditional economy, marketing firms were often surrounded by a relatively rigid environment that only allows slow economic growth, they now face a continuous change with the adoption of digital marketing with its positive impact on the economy.

- Also, Marketing firms in developing countries can re-invent and reset their business operations for growth beyond the pandemic by adopting digital marketing.

- In addition, digital marketing brings together demand and supply as well as technology/economic needs to boost the employment resources as well as the selling process.

- Digital marketing helps to create a satisfying interactive environment that encourages users to not only visit but continuously return thereby sustaining marketing firms in the long run.

- Digital marketing increased customers' engagement and offers an opportunity for interaction and integration of economic and investment ideas/resources.

- Again, digital marketing is giving consumers in developing economies access to a world of products previously unavailable thereby advancing human civilization by transforming them to modern economies.

- Lastly, digital marketing facilitates business transactions for customers and sellers alike by optimizing marketing channels while staying in touch with the customers thereby achieving long-term survival prospects.

3.8   Small and Medium Enterprises in Nigeria

Researchers are yet to agree on a single definition of what SMEs are. While some definitions are designed to suit certain business requirement and development of a certain nations, other definitions are designed in specific circumstances of the goal of the business enterprise the researcher conceives at particular period of time. Researcher such as Okonkwo (1996) is of the opinion that SMEs are heterogeneous in nature. Thus, Oladele et al. (2013) summit that small scale business has dynamic definition because its operations vary based on the environment and context. As an instance, the nature of small businesses, and organization of SMEs by its size, may also be used to decide the suitability of the business and its patronage and the other rights associated with credit provision for SMEs scheme.

Ayodeji and Bacioglu (2010) maintained that in 1978, SMEs is expected to have value of assets in the range of N50, 000.00 with employment capacity of 50 persons or individuals. By the year 2001, The National Council of Industry in the year considered SMEs in terms of scale of operations. For example, micro or cottage enterprises are defined as those with the maximum investment value of N1.5 million (Nigerian currency) after non-consideration of land but with inclusion of operating capital and 10 employees. Under the same consideration, small scale enterprises are defined with the capital value of up to N1.5 million or more without exceeding N50m plus working capital and minus land asset. In the case of

medium scale enterprise, the work force may range from 100 to 300 while the value of capital asset is expected to be more than N50m.

Obiwuru et al. (2011) define a small-scale business as that enterprise with relatively small number of employees (less than 15) and low capital strength (capital outlay less than N3 million). There are other definitions given by international financial agencies. As an instance, World Bank (1998) considered SMEs to be an enterprise that have fixed assets that does not include land and the working capital of about N10million. Also, EU economic commission (2000) viewed SMEs as business enterprise that has employment capacity of about 500 employees. But this study adopts the seemingly less ambiguous definition of Obiwuru et al, (2011) because of the low industrial activities in the study area. In several ways, small businesses are not the same as large businesses. Some of the different features between the two are resources, market, flexibility, leadership and structure.

Usually, SMEs require less formal, structures compared to bigger businesses. Most of the initiatives in the area of restructuring started by bigger organizations have had administrative organizations as main objectives. Consequently, and with fewer levels of organizational management, communication cum culture could be facilitated more easily. There are possibilities that SMEs may be structured with full scope of ownership possibilities. These could range from public corporations, single business ownership, and partnership.

SMEs are catalysts for growth in developing countries because they, provide the much-needed employment which encourages economic growth (Schreyer, 1996; Ayanda and Sidikat, 2011), and when properly utilized, SMEs even have the potential to play a key role in alleviation of poverty and job creation (Ayyagari et al., 2014; De Witand De kok, 2014). The fuzzy structure of SMEs enables them to adapt their business and production practices in order to serve retail customer needs better than large corporations. This makes them powerful tools in the creation and stabilization of world economies. Though they are not self-sufficient entities, their success largely depends on the capability of those who manage them (Brindley & Ritchie, 2005) as well as governmental support, and microeconomic business environment influences (Porter, 2004). SMEs in Nigeria are particularly more prone to pressures from environmental influences because of unstable business environment that they have to operate in when compared with their counterparts that operate in developed countries with strong micro and macroeconomic business environment.

SMEs account for a large proportion of the total employment growth many countries. In such countries, SMEs produce a significant share of their increases in Gross Domestic Product (GDP), while the contributions of larger enterprises tend to remain stable (ADB 2002). For instance, in the OECD economies, SMEs and micro enterprises account for over 95% of firms, 60-70% of employment, 55% of GDP and generate the lion's share of new employment. In the case of developing economies, the situation is not very different. For instance, in Morocco, 93% of firms are SMEs and account for 38% of production, 33% investment, 30% export and 46% employment. Similarly, in Bangladesh, enterprises of less than 100 employees account for 99% of all firms and 58% employment. Also, in Ecuador, 99% of all private companies have less than 50 employees and account for 55% of employment.

In the case of Nigeria, well-managed and healthy SMEs constitute significant sources of employment opportunities and wealth creation. While the citizens benefit in terms of employment and income, Government also benefits by generating revenue in form of taxes. This can be a strong factor to social stability. It is noteworthy that not all SMEs and microenterprises are in the formal sector; some of them occupy the unofficial labour market, which varies in size from an estimated 4-6% in developed countries to over 50% in developing nations. According to the International Finance Corporation (IFC, 2006), there is a positive relationship between a country's overall level of income and the number of SMEs per 1,000 people. The World Bank's Doing Business reports indicate that a healthy SME sector corresponds with a reduced level of informal or "black market" activities. Thus, managing SME sector to reduce the number of informal business is essential in the Nigerian development project.

SMEs are regarded as the bedrock of industrialization. Because a number of them possess extensive knowledge of resources, as well as demand and supply trends, they constitute the chief supplier of input to larger firms. They also serve as the main customers to the larger firms; provide all sorts of products ranging from food, clothing, recreation, entertainment, healthcare, education, and so forth. They help in economic development through industrial disposal and production of primary and intermediate products. They can also supply the material needs of the larger enterprises. In addition, they provide specialized, and many times, personal services. In summary, SMEs constitute important sources of local supply and service provision to larger corporations. Developing countries represent a huge, largely

untapped market for large corporations. By working closely with SMEs, large corporations can develop new customer base that may not be accessible to the traditional distribution networks of these corporations.

SMEs also represent important sources of innovation. They tend to occupy specialized market "niches" and follow competitive strategies that set them apart from other companies. This might include re-engineering products or services to meet market demands, exploring innovative distribution or sales techniques, or developing new and untapped markets. This often makes them good partners for large corporations. In the financial sector, emerging economies represent a huge potential market for credit, particularly in sub-Saharan Africa, where according to the United Nations Capital Development Fund (UNCDF), only 4% of Africans have a bank account. Local financial institutions that have successfully served the SME market in developed countries have found it highly profitable, according to United Nations Conference on Trade and Development (UNCTAD, 2001).

Large international banking groups are beginning to tap into these markets. For instance, today Barclays Bank is present in 12 African countries, employs 41,000 people – one-third of its total workforce – and has 8 million customers. Africa accounts for 13% of the group's profits. Barclays has worked to integrate SMEs into its operations. In their efforts to localize value creation, many large companies in the world increasingly rely on local companies as a crucial component of their value chain. Furthermore, SMEs help in the development of local technology and mobilization and utilization of domestic savings. Thus, increases in SME efficiency can also improve the competitiveness of larger firms that depend on SME suppliers, and therefore improve the competitive position of a country's economy SMEs tend to be more labour intensive than larger firms, and capital requirements for establishing them are low. This widens the chances of many individual to participate in them and by so doing contribute to industrial development.

Moreover, the size and structure of SMEs give them flexibility in management approaches which make them respond swiftly to changes and adapt to market needs much more quickly than their large enterprise counterparts in comparable industries. Thus, in these days of increased emphasis on private-sector-driven economy, SMEs act as engines of the much desired private-sector-led economic growth and diversification. The development of many small and private enterprises with the associated market competition spurs up entrepreneur

spirit in many SMEs. This will in turn have significant impact on economic development. This is because entrepreneurship is a vital factor in economic development and social change, since it makes for continuous innovation, and commercialization of innovation and technology. Entrepreneurs are proactive to change. They like competition and are always ahead in the market place. They are change agents and catalyst for transforming resources into new products and services with greater utility and value. All these immensely impact on economic development and growth. Poverty is a major threat to attaining sustainable human and environmental development, as well as the much needed global economic and socio-political stability (SNV & WBSCD, 2007). However, one of the keys to poverty alleviation is an economic growth that is inclusive and reaches majority of the people.

According to Sen (2000), the basic thrust of development is to enlarge people's choices and to create an enabling environment for people to enjoy better standard of living. This can be achieved by improving the performance and sustainability of entrepreneurs and small and medium enterprises, as a backbone to economic activities. Poverty can then be reduced since subsistence enterprises are said to represent the vast majority of SMEs in developing countries. They are known to typically account for more than 90% of all firms outside the agricultural sector - with majority of them being essentially micro-enterprises, employing family members and close relatives. As such, the development of SMEs can be a key instrument in poverty reduction efforts of Nigerian government. Poverty can be reduced directly through their contribution to economic growth, employment and income generation.

Furthermore, SMEs often have a vested interest in community development. Being local, they rely upon communities for their workforce. For the communities, they provide goods and services tailored to local needs and at costs affordable to local people. They are an important source of employment, particularly for low-skilled workers, as well as women and young people, who usually make up the greatest proportion of the unemployed in emerging economies. Their flat management structures mean that their personnel must fulfil multiple roles, which makes them less vulnerable to unemployment during periods of economic downturn. Their small size and flexibility allow them to adjust to local market fluctuations and to weather local market shocks more comfortably. If well established in rural communities, migration to urban centre is often reduced, thus reducing excessive pressure on urban infrastructure.

3.9   Challenges of SMEs

Plethora of challenges related to small businesses and reasons for possible failure have been highlighted in the literature. The identified problems include poor planning, hostile government regulations and interventions, inadequate business marketing approach, poor technical know-how, plus high rate of interest. According to Onugu (2005), a number of challenges affect SMEs. These challenges cover inadequacy, inefficiency, and occasionally, poor infrastructures; bureaucracy, inadequacy in the management of ideas and associated facilities that are made available by the government; high processing cost; skewed competition that are traceable to import tariffs.

The tariffs are generally perceived to be more favourable to imported commodities among others; limited access to appropriate tools; over dependence on imported commodities materials; low demand for products, reducing purchasing power of consumers; unbalance trade practices with characteristics import of inferior goods; poor organizational strength , poor marketing and information-usage, multiple level of government regulatory agencies, with high levies and taxes, prevalent corruption nonexistence of long-term financing options for capital assets accumulation; absence of scientific and technological know-how; non-existence of initiative and administrative framework; lack of managerial and entrepreneurial abilities; insufficient training and leadership development.

In addition to the above, are challenges confronting entrepreneurship in Nigeria, which also indirectly affect SMEs, due to the relationship existing between SMEs and entrepreneurship. For instance, a number small businesses remain small for years because of the mind-set of their owners, i.e. poor entrepreneurial spirit. In Nigeria, many are in business not for the passion but just to meet their daily needs. They lack the basic knowledge of managing their venture beyond the subsistence level. As such, there is no innovation, and this affects their global competitiveness. Also, the economic system in Nigeria is majorly good at producing contractors who parasite on government jobs, and middlemen who flourish in informal business sector. Besides, the concept of entrepreneurship is generally reduced to individuals seeking profit through supernatural and superstitious means rather than through strategic management process. All these as noted in Ogbor and Ikhimokpa (2005), are the result of lack of entrepreneurial education.

Furthermore, in Enwegbara (2006), it is the organic process of economic development also requires the education of young persons in job-enhancing education such as science, engineering and technology. These are needed to support the entrepreneurial potential and jumpstart the national economy. Where these trained individuals are not sufficiently deployed, they migrate to other countries with the right enabling environment. They formed the so called successful African in Diaspora contributing enormously to the economic development of these countries and thus the continue decrease of indigenous African entrepreneur in the continent. Even when they come back to invest in Africa with burning desire of acquainting younger ones with the entrepreneurial spirit, spread their talent, knowledge, experience, the prevailing enabling political, ethical, economic, infrastructural, etc., environment is discouraging, making them to be employees of the state and producers of raw materials purely for export and import of finished goods from the west. This stated Enwegbara (2006) has had tremendous negative effect on African economic development for a long time.

3.10 Overview of global usage of digital marketing

Digital marketing in Nigeria has formed an integral aspect of marketing in the 21st century. It has acquired maximum acknowledgment over the past years since it was incorporated into the marketing system, with various search engines and discoveries accompanied by social media marketing. These have made online marketing an arduous and encouraging one. Online marketing is also referred to as e-marketing and internet marketing. It is the application of marketing principles and techniques through electronic media and more specifically the internet. Online marketing describes an organization's effort to inform buyers to communicate, promote, and sell its products and services over the internet (Igbenedion and Egwuelu, 2016). The role of digital marketing cannot be overemphasized, these roles are as include creating customers services through chatting; giving intermediate advice to customers about products for sales on their websites; training customers on the use of their websites to avoid frustrations that come due to lack of knowledge on how to access their website; providing online product categories that money can be spent or to buy; making buyers and sellers online; taking orders online the essence of these is to make prices more transparent and gain a better picture of their true value and build customer relationship Gives firsthand information on new products (Igbenedion and Egwuelu, 2016).

Daliborkaet al., (2020) conducted a survey on the impact of digital trends on marketing on 67 companies (small & medium business) in the Republic of North Macedonia from different areas. The data collection was done based on a survey questionnaire. The survey questionnaire was distributed to employees in management positions in companies and marketing directors. The result reveals that high percentage of digital marketing improves their business and help them to establish constant communication with their customers. A study by Oyedele et al., (2020) investigated Online Marketing and the Performance of Small and medium scale enterprises in Ikeja Local Government Area of Lagos State. Survey research design was employed for the study where 150 respondents (sample size) from the selected total estimated population of 221 SMEs for the study area and were gathered using structured questionnaire. Their responses were tested using appropriate statistical tools of SPSS package using the ANOVA, the correlation, and the regression too. The study revealed that the Online Marketing affected the performance of SME positively which has allowed youths to be self-employed and created economic growth and regional development. Therefore, the study recommended that solving the performance of SME development can be single handedly done using Online Marketing.

Already in 2008, Eriksson et al. (2008) found that 90% of the Swedish SMEs they surveyed (N=160) used a website and email to market their products and services. However, they noted that many of the SMEs were at an early stage of digital channel utilization and that their usage of the more advanced digital channels remained low. Online directories where a company buys 5 its listing for a certain period, and online advertising, can also be considered digital mediums of the one-way type marked by high company control. According to a study on 462 SMEs in the USA, many SMEs struggle with the added workload of social media (Moyle, 2012). The study also indicates that SMEs are spending up to six hours each week on social media. Of the tools available, Facebook (90% use) and Twitter (70% use) are the most popular, whereas the adoption of blogging and use of LinkedIn (used by around half of the surveyed SMEs), Google+, and Pinterest remain slow. According to the study, one-third of the surveyed SMEs would like to spend less time on social media.

Digital marketing and social media provide opportunities for small businesses to attract new customers and reach existing customers more efficiently. Even the starting point of digitization, broadband access, has been shown to bring significant opportunities to SMEs such as reaching new target audiences, increasing performance and efficiency, and

improving growth and competitiveness (Shideler and Badasyan, 2012). In addition, internet use can benefit SMEs by reducing costs (Chong and Pervan, 2007) and facilitating both internal and external communication (Eriksson, Hultman and Naldi, 2008). More recent developments in digitization, namely the social aspects of the web (e.g. Web2.0/social media) have confirmed the positive relationship between utilization and outcomes. In a recent study of 12 SMEs in the UK, social aspects of the web were found to improve efficiency and enhance external communication (Barnes et al., 2012).

Minama (2016) studied the impact of internet marketing on the performance of SMEs in Kenya using a descriptive survey of 100 SMEs in Nairobi. The study established that 14 internet marketing was instrumental in increasing the sales of SMEs and improving their brand awareness and customer service. The study also established that internet marketing improved both the overall and financial performance of the surveyed SMES and recommended that more SMEs should adopt internet marketing and improve their overall marketing activities in order to survive in the increasingly competitive Kenyan economy. Nga'nga' (2015) studied the effectiveness of digital marketing strategies on the performance of commercial banks in Kenya. The study was descriptive and employed self-administered questionnaires to survey 43 banks in Kenya and established that these banks used social media, websites, display adverts, e-mail marketing and mobile applications as their digital marketing strategies. The study also established that digital marketing enabled these banks to reduce their advertising costs, communicate with their clients faster, reduce inefficiencies and track their marketing performance more easily since all the data on the marketing campaigns was easily available. Additionally, the study established that digital marketing improved the overall performance of the surveyed banks due to increased customer base, increased market share and increased profits.

4 Practical Part

4.1 Descriptive statistics

4.1.1 Gender of respondents

The gender distribution of the respondents is presented in Table 4.1. It shows that 92 SME owners were male representing 61.3% of the total sample size while 58 were female representing 38.7% of the total sample size. According to earlier research by PWC (2020), majority of the SMEs in Nigeria are owned by male (77%) while female dominate a lesser proportion (23%).

Table 4.1: Gender distribution of respondents

Gender	Frequency	Percent
Male	92	61.3
Female	58	38.7
Total	**150**	**100.0**

Source: Author Research data, 2022.

4.1.2 Educational qualification of respondents

The educational level of the respondents is presented in Table 4.2. The result revealed that 1 respondent representing 0.7% of the respondents had basic education, 11 respondents representing 7.3% of the respondents had secondary education, 18 respondents representing 12.0% of the respondents had Diploma/NCE qualification, 45 respondents representing 30% of the sample size had Higher National Diploma qualification, 55 of the respondents representing 36.7% of the sample size had Bachelor's degree,   15 of the respondents representing 10.0% of the sample size had Master's degree while 5 of the respondents representing 3.3% of the sample size had PhD qualification. Majority of the respondents (92%) achieved post-secondary education. These findings agree with previous research by Kale (2019) who reported that 63% of SME owners attained post-secondary education.

Table 4.2: Educational qualifications of respondents
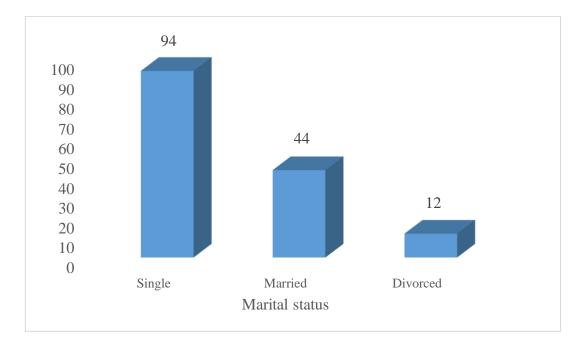
	Frequency	Percent
Basic Education	1	0.7
Secondary Education	11	7.3
Diploma/NCE	18	12.0
Higher Diploma	45	30.0
Bachelor	55	36.7
Master	15	10.0
PhD	5	3.3
Total	**150**	**100.0**

Source: Author Research data, 2022.

4.1.3   Marital status of respondents

The marital status of the respondents is presented in Figure 4.1. Majority of the respondents were single (62.7%), while 44 respondents representing 29.3% of the total sample were married and 12 respondents representing 8% of the sample size were divorced. The higher proportion of the singles dominating the SME sector in Nigeria may be attributed to the fact that majority of the SME owners are youth. This result corroborates the report of PWC (2020) who reported that most SME owners in Nigeria were youths aged between 20 to 60 years old.
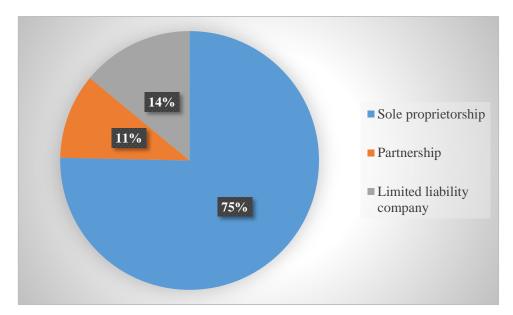
Source: Author Research data, 2022.

Figure 4.1: Marital status of the respondents

4.1.4   Ownership structure of SMEs in Nigeria

The SMEs that participated in this research were identified as sole proprietorship, partnership, and limited liability company (Figure 4.2). Majority of the SMEs identified as sole proprietorship (75%) while 14% of the SMEs identified as limited liability company and 11% identified as partnership business. Evbuomwan et al. (2016) also reported that majority of the SMEs in Nigeria were sole proprietorship while a substantial proportion were limited liability companies. However, PWC's 2020 report of SMEs in Nigeria stated that the highest proportion of SMEs in Nigeria is dominated by sole proprietorship, followed by partnership and private limited liability companies.

Source: Author Research data, 2022.

Figure 4.2: Ownership structure of SMEs in Nigeria

4.1.5 Business sector of the SMEs

Table 4.3 presents the sector distribution of the SMEs that took part in this study. The result revealed that majority of the respondents (N=57) representing 38% of the sample size were into financial services, 31 respondents representing 20.7% of the sample size were into wholesale/retail trade, 20 respondents representing 13.3% of the sample size were into manufacturing services, 19 respondents representing 12.7% of the sample size were into Information Technology, while 15 respondents representing 10% of the sample size were into accommodation and food services and only 8 respondents representing 5.3% of the sample size were into educational services. This result corroborates the Micro, small, and medium enterprises (MSME) national survey report published by National Bureau of Statistics in 2019 that manufacturing, accommodation and food services, information technology services and education are top commercial SMEs in Nigeria. However, this study identifies financial services as a top trending SME sector in Nigeria.

Table 4.3: Business sector of SMEs in Nigeria

Business sector	Frequency	Percent
Financial services	57	38.0
Education	8	5.3
Manufacturing	20	13.3

	Frequency	Percent
Wholesale/Retail Trade	31	20.7
Accommodation & Food services	15	10.0
IT services	19	12.7
Total	**150**	**100.0**

Source: Author Research data, 2022.

4.1.6 Number of employees

Table 4.4 presents the distribution of the number of employees by the SMEs in Nigeria. The result revealed that 76 of the SMEs representing 50.7% of the sample have less than 5 employees, 58 of them representing 38.7% indicated that they have between 5 and 20 employees, while 8 of them representing 5.3% have employees between 21 and 50 employees and 8 of them representing 5.3% of the sample have more than 50 employees.

Table 4.4: Number of employees

	Frequency	Percent
Less than 5	76	50.7
5 - 20	58	38.7
21 - 50	8	5.3
More than 50	8	5.3
Total	**150**	**100.0**

Source: Author Research data, 2022.

4.1.7 Operational duration of SMEs

The operational age of SMEs in Nigeria is presented in Table 4.5. The result revealed that 68 of the SMEs representing 45.3% of the sample have been in operation for 1 – 5 years, 61 of the SMEs representing 40.7% of the sample have been in operation for more than 5 years while 21 of the SMEs representing 14% of the sample were relatively new to the market and have been in operation for less than 1 year.

Table 4.5: Operational duration of SMEs

Operational duration of SMEs	Frequency	Percent
Less than 1 year	21	14.0
1–5 years	68	45.3
More than 5 years	61	40.7

42

Total	**150**	**100.0**

Source: Author Research data, 2022.

4.1.8 Presence of formal marketing section

Table 4.6 presents the distribution of SMEs in Nigeria based on presence of formal marketing section in the organization. Based on the data gotten from the questionnaire, the result revealed that 135 SMEs representing 90% of the sample do not have formal marketing section, while only 15 SMEs representing 10% of the respondents had formal marketing section.

Table 4.6: Presence of formal marketing section

Presence of formal marketing section	Frequency	Percent
Yes	15	10.0
No	135	90.0
Total	150	100.0

Source: Author Research data, 2022.

4.1.9 Capacity to take more clients

This study also inquired from the SMEs whether they have capacity for growth for more clients. The study indicated that all the SMEs that were sampled indicated having the capacity to grow and have more clients if the situation arises.

4.1.10 Annual turnover of SMEs

Table 4.7 presents the distribution of annual turnover of SMEs in Nigeria. Based on the data gotten from the questionnaire, the distribution of annual turnover of SMEs showed that 0.7% of the firms earn below one million as sales return. Highest proportion of the SMEs (54.7%) earn more than 5 million Naira. Meanwhile, 34% of the firms recorded sales value between 3 and 5 million Naira and 10.7% of the SMEs earn between 1 – 3 million naira annually.

Table 4.7: Annual turnover of SMEs

Annual turnover of SMEs	Frequency	Percent
Less than 1 million	1	.7
1 - 3 million	16	10.7
3 - 5 million	51	34.0

More than 5 million	82	54.7
Total	**150**	**100.0**

Source: Author Research data, 2022.

4.2 Inferential statistics

4.2.1 Usage of digital marketing by SMEs in Nigeria

The usage of digital marketing options by SMEs in Nigeria is presented in Table 4.8. Based on the data gotten from the questionnaire, email marketing is not used by 18 of the SMEs representing 10.7% of the sample size, while 40 of the SMEs making up 26.7% of the sample size only used email marketing to a little extent and 46 businesses accounting for 30.7% of the sample size used email marketing to a moderate extent. However, 39 SMEs representing 26% of the sample used email marketing to a great extent and 9 businesses representing 6% of the sample used email marketing to a very great extent. The mean value of 2.90 computed for email marketing usage by the SMEs implies that majority of the businesses utilizes email marketing to a moderate extent.

As shown in Table 4.9, email marketing is used by 91% of the SMEs offering financial services, 75% of the SMEs in Educational sector, 95% of the businesses in manufacturing sector, 90% of the SMEs in wholesale/retail trades, 87% of the businesses in accommodation and food sector and 84% of the SMEs in IT sector. These findings imply a rise in the acceptance and usage of email marketing by SMEs in Nigeria and this contradicts the report of Eze and Obikeze (2017), who stated that SMEs utilizes email marketing in their operations to a low extent as well as Akyüz et al. (2020), who reported that email marketing is not fully accessed by the owners of small and medium scale enterprises in Nigeria.

According to the data gotten from the questionnaire, mobile marketing is not used by 30 of the SMEs representing 20% of the sample size, while 30 of the SMEs making up 20% of the sample size only used mobile marketing to a little extent and 60 businesses accounting for 40% of the sample size used mobile marketing to a moderate extent. However, only 15 SMEs representing 10% of the sample used mobile marketing to a great extent and 15 businesses representing 10% of the sample also used mobile marketing to a very great extent. The mean value of 2.70 computed for mobile marketing usage by the SMEs indicates that most of the SMEs uses mobile marketing to a moderate extent. According to the result in Table 4.9, mobile marketing is used by 79% of the SMEs offering financial services, 75% of the SMEs in Educational sector, 85% of the businesses in manufacturing sector, 81% of the SMEs in wholesale/retail trades, 87% of the businesses in accommodation and food sector and 74% of the SMEs in IT sector.

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Based on the data gotten from the questionnaire, only 3 SMEs representing 2% of the sample do not use social media marketing, 2 businesses representing 1.3% of the sample use social media marketing to a little extent and 9 SMEs representing 6% of the sample size use social media marketing to a moderate extent. However, 63 businesses representing 42% of the sample size used social media marketing to a great extent and 73 SMEs making up 48.7% of the sampled SMEs in Nigeria used social media marketing to a very great extent. The mean usage value of social media marketing by the SMEs at 4.34 implies that majority of the SMEs used social media marketing to a great extent in Nigeria.

As shown in Table 4.9, social media marketing is used by 98% of the SMEs offering financial services, 100% of the SMEs in Educational sector, 100% of the businesses in manufacturing sector, 94% of the SMEs in wholesale/retail trades, 100% of the businesses in accommodation and food sector and 100% of the SMEs in IT sector. The findings of this study agree with the report of Solo-anaeto et al. (2017) who stated that small businesses in Nigeria make use of social media for publicity or promoting their businesses. They listed Instagram, Facebook and Twitter as the social media platforms utilised. These platforms are among social media platforms (Twitter, Facebook, LinkedIn, Instagram and Pinterest) which Curran, O'Hara and O'Brien (2011) as well as SmartBrief Media Services (2014) affirm that businesses use for publicity.

Based on the information gathered from the questionnaire, search engine optimization (SEO) is not used by 10 of the SMEs representing 6.7% of the sample size, while 25 of the SMEs making up 16.7% of the sample size only used SEO to a little extent and 52 businesses accounting for 34.7% of the sample size used SEO to a moderate extent. However, 38 SMEs representing 25.3% of the sample used SEO to a great extent and 25 businesses representing 16.7% of the sample also used SEO to a very great extent. The mean value of 3.29 computed for SEO usage by the SMEs indicates that most of the SMEs uses SEO to a moderate extent. Based on the result in Table 4.9, SEO is used by 89% of the SMEs offering financial services, 88% of the SMEs in Educational sector, 100% of the businesses in manufacturing sector, 100% of the SMEs in wholesale/retail trades, 80% of the businesses in accommodation and food sector and 100% of the SMEs in IT sector. Is-haq (2019) also investigated the use of SEO for business promotion among SMEs in Nigeria and found that search engine optimization option in digital marketing is utilized fully by a substantial amount of the respondents supporting the use of SEO in digital marketing options.

The result also revealed that 16 of the SMEs representing 10.7% of the sample do not use pay-per-click (PPC) as a form of digital marketing in their businesses, while 50 SMEs representing 33.3% of the sample used PPC to a little extent and 41 SMEs making up 47.3% of the sample size used PPC to a moderate extent as a form of digital marketing in their businesses. However, 35 businesses representing 23.3% of the sampled SMEs used PPC to a great extent while only 8 businesses representing 5.3% of the sample size used PPC to a very great extent in their businesses. The average usage value of PPC at 2.79 suggests that majority of the SMEs in Nigeria used PPC to a moderate extent as a form of digital marketing. As shown in Table 4.9, PPC is used by 91% of the SMEs offering financial services, 75% of the SMEs in Educational sector, 95% of the businesses in manufacturing sector, 90% of the SMEs in wholesale/retail trades, 87% of the businesses in accommodation and food sector and 84% of the SMEs in IT sector. The use of PPC among SMEs in Nigeria was similarly recorded to be moderate extent by Is-haq (2019).

Also, the result showed that 10 SMEs making up 6.7% of the sample size do not use online advertisements such as blogs, 44 businesses representing 29.3% of the sample size used online advertisements to a little extent, while 51 respondents representing 34% of the sample size used online advertisements to a moderate extent. Meanwhile, 32 of the SMEs representing 21.3% of the sample size used online advertisement to a great extent and only 13 of the businesses representing 8.7% of the sample used online advertisement to a very great extent as a form of digital marketing in their businesses. The mean usage value of 2.96 suggests that most of the SMEs sampled in Nigeria used online advertisement such as blogs as a form of digital marketing to a moderate extent. Based on the result shown in Table 4.9, online advertisement is used by 88% of the SMEs offering financial services, 88% of the SMEs in Educational sector, 100% of the businesses in manufacturing sector, 100% of the SMEs in wholesale/retail trades, 87% of the businesses in accommodation and food sector and 100% of the SMEs in IT sector. The usage of more advanced digital channels such as online advertising and company generated blogs remained lower which is consistent with the study conducted by Taiminen and Karjaluoto (2015) in Central Finland and the Eriksson et al. (2008) study conducted in Sweden.

Table 4.8: Usage of digital marketing by SMEs in Nigeria

Usage of digital marketing	No extent		Little extent		Moderate extent		Great extent		Very great extent		Mean	SD
	F	%	F	%	F	%	F	%	F	%		
Email marketing	16	10.7	40	26.7	46	30.7	39	26.0	9	6.0	2.90	1.09
Mobile marketing	30	20.0	30	20.0	60	40.0	15	10.0	15	10.0	2.70	1.19
Social media marketing	3	2.0	2	1.3	9	6.0	63	42.0	73	48.7	4.34	0.82
Search Engine Optimisation	10	6.7	25	16.7	52	34.7	38	25.3	25	16.7	3.29	1.13
Pay-per-click	16	10.7	50	33.3	41	27.3	35	23.3	8	5.3	2.79	1.08
Online advertisement	10	6.7	44	29.3	51	34.0	32	21.3	13	8.7	2.96	1.06

Source: Author Research data, 2022.

Table 4.9: Usage of digital marketing by SME sectors in Nigeria

	Financial services (%)	Education (%)	Manufacturing (%)	Wholesale/Retail Trade (%)	Accommodation & Food services (%)	IT services (%)
Email marketing	91	75	95	90	87	84
Mobile marketing	79	75	85	81	87	74
Social media marketing	98	100	100	94	100	100
Search Engine Optimisation	89	88	100	100	80	100
Pay-per-click	91	75	95	90	87	84
Online advertisement	88	88	100	100	87	100

Source: Author Research data, 2022.

4.2.2 Impact of digital marketing on the sales of SMEs in Nigeria

Table 4.9 presents the result of regression analysis of the impact of digital marketing on sales of SMEs in Nigeria. Based on the information gathered from the questionnaire, the results showed that e-mails, social media marketing and pay-per-click are the significant (p<0.05) digital variables that influenced the sales of SMEs in Nigeria. Specifically, coefficient of e-mail marketing has positive and significant effect on sales improvement in SMEs. An increase in the use of e-mail digital strategy ($\beta = 0.087$, $t = 0.916$, $p < 0.05$) is expected to lead to increase in sales of SMEs. The coefficient of social media marketing as digital marketing strategy ($\beta = 0.099$, $t = 1.227$, $p < 0.05$) is also positive and significant at 5% level of significance. It is expected that an increase in the use of social media marketing by small business managers would result in increase in sales improvement. Similarly, Pay-per-click exerts a positive and significant effect on sales improvement ($\beta = 0.142$, $t = 1.435$, $p < 0.05$). The results are consistent with the studies done by Srinivasan et al. (2016), Adegbuyi et al. (2015), and Jagongo and Kinyua (2013) who indicated that social media creates brand awareness that results in strong influence on customer acquisition and retention. However, the results are contrary to the report of Yasmin et al. (2015) who indicated that digital marketing techniques have a great impact on sales.

Table 4.10: Regression analysis of the impact of digital marketing on sales of SMEs

Model	B	Std. Error	t	Itself.
(Constant)	3.437	0.463	7.430	0.000
Emails	**0.087**	0.095	0.916	0.036
Mobile Marketing	0.087	0.052	1.689	0.093
Social Media Marketing	**0.099**	0.080	1.227	0.022
Search Engine Optimization (SEO)	0.030	0.063	0.466	0.642
Pay-per-click (PPC)	**0.142**	0.099	1.435	0.015
Online advertisements	0.053	0.068	0.774	0.440

Source: Author Research data, 2022.

R= 0.589

R²= 0.347

p=0.000

4.2.3 Challenges faced by SMEs on the use of digital marketing in Nigeria

The result of analysis of challenges facing SMEs on the use of digital marketing in Nigeria is presented in Table 4.10. Based on the information gathered from the questionnaire, the respondents are of the opinion that lack of finance is a critical challenge facing SMEs in Nigeria. About 44.7% and 22% reported that lack of finances hinders SMEs in the use of digital marketing to a very great extent and great extent respectively. Also, about 35.3% and 23.3% of the respondents also reported that lack of sufficient digital marketing knowledge is a challenge facing SMEs in Nigeria to a moderate extent and little extent respectively. This is corroborated by 30% and 26.7% of the respondents who reported that lack of relevant digital marketing technique for business is a challenge facing SMEs in Nigeria to a little extent and moderate extent respectively. Also, lack of time for planning and implementation is considered by 36.7% of respondents to be a challenge facing SMEs in Nigeria to a moderate extent while legislative framework for small business was considered the least challenge as 38% corroborated by 22% agreed that legislative issue is a challenge to SMEs facing SMEs in Nigeria to a little extent. The findings of this study support the report of Is-Haq (2020) who also identified financial challenges, inadequate digital marketing knowledge and lack of relevant digital marketing techniques as major challenges faced by SMEs in implementing digital marketing strategies in Nigeria. Similarly, Olonde (2017) reported that SMEs in Kenya were also faced by the same challenges in applying digital marketing strategies to small businesses in Kenya.

Table 4.11: Challenges facing SMEs on the use of digital marketing in Nigeria

Problems	No extent		Little extent		Moderate extent		Great extent		Very great extent		Mean	SD
	F	%	F	%	F	%	F	%	F	%		
Lack of finance	14	9.3	16	10.7	20	13.3	33	22.0	67	44.7	3.82	1.35
Lack of digital marketing knowledge	18	12.0	35	23.3	53	35.3	35	23.3	9	6.0	2.88	1.09
Lack of relevant digital marketing technique for business	20	13.3	45	30.0	40	26.7	35	23.3	10	6.7	2.80	1.14
Lack of time for planning and implementation	22	14.7	41	27.3	55	36.7	26	17.3	6	4.0	2.69	1.05
Laws and policies regarding digital marketing	57	38.0	33	22.0	36	24.0	12	8.0	12	8.0	2.26	1.27

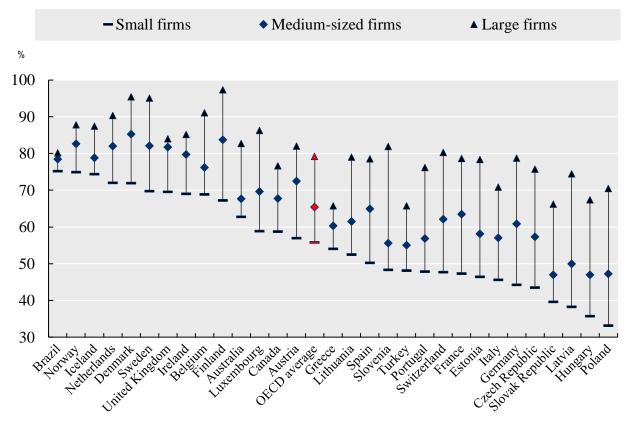Source: Author Research data, 2022.

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4.2.4 Digital marketing usage by SMEs OECD countries; a lesson for Nigeria

On average in the OECD more than 50% of small businesses are using social media. In the OECD, the share of businesses using social media has steadily increased over the past decade. In 2013, on average across OECD countries, less than a third of small businesses (29.9%) used them compared to more than half (55.8%) in 2019. This consideration holds for medium businesses (from 36.6% to 65.4%) and large businesses (from 47.6% to 79.2%) as well (Figure 3). However, different types of social media have different user growth dynamics. For example, in the European Union from 2013 to 2019 there has been a marked increase in the share of businesses using "social networks" (from less than 30% to more than 50%) and a doubling in the percentage of users of "Multimedia content-sharing websites" (from 10% to 20%). In the same time-span, the use of "Enterprise blog or microblogs" (around 10%) and "Wiki-based knowledge sharing tools" (around 5%) has remained stable (Eurostat, 2020). However, there is a strong cross-country variability in the use of social media by firms: while in the five countries with the most use, more than 70% of small companies and more than 80% of medium-sized companies operate on social media, in the bottom five less than 45% of small companies and less than 60% of medium-sized companies do.

For many SMEs, to digitalize means to start using the services offered by the main global online platforms. In France, Korea and the United Kingdom, co-operation between government and the providers of such online platforms, specifically e-commerce and advertising platforms, help support SME internationalization, SME awareness of digital solutions, national brand recognition, as well as SME resilience – particularly important in the current situation - through diversification of revenue sources. Governments are offering a range of support policies to encourage SME uptake of online platforms. Concrete measures span from vouchers to hiring consultants to help develop e-commerce capacity to how to guides on using social media for promotion and advertising, from marketing training to business managers to target specific overseas market with e-commerce, to self-assessment tools for businesses to track and monitor their ability to use online platforms. For example, the French government launched an online platform in 2018 to connect SMEs willing to digitalize with a network of specialized consultants (both public and private) across the country. Small businesses only need to connect to the online portal, indicate their size, location and sector of activity, and indicate their digitalization objective. The objectives are

related to different business functions: to create a digital strategy, to increase online presence, to develop clientele, to sell online, to enhance internal processes, to train and recruit, to protect the firm, to better use data, to integrate different work practices, and to innovate. Consultants also offer information on the available financing options (OECD, 2020).

SMEs in Nigeria are behind their counterparts in the developed countries and they need to develop plans and create a budget for exploiting digital marketing tools and applications to enjoy its superior benefits over traditional marketing; reach target customers better, promote products and services via e-mails, display advertisements, mobile apps, search engine optimization (SEO) and search engine marketing (SEM) and online contents and boost their market share; effectively mitigating increasing competition and maximize SMEs potential access to new markets. Also, businesses should possess up-to-date social media profiles to engage customers by selling relevant contents; connect and communicate with customers to assess whether product/service meet their expectations; increase customer base alongside influencing customer acquisition, brand loyalty and retention; to build customer trust and upgrade their plans and offers to attract more customers and keep them updated all the time. Furthermore, the use of web analytics to draw insights from digital data is quintessential. SMEs should leverage on analytics tools to monitor web traffic; measure the overall effectiveness of their online marketing efforts as well as make significant improvements to optimize performances. Finally, online marketing should be a key area of interest for emerging entrepreneurs, tech enthusiasts, startup ecosystems and established businesses. Digital skills upgrading should be adopted to update business owners' skills and digital marketing benefits awareness to facilitate business and economic growth. The government and institutions (private sector) should initiate training and capacity building programs to assist SMEs owners as well as their employees acquire digital marketing skills, which would boost overall economic growth.

Source: OECD, 2020

Figure 4.3: Businesses using social media in OECD countries in 2019

5 Conclusion

This study focused on digital marketing as an important strategy for improvement of sales in small and medium enterprises in Nigeria. The study examined digital marketing strategies and found that the essence of digital technology is to provide linkage to a number of potential customers who may be interested in goods and services provided by SMEs. The findings revealed that the SMEs are characterized by sole proprietorship, partnership, and private limited liability form of business. The number of employees for most of the businesses was not more than 20. The annual sales spread between 1 million to over 5 million in Naira currency. Most of the businesses have up to 5 years of business operations, indicating a relatively high level of experience. The analysis of digital marketing options showed that e-mail, social media, search engine optimization, pay-per-click and online advertising are the digital marketing strategies existing among small business operators in the study area. Analysis of relationship between digital marketing and sales showed that email marketing, social media marketing and pay-per-click are the significantly affected sales of SMEs in Nigeria. The challenges experienced by SMEs with regards to the implementation of digital marketing were analysed and rated on the extent to which they affect usage. From the study findings, the study concluded that lack of digital media knowledge, lack of suitable digital marketing techniques, lack of finances and lack of time for planning and implementation were the biggest challenges that should be focused on so as to improve digital marketing usage among SMEs in Nigeria.

Based on the findings of this research, the study therefore concludes that generally, digital marketing has positive impact on sales of SMEs in Nigeria. The analysis also leads to conclusion that the relevant digital marketing options to SMEs include e-mail, social media, search engine optimization, pay-per-click and online advertising. Meanwhile, the impact of digital marketing options on sales improvement is more positive through e-mails, social media marketing and pay-per-click. The SMEs in Nigeria are greatly constrained by challenges of finance, and lack of sufficient knowledge of digital marketing.

Following the findings of this research, the study recommended that:

(1) There is a need for provision to improve education on digital marketing use by small and medium business entrepreneurs in Nigeria.

(2) In order to improve sales of SMEs products, there is need to take advantage of more than one of the digital tools as part of marketing strategies.

(3) The challenges of finance need to be investigated into by the relevant stakeholders in the country.

(4) The impact of digital marketing at various levels of sales should be monitored for appropriate policy drive towards ensure sustainable success of SMEs.

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7 Appendix

7.1 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					

7.2 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		
		B	Std. Error	Beta	t	Sig.
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\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	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
	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	