

DOES DIGITAL MARKETING ADOPTION ENHANCE THE PERFORMANCE OF MICRO AND SMALL ENTERPRISES? EVIDENCE FROM WOMEN ENTREPRENEURS IN ADO-ODO OTA LOCAL GOVERNMENT AREA, OGUN STATE, NIGERIA

KOLAWOLE, Roseline J.

Department of Entrepreneurship, Federal University of Technology, Akure, Nigeria

E-mail: rjakinlade@futa.edu.ng / jummy120@yahoo.co.uk

Abstract

This study examined the effect of digital marketing adoption on the performance of micro and small scale enterprises of women entrepreneurs in Ado-Odo Ota Local Government Area of Ogun State. The study employed multistage sampling technique in selecting ninety women entrepreneurs. Data were analyzed using descriptive statistics, Analysis of variance, Z-test and Ordinary Least Squared (OLS) regression. The result shows that majority (90%) of the respondents are users of digital marketing with medium users having the highest (53.33%). Social media is the most effective digital marketing with WhatsApp and Facebook having the highest usage. The greater the extent of digital marketing adoption by women entrepreneurs, the higher the enterprise performance. Only social media and mobile marketing statistically and significantly influenced the enterprise performance. There is significant difference in the enterprise performance of the non-users and users of digital marketing of women entrepreneurs. There is also significant difference in the enterprise performance of users of digital marketing. The study recommended that women entrepreneurs should improve on the usage of digital marketing and focus more on the use of social media and mobile marketing.

Keywords: Digital marketing adoption, Performance, Women entrepreneurs, Micro and small enterprises

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Introduction

The importance of the Micro and Small Enterprises (MSEs) sector as the cornerstone of most economies is widely recognized. This is not only borne out by the number of micro and small scale enterprises (MSEs) but also by their significant role in creating employment opportunities. Micro and small scale enterprises (MSEs) are considered to be the only realistic employment opportunity for those in lower income brackets, especially women in developing countries (Garga and Bagga, 2009; Mbugua *et al.*, 2013). Statistics have shown that Nigerian women are involved in any sort of entrepreneurial activity which could be categorized as micro, small, medium and large enterprises (Odoemene, 2003). Growth of Micro and small scale enterprises (MSEs) has been persistently challenged by numerous factors even a significant number of enterprises in different countries have collapsed and no more in operation (Okundaye, 2019). In the same vein, There are inherent issues that impede the growth of female owned micro and small scale enterprises (MSEs), particularly those in urban areas in developing countries (Abebe, 2014).

Most micro and small scale enterprises (MSEs) in developed economies use various marketing strategies as a tool that enhances their viability strategies in the market to win a competitive advantage as there is often little to differentiate one product from another for different organizations (Faulkner & Bowman, 2010; Omari and Daniel, 2015). The importance of marketing cannot be over emphasized in any part of an organization. It is the pivotal part of any organization that provides essential inputs to the firm's overall strategies (Tyoapine, 2016). Marketing could simply be described as a means to inform the customers about the firm, its product and services. It can be seen as the bridge that all businesses need to cross by practicing it extensively, if they must improve their performance, remain relevant and be effective in reducing the level of competition (Masato & Troilo, 2015). There are different marketing strategies to be employed by entrepreneurs in order to go beyond the start-up phase and to enhance performance; the traditional methods of marketing seem to have gone beyond the SMEs while a trending alternative which is digital marketing has largely been suggested as viable options for several SMEs (Hassan, 2019).

However, digital marketing is a technology application that helps businesses, whether small or large, to advertise their products through the internet and help advertisers in contacting potential customers at all times and in all places (Shankar and Balasubramanian, 2009; Madukua *et al.*, 2016; Samoilenko and Osei-Bryson, 2018; Agostini and Nosella, 2020). Although, digitalization is not easy to integrate into SMEs marketing strategies, these applications provide avenues that enable businesses to share and inter connect with customers efficiently (Eze, *et.al.* 2014; Arghya *et. al.*, 2020). Digital Marketing is vital for micro and small businesses because it encourages customer patronage, create awareness and promote business growth and popularity (Franco and Garcia, 2018; Eze *et.al.*, 2019; Agostini and Nosella, 2020).

Regardless of the advancements of digital marketing related devices in micro and small scale enterprises (MSEs) in developed nations, the rate of adoption by micro and small scale enterprises (MSEs) in developing countries is relatively low (Okundaye, 2019; Napitupulu, 2018; Yunis *et al.*, 2017). The slow adoption rate of digital marketing in most African countries especially in Nigeria has hindered the speed of economic development (Jones *et.al.*, 2014; Tob-Ogu *et. al.*, 2018; Okundaye *et.al.*, 2019). Although, empirical studies have been conducted on digital marketing in developed and developing countries including Nigeria such as Njau and Karugu, 2014; Taiminen and Heikki, 2015; Olomu, 2016; Emeh *et.al.*, 2018; Hassan, 2019; Eze *et.al.*, 2020; Mohammed *et.al.*, 2020; El Hachimi *et al.*, 2021; Omar, Zan and Ibrahim, 2022, but evidences from women entrepreneurs are sparse. This study aims to fill this research gap and

contribute to literature on digital marketing and business performance among women entrepreneurs in Ogun state. Furthermore, this study is set to address the following questions: (1) what is the level and extent of digital marketing adoption among women entrepreneurs in Ado-odo Ota Local Government Area (LGA)? (2) What is the performance of micro and small enterprises of women entrepreneurs in the study area? (3) What are the contributions of digital marketing adoption to the performance of micro and small enterprises of women entrepreneurs in the study area?

Research Hypotheses

H₀₁: There is no significant difference in the enterprise performance of non-users and users of digital marketing.

H₀₂: There is no significant difference in the enterprise performance of women entrepreneurs due to level of digital marketing used.

Materials and Methods

Study Area

This study was carried out in Ado-odo Ota Local Government Area which is one of the 19 Local Government Areas of Ogun State, Nigeria. It came into existence on May 19, 1989, following the merging of Ota part of the defunct Ifo/Ota Local Government with Ado-Odo/Ota borders on metropolitan Lagos. The Local Government Area happens to be the second largest in Ogun state and it is head quartered at Ota. Other towns and cities include Ado-Odo, Agbara, Igbesa, Iju-Ota, Itele, Kooko Ebiye Town, Owode, and Sango-Ota. Ado-odo Ota is a veritable industrial Local Government. It has the largest industrial area and the highest number of industries in the state, with this fact, the local government generates the highest internally generating revenue (IGR) for Ogun State. It has an area of 878km² and a population of 526,565 at the 2006 census.

Sampling Technique and Sample Size

The study employed multistage sampling technique in selecting the respondents. Firstly, purposive selection of eight (8) major enterprises which include: Hairdressing, Catering services, Trading, Fashion designing, Influencer and Freelance, Agro-business, Shoe-making and Photography. The next stage involves random selection of fifteen (15) enterprises from each of eight sectors in the LGA. In all, total of one hundred and twenty (120) respondents were sampled but ninety (90) copies of the questionnaire were used for different analyses in this study. This study uses structured questionnaire to get information from respondents, some of the data include: socio economic and business characteristics, information on digital marketing.

Methods of Data Analysis

This study used both descriptive and inferential statistical tools for different analyses.

Descriptive statistics: Mean, standard deviation, ranking, frequency and percentage were used to determine socio-economic characteristics of the respondents as well as to examine the level and extent of adoption of digital marketing by women entrepreneurs of micro and small scale enterprises (MSEs).

Inferential Statistics: Ordinary Least Squared regression Model (OLS), Z-test, and Analysis of variances (ANOVA) were used.

Model Specification

Enterprise performance of women entrepreneurs is hypothesized to be influenced by the independent variables included in the equation below:

$$\ln Y = \beta_0 + \beta_1 X_1 + \dots + \beta_4 X_4 + e_i$$

Where in Y = Performance proxy Profit of the enterprises

Profitability = current sales - current expenses (Naira per year)

Independent variables (digital marketing tools)

X₁ = social media marketing; X₂ = mail marketing; X₃ = mobile marketing; X₄ = others (content and affiliate marketing)

Results and Discussion

Socio Economic and Business Characteristic of Respondents

Table 1 presents the distribution of socio economic and business characteristics of the respondents. The result revealed that majority of the respondents were singles (52.22%) and 35.56% of the Respondents were married. Most (82.22%) of the respondents were in their youthful age (less than 30 and 39) implying that majority of the women entrepreneurs in the study area are young and agile to work. Since they are young, they are expected to be conversant with the digital world which invariably can affect their level of adoption of digital marketing. 70% of the respondents of this study ran micro scale enterprises while 30% of the respondents were running small scale enterprise. Minority of the respondents (2.22%) had no formal education while majority (67.78%) completed their tertiary education. The implication is that majority of the respondents were highly literate which is expected to aid adoption of digital marketing by women entrepreneurs. This finding supports Iyiola and Azuh (2014) that a lot of women in Ado-Odo Ota were educated. Trading has highest percentage (25.56%) of the respondents followed by Baking and Catering services with 22.22% of the respondents. Majority (42.22%) of the respondents are carrying out their operation from the home followed by shop with the percentage of 35.56%; while minority 2.22% operated from traditional market. The mean year of experience is less than two years. Most (82.22%) of the respondents financed their businesses with their personal savings while only 5.56% of the respondents financed their businesses through the bank.

Table1: Socioeconomic and Business Characteristics of Respondents

Variables	%	Variables	%
Marital Status		Place of operation	42.22
Married	35.58	Home	11.11
Single	52.22	Industrial	2.22
Widowed	6.67	Traditional Market	5.56
Divorced	5.5	Commercial Area	35.56
Age		Shop	3.33
< 30	62.22	Roadside	
30-39	20	Years of Experience	
40-49	11.11	< 2 Years	43.33
>50	6.67	2-5 Years	35.56
Mean	30.51	> 5 Years	21.11
Scale of business		Mean	1.77
Micro	70	Sources of Fund	
Small	30	Banks	5.56
Level of Education		Government Agencies	1.11
No formal education	2.22	Personal savings	82.22
Primary	3.33	Others	11.11
Secondary	26.67		
Tertiary	67.78		
Enterprise			
Trading	25.56		
Hairdressing & wig-making	11.11		
Baking & Catering	22.22		
Fashion designing	18.89		
Influencing & Freelance	4.44		
Agro-business	4.44		
Shoe-making	7.78		
Photography	5.56		

Source: Field Survey, 2021

Level and Extent of Digital Marketing Adoption among Women Entrepreneurs

Distribution of Respondents by Level of Adoption of Digital Marketing by Women Entrepreneurs

Table 2 revealed the level of digital marketing usage among the respondents. The result showed that there are four categories of respondents which include Non Users, Low Users, Medium Users and High Users. Low users are the respondents who used one of the digital marketing tools; medium users are respondents who used two or three digital marketing tools while high users are respondents who used more than three digital marketing tools. Medium Users has the highest percentage of the respondents with 53.33% followed by High users with 30% of the respondents while Low Users has the least percentage of 6.67%. Also only 10% of the respondents were Non users of digital marketing meaning they were using the traditional marketing tools. Implicit in

this finding is that users of digital marketing were more than non-users. The implication of these findings is that there is high rate of digital marketing adoption among women entrepreneurs in Ogun State which invariably could affect their sales turnover. This is in line with the finding of Coman, Popica and Rezeazu (2019) that larger percentage of Romanians adopted digital tools for marketing.

Table 2: Level of Digital Marketing Usage by Women Entrepreneurs

LEVEL OF USAGE	PERCENTAGE
NON USERS	10.00
LOW	6.67
MEDIUM	53.33
HIGH	30.00

Source: Field survey, 2021

Extent of Adoption of Various Digital Marketing Channels by Women Entrepreneurs

This study captured four major digital marketing channels which include: social media marketing, mobile marketing, mail marketing and others (Content marketing, Mobile shops and Affiliate marketing).

Table 3 presents the extent of digital marketing adoption by women entrepreneurs in the study area. The results shows that 39.47% of the respondents always used social medial marketing which is considered to be the highest among the digital marketing channels, followed by 26.11% of the respondents who always used mobile marketing. Also only 3.89% of the respondents always used mail marketing which evidently has the lowest percentage. The result further revealed that majority (77.79%) of the respondents did not adopt mail marketing while only 26.67% and 29.21% of the respondents did not adopt social media and mobile marketing respectively. Implicit in this finding is that social media marketing is the most adopted channels while the least adopted channel is mail marketing. This conforms to Hassan (2019) that social media marketing seems to be more adopted by larger percentage of Nigerian entrepreneurs. The extent of adoption of each channel through different platforms by women entrepreneurs is hereby described below:

Social Media Marketing

Various platforms of social media marketing channel captured in this study include: Facebook, whatsapp, twitter, telegram, tiktok, instagram and paid advert. Majority (82.02%) of the respondents used Whatsapp always followed by 66.33% of the respondents who used Facebook while only 10% of the respondents always used tiktok. The implication of this finding is that all platforms were used by women entrepreneurs but the most used are Whatsapp, facebook and instagram which invariably contributed to the high rate of adoption of social media marketing by women entrepreneurs in the study. The finding is in support of Coman, Popica and Rezeazu (2019) that face book are most used by Romanian entrepreneurs and the greatest preference in terms of paid campaigns is social media.

Mobile Marketing

Two types of mobile marketing were captured which include Mobile call and Multimedia Messaging Service (MMS). The result shows that usage of mobile call by women entrepreneurs is higher than the usage of MMS. The implication is that entrepreneurs in this study area used mobile call than MMS. Also implicit in this finding is that mobile marketing was used by majority of the respondents though with varying level of usage. 36.11% of the respondents occasionally used mobile marketing followed by 26.1% who used it always while only 26.67% did not use mobile marketing at all. This finding is in line with that of Musa *et.al*, (2016) that majority of Malaysians adopted mobile marketing via smart phone.

Mail Marketing

Four platforms were captured which include E-mail, Google advert, Search engine and Newsletter. The result reveals that E-mail and Google advert have the highest usage in this channel while newsletter has the least usage. The result reveals that majority (77.79%) of the respondents did not use mail marketing while only 22.21% of the respondents used it always, occasionally, rarely and very rarely.

Content and Affiliate Marketing

There are two platforms of digital marketing in this category which are: Content marketing and Affiliate marketing. The result shows the level in the usage of the two digital marketing, content marketing was used than affiliate marketing by women entrepreneurs in this category. 42.2% of the respondents did not use content marketing while 84.45% did not use affiliate marketing. This is an indication that not many women entrepreneurs adopted this channel for marketing.

Table 3: Extent of Adoption of Digital Marketing Channels by Women Entrepreneurs

Digital marketing	Always (%)	Occasionally (%)	Rare (%)	Very rare (%)	Not at all (%)
SOCIAL MEDIA	39.47	15.08	7.01	9.23	29.21
Facebook	63.33	20.00	2.22	12.22	2.23
Twitter	18.89	17.78	12.22	11.11	40.00
Whatsapp	82.02	2.27	1.12	12.36	2.22
Telegram	13.33	8.89	10.00	10.00	57.78
Tiktok	10.00	11.11	10.00	11.11	57.78
Instagram	62.22	17.78	3.33	1.11	15.56
Paid advs.	26.67	27.78	10.00	6.67	28.89
MOBILE MARKETNG	26.11	36.11	9.45	1.67	26.67
Mobile call	28.89	38.89	6.67	1.11	24.44
MMS	23.33	33.33	12.22	2.22	28.89
MAIL MARKETNG	3.89	9.99	3.05	5.28	77.79
E-Mail	5.56	13.33	3.33	4.44	73.33
Google ads	5.56	14.44	3.33	3.33	73.33
Search Engine	3.33	8.89	4.44	4.44	78.89
Newsletter	1.11	3.33	1.11	8.89	85.56
OTHERS	15.56	15.00	2.22	3.88	63.34
Content marketing	27.78	24.44	2.22	3.33	42.23
Affiliate marketing	3.33	5.56	2.22	4.44	84.45

Source: Field Survey, 2021

Analysis of the Performance of Women Entrepreneurs by Level of Digital Marketing Usage

Table 4 presents performance of women entrepreneurs by level of digital marketing usage. The result revealed that the average profit of the users is higher than that of the non-users. The non-users has the profit level of ₦182933.33 which is lower than any of the level of digital marketing usage. The finding implies that digital marketing has effect on the business performance of women entrepreneurs. Also among the users, high users has the highest profit level of ₦597,333.33

followed by medium users with the profit level of ₦398,400 while low users has the lowest profit level of ₦208,000. Implicit in this finding is that the higher the level of usage of digital marketing, the higher the business performance. Therefore, digital marketing has positive effect on the business performance of women entrepreneurs in the study area. The finding is in line with Omar, Zan, Hassan and Ibrahim (2022) that the higher the power of digital marketing, the more business performance will be achieved.

Table 3: Profitability Status of Women Entrepreneurs in the Study Area

LEVEL OF USAGE	MEAN (₦)	STANDARD DEV.	RANK
Non Users	182,933.33	120919.1	4 th
Low Users	208,000	116696.9	3 rd
Medium Users	398,400	766687.8	2 nd
High Users	597,333.33	940048.4	1 st

Source: Field survey, 2021

Contributions of Digital Marketing Channels to the Business Performance of Women Entrepreneurs

Table 4 shows the effect of each digital marketing channel on the business performance of the respondents. Four different digital marketing channels included in the model are Social media marketing, Mobile Marketing; Mail marketing and others. The result showed that though all the digital marketing channels contributed 20% to business performance of women entrepreneurs but only social media and mobile marketing have positive and significant ($P < 0.05$) effect on the business performance of women entrepreneurs in the study area. From the result, one unit increase in the usage of social media and mobile marketing will increase the business performance of women entrepreneurs by 0.056 and 0.0328 respectively. This conforms to Njau & Karugu (2014); El Hachimi *et.al*, (2021) that digital marketing has a positive impact on the performance of companies in Kenya and the northern region of Morocco respectively. Also the result is in line with Mohammed *et.al* (2020) that the digital marketing applications positively and significantly influence business performance.

Table 4: Effect of Digital Marketing Usage on the Business Performance of Women Entrepreneurs

VARIABLES	CO-EFFICIENT	STANDARD ERROR	T
Social media Marketing	0.056187*	0.0234194	2.40
Mail Marketing	0.0328295*	0.0151361	2.17
Others	0.025698	0.0318822	0.81
Mobile Marketing	0.599625	0.0363151	1.65
Constant	11.86578*	0.268819	57.36
R-squared	0.2029		
Adjusted R-squared	0.1654		

* Significant ($p < 0.05$)

Source: Field Survey, 2021

Testing of Hypotheses

Hypothesis one: There is no significant difference in the performance of non-users and users of digital marketing in Ogun state.

Table 5 shows the difference in performance between the Non Users and Users, Z-test was used to analyze the difference between the two groups. The result revealed that there is significant difference in the business performance of the users of digital marketing and non-users. The significant level was at $p < 0.05$. The Users have the mean profit of ₦450, 607.40 while the Non users have the mean profit of ₦182, 933.30. Therefore, null hypotheses one (H_{01}) was rejected.

Table 5: Z-test Analysis Showing Difference in the Business Performance of the Users and Non- users

VARIABLES	N	MEAN(₦)	STANDARD ERROR	Z	P LEVEL
Users	81	450,607.40	0.1111111	7.6e+05	0.0000
Non-Users	9	182,933.30	0.3333333		

Source: Field Survey, 2021

Hypotheses two: There is no significant difference in the business performance of the users
 Table 6 revealed that a one way analysis of variances (ANOVA) was conducted to determine if the performance of low users is different from medium and high level users. The result shows the difference in business performance of the users of digital marketing. The result showed that there is statistically significant difference in the performance of the High and Low users at $p < 0.05$ significant level, also there is statistically significant difference in the performance of the High and Medium Users at $P > 0.05$. Hence reject the null hypotheses two (H_{02}).

Table 6: The Effect and Difference in Performance among Women Entrepreneurs of Digital Marketing Users by Level of Adoption

VARIABLES	CONTRAST	STANDARD ERROR	T
Medium and low users	0.3065771	0.3992012	0.77
High and Low Users	0.7161951**	0.4160993	1.72
High and Medium users	0.409168**	0.2217785	1.85

** Significance ($p < 0.05$)

Source: Field survey, 2021

Conclusion

This study examined the digital marketing adoption and the performance of women entrepreneurs in Ado-Odo Ota Local Government Area. Based on the empirical evidence from this study, there is high rate of digital marketing adoption among women entrepreneurs in Ogun State. Social media marketing is the most adopted channels while the least adopted channel is mail marketing. All social media marketing platforms were used by women entrepreneurs but the most used are Whatsapp, facebook and instagram which invariably contributed to the high rate of adoption of social media marketing by women entrepreneurs in the study. Majority (77.79%) of the respondents did not use mail marketing. Few women entrepreneurs adopted content and affiliate marketing. Although all the digital marketing channels contributed 20% to business performance of women entrepreneurs but only social media and mobile marketing have positive and significant effect on the business performance. The result revealed that the average profit of the Users is higher than that of the Non-Users. There is significant difference in the business performance of the users of digital marketing and non-users. There is statistical difference in business performance of the users of digital marketing. Hence, women entrepreneurs in the study area are enjoyed to improve on the usage of digital marketing and focus more on the use of social media and mobile marketing so as to enhance their performance since high users performed better.

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