

Proudly Canadian, Truly Global

Format: Electronic Book

**2nd Global Conference on International
Business and Marketing 2023**

Conference Proceeding

ISBN: 978-1-998259-06-9

Table of Contents

Name and Affiliation	Title	Page Number
Omolara Olumide Balekan (Author) <i>Zion Kiddies World Ventures</i>	Effect Of Business Environment On The Performance Of Small And Medium Scale Enterprises During Covid-19 Era (A Study Of Selected Smes In Lagos State)	03-20
Bate Stallione Tambe (Author) <i>Ministry of Agriculture and Rural Development Cameroon (MINADER)</i>	Marketing Through Digital Media	21-30
Appiah Agya (Author) <i>Agya Appiah Sikanua Enterprise</i>	Africa: Why the Need for More Investment in Africa	31
Abel Gyamfi(Author) <i>Bugacci Ventures</i>	Marketing Campaign Planning	31-33
Omary Swallehe (Author) <i>Assoc. Prof., Mzumbe University</i>	Effects of Celebrities Endorsement on Consumer Purchase Intentions for Soft Drink Products in Tanzania.	34-49
Daniell Kabutey Ocansey (Author) <i>Daniel Kabutey Construction Works</i>	Innovation Management in Developing Countries – a Case Study of Ghana	50-52

Content Details:

<p>Omolara Olumide Balekan (Author) <i>Zion Kiddies World Ventures</i></p>	<p>Effect Of Business Environment On The Performance Of Small And Medium Scale Enterprises During Covid-19 Era (A Study Of Selected Smes In Lagos State)</p>
--	---

ABSTRACT

The study examined effect of business environment on the performance of small and medium scale enterprises (SMEs) during covid-19 Era. Survey research design was adopted and questionnaire was used as research instrument. The population of study comprised of the SMEs entrepreneurs in Ikeja, Surulere, Ikorodu, Oshodi and Lagos Island and the totaling 11,663. Thus, Krejcie and Morgan sample size determination technique was used to select three hundred and seventy (370) SMEs as the appropriate sample size using purposive sampling technique. Structured questionnaires were administered to the 370 sample size while 344 was filled and returned. Simple percentage method was used to analyze the demographic information of the respondents while multiple regression was adopted to test the hypotheses formulated. However, it was found that economic and political environment has a negative and significant effect on performance of SMEs In Lagos state, Nigeria ($\beta_1 = -.952$; $p = 0.000 < 0.05$; $\beta_2 = -1.458$, $p = .026 < 0.05$). In contrast social environment and technological environments exert a positive and significant effect on the performance of SMEs In Lagos state, Nigeria ($\beta_3 = 3.209$; $p = 0.002 < 0.05$; $\beta_4 = .564$, $p = .049 < 0.05$). Based on this findings we conclude that business performance has a significant impact on performance of SMEs in Nigeria. Hence the study recommended that there should be a shift to promote SME development by creating an enabling policy environment, which fosters SME competitiveness and reduces the transaction costs for smaller companies. It is important to pay attention to the fact that the removal of regulatory and administrative barriers is expected to encourage enterprises operating in the informal economy to formalize their structures, which is a pre-condition for expanding their operations.

Keywords: Business Environment, Technological Environment, Social Environment, Political Environment, Economic environment, Business Performance.

Introduction

The business environment in which businesses operate is constantly evolving and changing. Business environment refers to the factors and forces that affect a business's operations, decisions, and overall success (Shabani and Parang, 2019). These factors can include economic conditions, technological advancements, government regulations, social trends, and competitive pressures. Within the context of SMEs, business environment is particularly important, as these businesses often have limited resources and are more vulnerable to external influences. Despite these, all over the world, SMEs are very important for economic growth and job creation. They play a crucial role in driving innovation, fostering entrepreneurship, and contributing to the overall development of a country (Liman et al., 2021). SMEs are often seen as the backbone of the economy, as they account for a significant portion of employment and GDP in many countries. World Trade Organization (WTO) confirmed that In industrialized nations, SMEs account for approximately 90% of businesses, 60–70% of jobs, and 55% of GDP (Molina, Déniz-Déniz and García-Cabrera, 2019). In a similar vein, Sabour and Ghassemi (2014), also agrees with the WTO's assessment that SMEs improve people's quality of life by expanding economic possibilities. In wealthy nations, SMEs account for over 55% of GDP and over 65% of overall employment, while in low-income nations they makeup over 60% of GDP and over 70% of total job opportunities, and in countries with middle incomes they account for over 95% of the workforce and roughly 70% of GDP. In Nigeria, SMEs is also a driving force for economic growth and development. According to Taiwo (2023), SMEs contribute approximately 48% of Nigeria's GDP, 50% of industrial jobs in the country, accounted for 96% of businesses and 84% of employment.. This highlights the significant role that SMEs play in job creation and poverty reduction, particularly in a country with a large population and high unemployment rates.

Despite these accolades, the business environment in which SMEs in Nigeria operate is not without challenges. One major hurdle is the lack of access to finance. Many SMEs struggle to secure loans or investment capital from traditional financial institutions, as they often lack the necessary collateral or credit history (Asah et al. 2020; Durowoju, 2017). This limits their ability to expand operations, invest in new technologies, or hire additional staff. () further supports the argument that high interest rates and stringent repayment terms imposed by some lenders also exacerbate the financial burden on SMEs. SMEs in Nigeria also face challenges such as limited electricity access, inadequate infrastructure, and corruption, which hinder their growth and development (Adeola, 2016). Limited skilled labor access and high employee training costs further exacerbate these issues, making it difficult for them to compete and thrive. These factors contribute to financial constraints and hinder their ability to operate effectively.

However, in the event of the COVID-19 pandemic that hit the world unexpectedly in 2020, the challenges faced by SMEs is further exaggerated exponentially as many SMEs in Nigeria were forced to shut down or operate at reduced capacity due to lockdown measures and restrictions (Taiwo, 2023). This resulted in significant revenue losses and financial strain for these businesses. Additionally, the pandemic disrupted global supply chains, making it even more difficult for SMEs to access necessary resources and inputs for their operations (Taiwo, 2023), and lack of digital infrastructure and limited online presence also posed challenges for SMEs in adapting to remote work and digital business models during the pandemic. As a result, many SMEs faced an uncertain future and struggled to survive in the midst of the crisis. Statista

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



(2022), also pointed out that limitation of movements, the rise in the prices of transportation, and an upsurge in the price of essential supplies are the three main sources of difficulty for SMEs in Nigeria as a result of the epidemic. Informal companies cited limitations of movement as the main contributing factor more frequently. Instead, legitimate businesses reported the reduction in sales income more frequently than unofficial ones (Statista, 2022).

Economic mishaps and political challenges is also a significant factor that affects SMEs in Nigeria (Njoroge et al., 2016). Nigeria is faced with various economic crises and political instability, which have further exacerbated the difficulties faced by small and medium-sized enterprises (Njoroge et al., 2016). These challenges include high inflation rates, fluctuating exchange rates, corruption, and inadequate infrastructure (Molina et al., 2019). Moreover, the government's policies and regulations often create obstacles for SMEs, hindering their growth and profitability. As a result, many businesses struggle to survive and thrive in such a challenging environment. Policies developed by the Nigerian legislative on all businesses does not most times favor SMEs, as they tend to be more burdensome and restrictive. For instance, the tax laws in Nigeria are primarily designed to benefit larger corporations, leaving SMEs with a heavier tax burden (Olufemi, 2023). This not only hampers their ability to reinvest in their businesses but also discourages potential entrepreneurs from starting new ventures. Additionally, the bureaucratic processes involved in obtaining licenses and permits can be time-consuming and costly for SMEs, further impeding their growth. Despite these, SMEs in Nigeria have continued to play a vital role in the country's economy. They account for a significant portion of employment and contribute to GDP growth. Despite the challenges they face, many small and medium-sized enterprises have found ways to thrive and succeed in Nigeria's competitive business landscape. This resilience can be attributed to various factors, including the entrepreneurial spirit of Nigerian business owners and their ability to adapt to changing market conditions.

Several studies has been conducted on business environment and performance of SMEs and there are mixed result. For instance, Pérez-De-Lema *et al.* (2019), Zeng *et al.* (2011), Asikhia and Naidoo (2021), Kheng (2022) conducted studies on various developed countries and found out that the business environment has a significant impact on the performance of SMEs. Countries with supportive business environments, like streamlined regulations, financing, and robust infrastructure, tend to have higher SME growth and success. Conversely, unfavorable environments, like bureaucracy, corruption, and limited resources, struggle to foster growth. These studies emphasize the importance of creating a conducive environment for SMEs to thrive and contribute to economic development.

Studies have also been conducted on within the Nigerian context as Adeola (2016) conducted a study on external business environment and organizational performance of Micro, Small and Medium Scale Enterprises in Nigeria and found that external business environment have influence on MSMEs operators in Nigeria using economic, political, legal, socio-cultural environment, demographic, natural, technological, global and financial environment. Similarly, Liman, Burah and Jibir (2021) also conducted a study on find out whether external business environment affect SMEs performance in Yobe state, Nigeria and found out that The results showed that the technical environment had a beneficial impact on SMEs' effectiveness, but not

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4

Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



significantly enough to be 5% significant. However, the economic and socio-cultural environments had a positive impact on SMEs' performance.

From the review of various academic literature, it is evidenced that there are limited studies on how business environment affect performance of SMEs in Nigeria. However from the studies conducted in Nigeria, No research were specifically conducted in Lagos state being the economic hub of Nigeria. Lagos state is home to a large number of SMEs, making it an important area to study in order to understand the impact of the business environment on their performance especially during the COVID-19 period. Therefore, conducting research in Lagos state will provide valuable insights into the specific factors that influence SMEs' performance in this region. Additionally, studying the business environment in Lagos state will contribute to the existing literature by providing a more comprehensive understanding of the overall impact of the business environment on SMEs in Nigeria.

Aim and Objective of the Study

The aim of this study is to determine the impact of business environment on performance of SMEs in Lagos State in the COVID-19 period. To address this aim, the following objective are stated as follows:

1. Determine the effect of economic environment on the performance of SMEs during covid-19 era.
2. Evaluate the effect of political environment on the performance of SMEs during covid-19 era.
3. Investigate the effect of social environment on the performance of SMEs during covid-19 era.
4. Examine the effect of technology environment on the performance of SMEs during covid-19 era.

Research Hypotheses

The following hypotheses were formulated, which were in tandem with the research questions:

Ho1: Economic environment has no significant effect on the performance of SMEs covid-19 era.

Ho2: Political environment has no significant effect on the performance of SMEs during covid-19 era.

Ho3: Social environment has no significant effect on the performance of SMEs during covid-19 era.

Ho4: Technology environment has no significant effect on the performance of SMEs during covid-19 era.

The next section of this paper will review various literatures on business environment and performance of SMEs which will be viewed from 3 perspective; conceptual, theoretical, and empirical perspectives. In the third session, methodological approach to be adopted will be analyzed while the last section will analyze the findings and ultimately conclude on the study.

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4

Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



2.0 Literature Review

2.1 Conceptual Issues

Business Environment

Several studies have been put forward to understand the meaning of business environment and there are different definitions put forward by various authors. According to Sabour and Ghassemi (2014), business environment refers to the external factors that can impact the operations and performance of a business. These factors include economic, social, political, technological, and legal aspects. On the other hand, Njoroge et al. (2016), argue that business environment also encompasses the internal factors such as organizational culture, leadership style, and employee attitudes. According to Liman et al. (2021), business environment is the external influences on the organization's decision-making and performance." It comprises both the macro environment, which includes factors outside the firm's direct control (e.g., economic conditions, legal regulations, social trends), and the microenvironment, which involves the immediate factors that affect the firm (e.g., customers, suppliers, competitors). This view highlights the importance of understanding and adapting to the business environment in order to achieve organizational success. Organizational culture, leadership style, and employee attitudes are influenced by both the macro and micro environment, as they are shaped by the external factors that surround the organization.

In their book "Management: Challenges for Tomorrow's Leaders," Lewis, Goodman and Fandt (2003) define the business environment as "all the factors in both the internal and external contexts that influence the way in which work is done." This definition also highlights the importance of internal factors within the organization, such as its culture, structure, and resources, in addition to external factors. Asikhia and Naidoo (2021), looked at the marketing aspect of business environment comprising of actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers." This definition emphasizes the role of marketing management in understanding and responding to the external forces that can impact a firm's customer relationships and market performance. Donner and Vries (2021), argued that business environment need to focus on a set of political, economic, social, technological, environmental, and legal (PESTEL) forces that are largely outside the control and influence of a business, and that can potentially have both a positive and a negative impact on the business. This definition incorporates the PESTEL framework, highlighting the key external forces affecting business operations. Despite the variations in definitions, it is widely accepted that the business environment plays a crucial role in shaping the success or failure of small and medium-sized enterprises (SMEs).

The environment in which SMEs in Nigeria found themselves has been marked by a combination of challenges and opportunities. On one hand, the country's large population and growing middle class present a potentially lucrative market for SMEs to tap into. Additionally, Nigeria's natural resources and strategic location in Africa make it an attractive destination for foreign investment. However, there are also numerous obstacles that SMEs in Nigeria must navigate, including a lack of infrastructure, corruption, and political instability. These factors significantly impact the ability of SMEs to thrive and grow in the Nigerian business environment. A study conducted by

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



Adeola (2016), confirmed that SMEs in Nigeria an unfavorable business environment ranging from the challenges in terms of accessing reliable electricity, transportation networks, and communication infrastructure. Inadequate infrastructure hinders SMEs' daily operations and market expansion, with power outages, poor transportation networks, and limited internet and telecommunication services affecting supply chain efficiency.

The Nigerian economy pose numerous challenges for SMEs, including infrastructure issues, high taxes, cumbersome regulations, and limited access to finance which is a symbol of economic environmental challenges. These factors create a complex and uncertain business environment, making it difficult for small businesses to thrive and grow. To address these challenges, the government of Nigeria introduced the Finance Act of 2019 which offers tax incentives and exemptions for SMEs, aiming to reduce tax burdens and promote growth. One key provision is an increase in VAT registration threshold, from ₦5 million to ₦25 million in annual turnover (Augusto&Co, 2021). This exemption allows small businesses with an annual turnover below ₦25 million to avoid administrative and financial burdens associated with VAT compliance. The act introduces a simplified tax regime for SMEs, allowing them to pay a flat 1% annual turnover tax instead of the usual corporate income tax (Augusto&Co, 2021). This makes tax payments more manageable and encourages participation in the formal economy. Additionally, the act establishes tax incentives and grants for SMEs engaged in research, development, innovation, and job creation, aiming to stimulate growth and attract investment in new technologies and industries.

The political environment in which SMEs in Nigeria present themselves is also /important to consider. Nigeria has a multi-party political system, with the two major parties being the All Progressives Congress (APC) and the People's Democratic Party (PDP). The political landscape is often characterized by intense competition and power struggles between these two parties, which can have both positive and negative implications for SMEs (Yan & Chang, 2018). On one hand, government's focus on economic growth and development can create a conducive environment for SMEs to thrive. On the other hand, political instability and policy uncertainty often pose challenges and hinder the growth of small businesses (Yan & Chang, 2018). Political instability in Nigeria led to economic uncertainties, which negatively affect SMEs. According to the World Bank, Nigeria's Gross Domestic Product (GDP) growth rate declined to -4% in 2020 due to the COVID-19 pandemic (World Bank, 2022) and other domestic challenges, including political instability. This economic downturn directly impacted small and medium-sized enterprises, causing a contraction in their operations and revenues. Also, political instability in Nigeria often make the policies set down by the past administrators remain doemant as new political administration takes over. This lack of continuity and consistency in governance has further hindered the growth and development of businesses in the country. As a result, many small and medium-sized enterprises have struggled to adapt to changing economic conditions and have faced numerous obstacles in their efforts to sustain and expand their operations.

Performance of SMEs

Measuring business performance is essential for identifying areas of improvement and making informed decisions. According to Mugizi and Abba (2018), performance is the extent to which an organization accomplishes its stated objectives and goals." This definition highlights the importance of achieving predetermined targets and outcomes as a measure of organizational success. Performance in this context is often evaluated using key performance indicators (KPIs) and metrics that indicate how efficiently and effectively the organization is functioning. On the other hand, Roberts et al. (2015), argues that performance should be viewed as a multidimensional construct. They emphasize that financial metrics alone cannot capture the entirety of an organization's performance. Instead, a comprehensive approach should consider various aspects, such as customer satisfaction, employee engagement, innovation, and environmental sustainability.

From the perspective of human resource management, performance is frequently associated with individual employees' accomplishments and contributions to the organization. According to Kheng (2022), "Performance is the contribution an individual makes to the organization they work for." This definition underscores the idea that an employee's performance is a crucial determinant of organizational success and productivity. However, Yan and Chang (2018), argue that performance cannot be solely attributed to individual efforts, but it should also consider the influence of the work environment and team dynamics. They suggest that a person's performance is influenced by factors such as leadership, team cohesion, and the organizational culture.

However within the context of SMEs in Nigeria, it may be difficult to assess their performance as many of them are not registered and do not keep track of their routine activities. Yet, assessing the performance in SMEs is crucial for their growth and sustainability. Without a clear understanding of their performance, it becomes challenging to identify areas for improvement, allocate resources effectively, and make informed business decisions. Agboli and Ukaegbu (2006), argued that the performance of SMEs can be measured using various indicators such as profitability, sales growth, productivity, and market share. These indicators provide valuable insights into the overall health and success of an SME. However, in the Nigerian context, gathering such data can be a daunting task due to the lack of formal registration and record-keeping practices among many SMEs. This poses a significant challenge for policymakers, researchers, and investors who rely on accurate performance data to make informed decisions. Without a standardized and reliable system for measuring SME performance, it becomes difficult to assess their contribution to the economy and develop targeted interventions to support their growth.

As pointed out by Africa (2021), a significant proportion of SMEs in Nigeria do not keep proper financial records, including profit and loss statements. This lack of financial transparency makes it difficult for investors, lenders, and other stakeholders to evaluate SMEs' creditworthiness and potential for growth. Benchmarking is also a critical aspect of assessing SME performance, as it allows businesses to compare their performance against industry standards and identify areas for improvement Fallon (2021). However, without accurate and up-to-date financial records, SMEs in Nigeria may struggle to effectively benchmark themselves against their peers. This often

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



hinders their ability to identify weaknesses, set realistic targets, and make informed business decisions.

Theoretical Framework

The research work is hinged on institutional theory propounded by John Meyer and Brian Rowan in the 1970s. The institutional theory suggests that organizations are influenced by the broader social and cultural contexts in which they operate (Zilber, 2011). It posits that organizations seek legitimacy by conforming to institutional norms and values. According to Zilber (2011), institutional theory also emphasizes the role of external pressures and the importance of isomorphism, which refers to the tendency of organizations to become similar to each other in order to gain legitimacy. This theory provides a solid foundation for understanding how organizations navigate the complexities of their environments and make decisions that align with societal expectations. According to Hasanov and Zuidema (2018), organizations are shaped with three forms of isomorphisms which are coercive, mimetic and normative isomorphisms.

Coercive isomorphism occurs when organizations are compelled to adopt certain practices or structures due to external pressures from regulatory agencies, professional associations, or other powerful stakeholders (Hasanov & Zuidema, 2018). These pressures can impose sanctions or penalties for non-compliance, and organizations often conform to the expectations and requirements set by these entities. SMEs in Nigeria face this pressure from regulatory bodies, such as SMEDAN or tax officials, who enforce compliance with various regulations and standards (Agboli & Ukaegbu, 2006). Failure to comply can result in fines, suspension of operations, or even business license revocation. As a result, SMEs in Nigeria are compelled to conform to these expectations and requirements to avoid severe consequences.

Mimetic isomorphism within the context of Nigerian SMEs can be viewed as a strategy for survival and success. Mimetic isomorphism refers to the process by which organizations imitate the practices and behaviors of other successful organizations in order to gain legitimacy and improve their chances of survival in a competitive environment (Barreto & Baden-Fuller, 2006). In the case of Nigerian SMEs, mimetic isomorphism manifests in their adoption of certain business practices, organizational structures, and even cultural norms that are perceived to be successful and legitimate. This can include copying the strategies and operations of larger, more established companies, as well as imitating the behavior and practices of successful entrepreneurs and business leaders.

Normative isomorphism, on the other hand, refers to the pressure that Nigerian SMEs face to conform to societal and industry norms (Hasanov & Zuidema, 2018). This can include adhering to legal and regulatory requirements, following industry standards and best practices, and conforming to societal expectations of how businesses should operate. Normative isomorphism is driven by the belief that conformity will lead to acceptance and legitimacy, and it can play a significant role in shaping the behavior and decision-making of Nigerian SMEs (Nawaz & Guribie, 2022). Both mimetic and normative isomorphism can have both positive and negative effects on Nigerian SMEs, and understanding these dynamics is crucial for SMEs to navigate the complexities of their business environment.

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
 Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



Empirical Review

Various studies have been conducted to examine the impact of business environment on the performance of SMEs. For instance, Agboli and Ukaegbu (2006) conducted a study on the impact of business environment in southeast Nigeria, using two separate but complementary studies and found out that the business environment in southeast Nigeria is stressful, and so has the capacity to limit entrepreneurial activity. This stressful business environment, which is a nationwide phenomenon, poses obstacles to Nigeria's industrial development. Also, Adeola (2016), conducted a study on external business environment and organizational performance of Micro, Small and Medium Scale Enterprises in Nigeria and found that external business environment have influence on MSMEs operators in Nigeria using economic, political, legal, socio-cultural environment, demographic, natural, technological, global and financial environment. Adeola's study highlights the various dimensions of the external business environment that affect MSMEs, including economic factors such as inflation and exchange rates, political factors such as government policies and stability, legal factors such as regulations and laws, socio-cultural factors such as consumer preferences and attitudes, demographic factors such as population size and composition, natural factors such as climate and availability of resources, technological factors such as innovation and digitalization, global factors such as international trade. Similarly, Liman, Burah and Jibir (2021) also conducted a study on find out whether external business environment affect SMEs performance in Yobe state, Nigeria and found out that The results showed that the technical environment had a beneficial impact on SMEs' effectiveness, but not significantly enough to be 5% significant. However, the economic and socio-cultural environments had a positive impact on SMEs' performance. The study also revealed that external factors such as government policies, market competition, and access to finance played a crucial role in determining the success of SMEs in Yobe state. These findings highlight the complex interplay between the external business environment and the performance of small and medium-sized enterprises. Moreover, they underscore the need for policymakers and stakeholders to focus on creating a conducive environment that supports the growth and development of SMEs in the region.

Additionally, a study was carried out by Appiah et al. (2018) to investigate the effect of the external business environment on SMEs' desire to make investments in the Ghanaian oil and gas sector. Using univariate linear regression analysis, The study examined the primary data from 245 Ghanaian SMEs between the years of 2015 and 2016. According to the study, SMEs were far more probable to make investments in Ghana's oil and gas sector if they had primed access to financing, dependable electrical supply, the requisite technological competence, no contest from international corporations, and had adequate knowledge about the opportunities. Additionally, they discover that the perceived level of corruption, good governance, and staff training for employment creation had no discernible impact on SMEs' willingness to invest. Even if /these factors were present, SMEs still faced challenges in entering the oil and gas sector. The study found that the lack of government support and limited access to market information were significant barriers for SMEs. Without proper guidance and assistance, many SMEs were unable to navigate the complex industry and seize the opportunities available. Furthermore, the study revealed that the high entry costs and stringent regulations also deterred SMEs from investing in Ghana's oil and gas sector. This is further supported by the view of Okeyo (2014) who evaluated the impact of Kenya's SMEs firms' performance on the activity, complexities, and generosity of

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4

Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



the business setting. According to the survey, the total performance of organizations was impacted by the business environment. Dynamism, intricacy, and generosity in particular each had an immediate effect on selected SMEs. Additionally, it was discovered that the entire impact on efficiency was higher compared to the effects of dynamic and complexities but lower than that of munificence. The research investigation also discovered that there are different ways in which the company context affects performance, with the latter being beneficially impacted by it than the former. The findings suggest that SMEs in will probably do better in setting that are dynamic, complicated, and generous.

Also, Ozigbo (2014) investigates the impact of a few socioeconomic factors on the growth of entrepreneurs in the Nigerian economy. To gather the information required to analyze the link, the study used a questionnaire approach. The results show a correlation between entrepreneurial performance and the chosen socioeconomic characteristics that is positive. This finding confirms that if entrepreneurs in Nigeria possess certain socioeconomic factors, they are more likely to experience growth and success in their ventures. This study adds to the growing body of research highlighting the importance of understanding the specific context and conditions in which SMEs operate. By identifying the factors that contribute to entrepreneurial performance, policymakers and stakeholders can develop targeted interventions and support systems to foster the growth of SMEs in Nigeria.

From these studies it is evident that no studies has focused on economic, political, social and technological environment of SMEs collectively although Liman, Burah and Jibir (2021) has focused on only three which creates an existing gap in literature. Also, no studies has been conducted in Lagos state Nigeria being the economic hub of the country. Therefore, conducting a comprehensive study that examines the holistic environment in which SMEs operate in Lagos state is crucial for gaining a deeper understanding of the challenges and opportunities they face. This research aims to fill this gap by exploring the economic, political, social, and technological factors that impact the performance of SMEs in Lagos state, Nigeria.

Methodology

Methodology refers to the systematic approach and procedures used in conducting a research study (Jansen & Warren, 2020). For this study, research design, population, sample size, method of data collection, and method of data analysis were discussed. The research design useful for this study is the cross sectional survey research design. This design was adopted because it allows for the collection of data from a large sample size at a single point in time. Also survey research design is useful when quantitative data is to be used. The population of study constitutes the SMEs entrepreneurs in Ikeja, Surulere, Ikorodu, Oshodi and Lagos Island totaling 11,663 (SMEDAN, 2019). Thus, Krejcie and Morgan sample size determination technique was used to select three hundred and seventy (370) sample size through simple random sampling technique. Primary method of data collection will be used to obtain the necessary data needed for this study through the use of structured questionnaire. However for the analysis multiple regression analysis were used to test the study hypothes in order to determine whether business environment have any effect on performance while the background of the respondents will only be presented in a simple percentage format. The data collected will be analyzed using SPSS 23 to identify any significant correlations or associations between the variables.

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



Data Analysis

This section presents the result obtained from the distributed questionnaire in order to draw inferences on business environment and organizational performance. A total of 370 copies of questionnaires were distributed, however only 344 were fully answered and returned representing approximately 93% return rate. Below is the descriptive statistics relating to the socio-demographic data of the business owners in Lagos State, Nigeria.

Table 1: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	178	51.6	51.6	51.6
Female	166	48.4	48.4	100.0
Total	344	100.0	100.0	

Source: Author's Computation 2023

It is shown in table 1 above that 51.6% of the respondents which are 178 in number are male and 48.4% of the respondents which are 166 in number are female. This shows that there was a relatively equal distribution of male and female respondents in the study confirming no biasness in the distributed questionnaire

Table 2: Marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	113	32.9	32.9	62.9
Married	175	51.0	51.0	83.9
Others	56	16.1	16.1	100.0
Total	344	100.0	100.0	

Source: Researcher's Computation 2023

From the result in table 2 above, 32.9% which are 113 of the respondents are single, while 51.0% which are 175 of the respondents are married and 16.1% which are 56 of the respondents are others representing either divorced, widow or widower. This is especially true as SMEs in Lagos State, Nigeria are typically family-owned businesses, where the majority of owners and

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
 Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



managers are married individuals. The high percentage of married respondents reflects the cultural norms and values in the region, where marriage is often seen as a sign of stability and responsibility. Additionally, the relatively low percentage of single respondents indicate that individuals who are married or in committed relationships are more likely to have the financial resources and support system necessary to start and sustain a small business.

Table 3: Academic Qualifications

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SSCE/ND/NCE	161	46.9	46.9	46.9
BSc/HND	147	42.6	42.6	89.5
others	36	10.5	10.5	100.0
Total	344	100.0	100.0	

Source: Researcher’s Computation 2023

According to the results in table 3 above, 147 of the business owners, or 42.6% of all respondents, are BSc/HND holders, while 161 respondents, or 46.9% of all respondents, have lower qualifications like SSCE, ND, or HND. While 36 of them, or 10.5% of the total responders, have additional credential. This confirms that the high level of graduate in this findings shows that majority of the respondents are learned and educated individuals with the knowledge and skills required to start and sustain a small business. This could be beneficial as they would have a better understanding of business concepts, marketing strategies, and financial management. Additionally, their higher qualifications may also give them an advantage when it comes to accessing resources and support systems, such as loans, grants, or mentorship programs, which can greatly contribute to the success of their small businesses.

This section seeks to test the hypotheses of this study. The decision criteria is that where a p value (sig) has a value lower than the pre-test of 5%, the null hypotheses will be rejected, but if otherwise the null hypothesis will be accepted. The result of the hypotheses are stated in table 5 below:

Table 5: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	P-Value
		B	Std. Error	Beta		
1	(Constant)	.253	.028		9.113	.034
	Economic Environment	-.952	.007	.995	140.491	.000
	Political Environment	-1.458	.758	.246	78.759	.026
	Social Environment	3.209	.561	.536	95.861	.002
	Technological Environment	.564	.256	.645	76.752	.049
	R= 0.546, R ² = 0.675, Adjusted R ² = 0.627					

a. Dependent Variable: Performance

Hypothesis One (Ho1): Economic environment has no significant effect on performance of SMEs in Lagos state

Economic environment is seen to have a negative effect on performance of SMEs in Nigeria with a coefficient of -0.952. This shows that as the economic environment worsens, the performance of SMEs in Nigeria tends to decrease. Additionally, the significant value has $0.000 < 0.05$ confirming that the negative effect between the variables is statistically significant and confirming the rejection of the null hypothesis.

Hypothesis Two (Ho2): Political environment has no significant effect on performance of SMEs in Lagos state.

From the coefficient in table 4 it is that the political environment of Nigeria poses a threat to the performance of SMEs in Nigeria. This confirmed from the coefficient of -1.458 indicating a negative effect of the political environment on performance of SMEs. The sig value of $.026 < 0.05$ suggests the rejection of the null hypothesis and we can confirm that political environment has a significant effect on performance of SMEs in Nigeria.

Hypothesis Three (Ho3): Social environment has no significant effect on performance of SMEs in Lagos state.

The result also showed that social environment has a positive and significant effect on performance of SMEs in Nigeria. This is confirmed from the coefficient of 3.209 and p-value of .002 indicating that we can reject the null hypothesis and conclude that the social environment does have a positive significant effect on the performance of SMEs in Lagos state.

Hypothesis Four (4): Social environment has no significant effect on performance of SMEs in Lagos state.

The last hypothesis also confirms that technological environment in which SMEs find themselves have a positive and significant effect on performance of SMEs in Nigeria. With a coefficient of .564 and p-value of .049 indicating that we can reject the null hypothesis and conclude that the technological environment does have a positive and significant effect on the performance of SMEs in Nigeria.

Discussion of Findings

In all four parameters used to measure business environment, all the parameters are statistically significant in explaining SMEs performance. This shows that the business environment, including the political, economic, social, and technological factors, plays a crucial role in determining the performance of SMEs in Nigeria. The study reveals that a favorable technological environment and social, including access to advanced technology and digital infrastructure, can significantly improve the performance of small and medium-sized enterprises (SMEs). The social environment having a positive impact on SMEs performance also includes factors such as the availability of a skilled workforce, supportive government policies, and a stable economic climate. Additionally, a positive social environment fosters collaboration and networking opportunities for SMEs, allowing them to benefit from knowledge sharing and collective resources. Policymakers and stakeholders should prioritize investments in improving technological infrastructure and supporting SMEs in adopting and leveraging technology in their operations. The results emphasize the importance of considering the broader business environment when formulating policies and strategies for promoting SME growth and development in Nigeria. Yusuf (2017) conducted a study on the influence of entrepreneurship education, technology, and globalisation on SMEs' performance in Nigeria and found that adoption and use of technology devices and platforms, as well as globalization, enhance productivity and profitability. This supports the notion that technological advancements can significantly improve the success of small and medium-sized enterprises. Additionally, Durowoju (2017) study on the impact of technological change on SMEs' performance in Lagos State also found that technological change has a positive and significant impact on SMEs' performance, accounting for 56.6% of the success recorded.

However, political and economic factors having a negative impact on the performance of SMEs in Nigeria shows that there are still challenges that need to be addressed in order to fully capitalize on the benefits of globalization and technology. () supported the finding that political instability, corruption, and inconsistent government policies create barriers for SMEs in Nigeria, making it difficult for them to thrive and grow. These factors increase operational costs, create

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



uncertainty, and hinder access to resources and markets. Furthermore, economic issues such as high inflation rates, limited access to finance, and inadequate infrastructure also contribute to the challenges faced by SMEs in Nigeria. These factors not only affect the day-to-day operations of these businesses but also hinder their ability to compete globally and take advantage of technological advancements. This result the findings of Agboli and Ukaegbu (2006), Asikhia and Naidoo (2021), Molina et al. (2019) all supported this result vonfirming that countries with poor political and economic /conditions tend to have higher barriers for SMEs to thrive. In Nigeria, the combination of these factors creates a challenging environment for small and medium-sized enterprises to navigate. The high inflation rates make it difficult for businesses to plan and budget effectively, as the cost of goods and services can fluctuate rapidly. Limited access to finance further exacerbates the problem, as SMEs struggle to secure the necessary capital to invest in their operations and expand their businesses.

Conclusion and Recommendations

Based on the study findings, the study concluded that business environment has a significant impact on performance of SMEs in Nigeria. This show that the challenges faced by SMEs in Nigeria are not solely due to internal factors, but are also influenced by external factors such as the business environment. To address these challenges and improve the performance of SMEs, several recommendations can be made. Firstly, the government should implement policies and measures to stabilize inflation rates and ensure price stability. This can be done through effective monetary policies and fiscal discipline. By creating a more predictable and stable business environment, SMEs will be better able to plan and budget effectively. Secondly, efforts should be made to improve access to finance for SMEs. This can be done through the establishment of special financing programs or funds specifically designed for SMEs. These programs can offer lower interest rates, longer repayment terms, and more flexible lending criteria, making it easier for SMEs to obtain the necessary capital to grow and expand their businesses. Technologically, SMEs need to adopt and embrace digital transformation. This includes investing in and utilizing technologies such as cloud computing, data analytics, and e-commerce platforms. By doing so, SMEs can streamline their operations, improve efficiency, and reach a wider customer base. Additionally, SMEs can maintain their competitiveness in the rapidly changing business environment of today by investing in technology. Consequently, it is advised that there be a change in strategy to support SME development by establishing an enabling policy environment that fosters SME competitiveness and lowers transaction costs for smaller businesses. It is crucial to remember that removing administrative and regulatory obstacles is anticipated to motivate businesses operating in the informal economy to formalize their structures, which is a requirement for growing their operations.

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



References

- Adeola, A. (2016). Impact of External Business Environment on Organisational Performance of Small and Medium Scale Enterprises in Osun State, Nigeria. *Scholedge International Journal of Business Policy & Governance* ISSN 2394-3351, 3(10), 155. <https://doi.org/10.19085/journal.sijbpg031002>
- Africa, M. (2021, March 4). *Reasons Small Business Managers Should Keep Proper Financial Records*. MarketForces Africa. <https://dmarketforces.com/reasons-small-business-managers-should-keep-proper-financial-records/>
- Agboli, M., & Ukaegbu, C. C. (2006). Business Environment and Entrepreneurial Activity in Nigeria: Implications for Industrial Development. *Semantic Scholar*. <https://doi.org/10.1017/S0022278X05001394>
- Appiah, M., Possumah, B. T., Ahmat, N., & Sanusi, N. A. (2018). External Environment and SMEs Investment in The Ghanaian Oil and Gas Sector. *Economics & Sociology*, 11(1), 124–138. <https://doi.org/10.14254/2071-789x.2018/11-1/8>
- Asah, F. T., Louw, L., & Williams, J. (2020). The availability of credit from the formal financial sector to small and medium enterprises in South Africa. *Journal of Economic and Financial Sciences*, 13(1). <https://doi.org/10.4102/jef.v13i1.510>
- Asikhia, O., & Naidoo, V. (2021). Business Environment as Key Driver of SME Performance. *Sustainable and Responsible Entrepreneurship and Key Drivers of Performance*, 239–263. <https://doi.org/10.4018/978-1-7998-7951-0.ch014>
- Augusto&Co. (2021). *The 2019 Finance Act – Creating a New Beginning*. Nigeria’s First Credit Rating Company. <https://www.agusto.com/publications/agusto-co-economic-note-the-2019-finance-act-creating-a-new-beginning/>
- Barreto, I., & Baden-Fuller, C. (2006). To Conform or To Perform? Mimetic Behaviour, Legitimacy-Based Groups and Performance Consequences. *Journal of Management Studies*, 43(7), 1559–1581. <https://doi.org/10.1111/j.1467-6486.2006.00620.x>
- Donner, M., & Vries, H. (2021). How to innovate business models for a circular bio-economy? *Business Strategy and the Environment*. <https://doi.org/10.1002/bse.2725>
- Durowoju, S. T. (2017). Impact of Technological Change On Small and Medium Enterprises Performance in Lagos State. *Economic and Environmental Studies*, 17(44), 743–756. <https://doi.org/10.25167/ees.2017.44.7>
- Fallon, N. (2021, January 12). *The Benefits of Benchmarking in Business Operations* - *businessnewsdaily.com*. Business News Daily. <https://www.businessnewsdaily.com/15960-benchmarking-benefits-small-business.html>

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
 Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



- Hasanov, M., & Zuidema, C. (2018). The transformative power of self-organization: Towards a conceptual framework for understanding local energy initiatives in The Netherlands. *Energy Research & Social Science*, 37, 85–93. <https://doi.org/10.1016/j.erss.2017.09.038>
- Jansen, D., & Warren, K. (2020, June 15). *What is research methodology?* Grad Coach. <https://gradcoach.com/what-is-research-methodology/>
- Kheng, Y. K. (2022). Serene Business Environment Moderated by Competitive Intensity on Performance of Small and Medium Enterprises (SMEs) in Malaysia. *Asian Social Science*, 18(9), 16. <https://doi.org/10.5539/ass.v18n9p16>
- Lewis, P. S., Goodman, S. H., & Fandt, P. M. (2003). *Management : challenges for tomorrow's leaders with InfoTrac college edition and Xtra! CD-ROM*. South-Western ; London.
- Liman, M., Burah, B., & Jibir , I. J. (2021). Effects Of External Business Environment On Performance Of Small And Medium Scale Enterprises In Yobe State, Nigeria. *International Journal of Innovative Finance and Economics Research*, 9(2), 156–166.
- Molina, D. C., Déniz-Déniz, M. C., & García-Cabrera, A. M. (2019). The HR decision-maker's emotional intelligence and SME performance. *Management Research Review*, 43(1), 56–81. <https://doi.org/10.1108/mrr-10-2018-0373>
- Mugizi, W., & Abba, H. D. (2018). Performance of academic staff in polytechnics: an analysis of performance levels in North West geo-political zone of Nigeria. *Arts & Humanities Open Access Journal*, 2(3). <https://doi.org/10.15406/ahoaj.2018.02.00056>
- Nawaz, A., & Guribie, F. L. (2022). Impacts of institutional isomorphism on the adoption of social procurement in the Chinese construction industry. *Construction Innovation*. <https://doi.org/10.1108/ci-02-2022-0035>
- Njoroge, J. K., Ongeti, W. J., Kinuu, D., & Kasomi, F. M. (2016). Does External Environment Influence Organizational Performance? The Case of Kenyan State Corporations. *Management and Organizational Studies*, 3(3). <https://doi.org/10.5430/mos.v3n3p41>
- Olufemi, D. (2023, March 15). *How multiple taxation cripple businesses, companies in Nigeria*. Punch Newspapers. <https://punchng.com/how-multiple-taxation-cripple-businesses-companies-in-nigeria/>
- Pérez-De-Lema, D. G., Hansen, P. B., Madrid-Gujjarro, A., & Silva-Santos, J. L. (2019). Influence of the Business Environment in the Dynamics of Innovation and in the Performance of SMEs. *International Journal of Innovation Management*, 23(05), 1950044. <https://doi.org/10.1142/s1363919619500440>
- Roberts, H., Myles, R. L., Truman, B. I., & Dean, H. D. (2015). Association of Employee Attributes and Exceptional Performance Rating at a National Center of the US Centers for Disease Control and Prevention, 2011. *Journal of Public Health Management and Practice*, 21(4), E10–E17. <https://doi.org/10.1097/phh.0000000000000157>

- Sabour, S., & Ghassemi, F. (2014). Reliability of on-call radiology residents' interpretation of 64-slice CT pulmonary angiography for the detection of pulmonary embolism: methodological error. *Acta Radiologica*, 55(4), 427–427. <https://doi.org/10.1177/0284185114521413>
- Shabani, Z., & Parang, S. (2019). The Effect of Ease of Doing Business on Capital Flight: Evidence from East Asian Countries. *Iranian Economic Review*, 23(4), 819–838. <https://doi.org/10.22059/ier.2019.72992>
- Statista. (2022). *Nigeria: main impact of COVID-19 on business enterprises 2020*. Statista. <https://www.statista.com/statistics/1265252/significant-impact-of-covid-19-on-business-enterprises-in-nigeria/>
- Taiwo, K. (2023, April 20). *Mr Tinubu, majority of 40m MSMEs are on life support*. Dataphyte. <https://www.dataphyte.com/latest-reports/mr-tinubu-majority-of-40m-msmes-are-in-life-support/>
- World Bank. (2022). *Nigeria Development Update (NDU)*. World Bank. <https://www.worldbank.org/en/country/nigeria/publication/nigeria-development-update-ndu>
- Yan, J. Z., & Chang, S.-J. (2018). The contingent effects of political strategies on firm performance: A political network perspective. *Strategic Management Journal*, 39(8), 2152–2177. <https://doi.org/10.1002/smj.2908>
- Yusuf, E. (2017). Influence of entrepreneurship education, technology and globalisation on performance of SMEs in Nigeria. *African Journal of Business Management*, 11(15), 367–374. <https://doi.org/10.5897/ajbm2017.8345>
- Zeng, S. X., Meng, X. H., Zeng, R. C., Tam, C. M., Tam, V. W. Y., & Jin, T. (2011). How environmental management driving forces affect environmental and economic performance of SMEs: a study in the Northern China district. *Journal of Cleaner Production*, 19(13), 1426–1437. <https://doi.org/10.1016/j.jclepro.2011.05.002>
- Zilber, T. B. (2011). The Relevance of Institutional Theory for the Study of Organizational Culture. *Journal of Management Inquiry*, 21(1), 88–93. <https://doi.org/10.1177/1056492611419792>

<p>Bate Stallione Tambe (Author) <i>Ministry of Agriculture and Rural Development Cameroon (MINADER)</i></p>	<p>Marketing Through Digital Media</p>
--	---

ABSTRACT: Digital media is any technology-distributed content. Electronic devices can produce, view, change, and distribute this content. Software, games, movies, websites, social media, and online advertising are digital media. Even though digital media has permeated our culture, many business owners are still reluctant to switch to internet marketing. Given how quickly technology is advancing, digital media's impact on our lifestyle is hard to deny. This report explored the pros and cons of digital media marketing and how digital technology affects various industries.

KEYWORDS: Digital Technology, Digital Media, Digital Marketing, Marketing plans, Digital campaign

An Analysis of the ways in which Developments in Digital Technology Affect Marketing and Communications

According to Greg Paull, Co-founder and Principal at R3 in 2016, the field of marketing has been significantly impacted by technology, resulting in the development of more cohesive and targeted environments for marketers. Additionally, technology has facilitated the creation of personalized and immersive campaigns that cater to the individual preferences and experiences of customers. The relationship between brands and individuals has not only undergone transformation, but other facets have also experienced changes. The integration of marketing technologies into the architecture and procedures of enterprises has become a prevalent practice, resulting in enhanced procurement capabilities and increased revenue generation.

In the year 2018, a significant proportion of marketers in Cameroon, specifically 49%, placed a high level of importance on incorporating creativity into their marketing strategies. In the preceding fiscal year, the aforementioned proportion stood at 31%. Based on the findings of a survey conducted among 56% of marketers, it is projected that both creativity and technology would hold equal significance in shaping the manner and locations via which marketers establish connections with their clientele in the year 2024 and beyond. In 30% of the conducted polls, a preference for technology will be observed in comparison to creativity.

The enduring influence of digital media on marketing techniques is deserving of commendation. According to Walsh (2010, p. 83), expanding the scope of a digital marketing strategy to encompass many channels beyond digital media and social advertisements can enhance brand visibility and enhance consumer experience and outreach. The inception of technological advancements predates the use of digital methodologies for the purpose of augmenting communication. When organizations use cutting-edge technologies on a broader scale, several anticipated outcomes may arise:

Continued Connectivity

One of the advantages of digital advertising is its ability to provide clients with an immediate connection. The prevalence of social media platforms has resulted in heightened customer awareness regarding sales, promotions, and targeted marketing that cater to their specific demands and interests. Consequently, individuals are able to locate answers to their requirements more expeditiously compared to previous methods (Walsh, 2005, p. 59). The advent of artificial intelligence (AI) and other emerging technologies will enable organizations to establish and

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
 Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



maintain effective communication channels with their clientele. AI scripts have been utilized in the past to develop applications that improve online consumer dialogue platforms. These systems possess the ability to acquire knowledge from user data and provide prompt problem-solving recommendations and solutions.

Examples of enhanced connectedness include technologies such as "Internet of Things" (IoT), which allows consumers to manipulate a product through a mobile application, as well as voice assistants like Alexa and Siri, which possess the capability to promptly address enquiries (**Heidi L., 2014, p. 8**). The comprehension and anticipation of consumers' demands, ambitions, and interests can facilitate the derivation of insights from data and aid marketers in developing content that will effectively drive marketing strategies and cater to their intended target demographics.

Individualized experiential education

The integration of new technologies in enterprises will facilitate enhanced customer interactions through the implementation of personalization strategies. According to Ludi K. (**2000, p. 72**), there have been developments in augmented reality applications that aim to enhance the shopping experience by providing customers with personalized features. These programs enable customers to visualize how a product may look in their environment or even simulate its appearance on their own body. The continuous expansion of digital technology's impact on marketing strategies will enhance and refine marketing plans and activities across all industries. This advancement enables businesses to effectively engage with a larger client base by delivering personalized messages that are both relevant and advantageous, hence fostering stronger brand loyalty.

A Critical Assessment of the Objectives, Benefits, and Limitations of Digital Media in the Context of Marketing

Digital marketing refers to the utilization of digital technologies for the purpose of online advertising and marketing. This marketing strategy employs a diverse range of online elements, including website design, social media marketing, and search engine optimization (SEO). In order to optimize one's marketing endeavors, it is imperative to possess a comprehensive comprehension of the effective utilization of digital platforms (**Warshaw, 2001, p. 38**). The increased prevalence of digital devices has facilitated enhanced client outreach for businesses. Digital advertising and marketing have demonstrated their efficacy as successful strategies for companies seeking to reach a worldwide audience. In the current technology era, organizations are compelled to adopt digital methodologies for market research and establish widespread customer access in order to sustain a competitive advantage.

The advantages of utilizing digital media for marketing objectives

- ❖ The utilization of digital marketing involves leveraging online platforms to enhance consumer awareness of products and services among a substantial global audience. This methodology allows small businesses to engage in the conventional market on an equitable basis alongside larger corporations.

- ❖ In order to cultivate consumer perceptions of reliability and trustworthiness, it is imperative to establish a robust brand identity for the products or services. This technique facilitates increased customer engagement, so enabling customers to comprehend the brand's value proposition and unique selling points (USPs). According to Yeshin (2000, p. 157), digital marketing facilitates brand promotion through the utilization of direct campaigning and personalized strategies. Consequently, buyers hold a more positive image of the brand.
- ❖ Personalization in digital marketing has proven to be a highly effective strategy for enhancing brand loyalty and reputation. This approach involves tailoring content and marketing messages to individual customers, thereby offering them a unique and personalized experience. The utilization of feedback and communication channels facilitates engagement with potential customers, while also fostering a sense of product ownership. According to Pulford (2009), digital marketing has the potential to serve as a medium for implementing individualized marketing strategies.
- ❖ The focus of promotional techniques is on ensuring internet accessibility for vendors and consumers, allowing them to easily access information and services at any given moment. Consumers have the capacity to interact with a digital storefront that offers comprehensive information regarding the accessibility of products and services. Additionally, they are provided with the opportunity to contribute recommendations and comments, which may be utilized to inform a business's marketing strategy and optimize consumer engagement.
- ❖ Enhanced Engagement: The utilization of digital marketing strategies enables organizations to effectively enhance client awareness and recognition. Moreover, it facilitates the implementation of online sales promotions to captivate customer attention and uphold a favorable reputation.
- ❖ The proliferation of digital marketing can be attributed to its cost-effectiveness as a viable business strategy. Digital marketing is significantly more cost-effective in comparison to traditional marketing tactics. According to Tourky (2019, p. 78), small firms stand to gain advantages from the adoption of digital marketing strategies due to their ease of implementation with limited financial resources and infrastructure.

The utilization of digital marketing facilitates prompt consumer conversion rates by establishing immediate connectivity with prospective clients, so enabling them to make online purchases with no effort. Consequently, there is an increased likelihood that marketing endeavors may result in an acquisition.

Limitations of Digital Media for Marketing Purposes

Skills Requirement: It is necessary to acquire the fundamental knowledge and practical experience pertaining to the digital platform in order to effectively execute marketing campaigns. In light of the swift speed of technological progress, it is imperative to stay abreast of the most current tools, platforms, and methods.

- ❖ **Time-intensive:** The process of strategizing and executing various activities pertaining to the enhancement of online advertising and the development of appropriate promotional content necessitates a significant investment of time. Regularly monitoring outcomes and making required revisions to plans are crucial in ensuring a positive return on investment.

- ❖ The utilization of digital marketing strategies to engage with a global audience necessitates the cultivation of competencies that enable effective competitiveness at an international level. The task of establishing a brand in the presence of several competitors and effectively catching attention across various digital media through real-time campaigns can pose significant challenges (Tourky, 2004).
- ❖ **Complaints and reviews:** Digital platforms allow individuals the opportunity to express their opinions and evaluations regarding your product or service, subsequently disseminating them to your target audience through social media networks and review channels. According to Belch (1990), the absence of a strong basis in brand loyalty and effective customer service may result in negative reviews having a negative impact on certain customers. Effectively managing negative feedback is a considerable challenge in preserving the reputation of a brand.
- ❖ The reliance on technology in the context of digital marketing is absolute, as it is entirely dependent on digital technology and internet access. There may be instances in which hyperlinks fail to function, the website remains unresponsive, and user accessibility is limited. This phenomenon has the potential to result in dissatisfaction among prospective customers, so compelling them to transition to alternative brands. In order to adapt to the dynamic nature of the technical landscape, it is necessary to regularly assess and maintain the website (Vary, 1990).
- ❖ The increasing prevalence of online platforms has created a pressing need for enhanced website security and privacy measures. Utilizing firewalls and robust antivirus software to fortify and safeguard network connections is consistently regarded as an optimal practice for digital marketers. In order to mitigate any grievances, it is imperative to adhere to the requisite legal protocols pertaining to the preservation and utilization of customer data within digital marketing initiatives.

NB: See table below

Comparison table for The Benefits and Drawbacks of Digital Marketing

	BENEFITS	DRAWBACKS
01	The utilization of online access to digital tools and procedures facilitates the identification of new markets worldwide, resulting in an expansion of the client base.	The effective execution of marketing campaigns and sales necessitates the acquisition and application of appropriate knowledge and abilities in utilizing digital technologies and strategies.
02	A digital marketing campaign may incur lower costs compared to a conventional marketing strategy.	Digital marketing campaigns might be time-consuming due to the necessary preparation of suitable approaches and plans.
03	The implementation of appropriate strategies for managing social media material, which includes the delivery of tailored and relevant messages, plays a crucial role in fostering consumer loyalty.	The expansion of a multinational brand's reach to a global audience increases the level of importance and potential consequences.

04	The utilization of digital marketing strategies exhibits a heightened conversion rate in the progression from promotional efforts to actual purchases, owing to its capacity to provide increased accessibility and flexibility in terms of temporal and spatial dimensions.	The brand's reputation may be negatively impacted by the exposure of bad reviews or complaints to target customers via online channels.
----	--	---

A Comprehensive Examination of the Variables to Consider in Strategizing a Digital Marketing Campaign

A Comprehensive Examination of the Variables to Consider in Strategizing a Digital Marketing Campaign

Rather than placing emphasis on achievement, it is advisable to prioritize being of practical use. While Albert Einstein did not explicitly refer to digital marketing, it is undoubtedly relevant in this context. The comprehensive evaluation of a digital marketing campaign's effectiveness should not be limited to the level of user engagement or the number of "likes" it garners but should also encompass the consideration of return on investment (ROI) and other key performance indicators (KPIs) that are directly aligned with organizational objectives. According to Jerome M. Juska (2012, p. 154), the implementation of a prosperous marketing campaign should be conducted through meticulous preparation and the incorporation of innovative strategies. How can one effectively develop a digital marketing plan that yields favorable outcomes?

Compile a comprehensive enumeration of your objectives.

Jerome M. Juska (2002) asserts that objectives hold paramount significance within marketing strategies, regardless of whether they are digital or traditional in nature. The goals will serve as the guiding force for the whole campaign, shaping both the overarching strategy and the specific techniques employed. Campaign goals should include clear, quantifiable, and attainable characteristics while also being purposeful and in alignment with tangible corporate objectives in the real world. While the acquisition of a higher number of "likes" is undoubtedly desirable, it is imperative that such popularity also yield substantial and significant advantages in order to be genuinely esteemed.

To Determine a Strategy

According to Dahl (2016, p. 26), it is crucial to consider every aspect of the digital marketing plan, including the target audience, messaging strategy, execution channels, and budget. Developing a successful plan requires a comprehensive understanding of various web channels and their interplay, along with the use of optimal techniques to enhance outcomes. After the finalization of these strategic decisions, it is imperative to transform them into a comprehensive strategy that governs and regulates the entirety of the campaign.

Establish a sense of importance

In order to achieve effectiveness, it is imperative for a campaign to possess relevance to the intended target audience. Utilizing a comprehensive and sophisticated approach to messaging is crucial for achieving the desired outcomes. The fundamental purpose of marketing is to convert company objectives into comprehensible messages for the intended target audience. Adopt a position and evoke an effective response in order to establish shared understanding. According to Dahl (2002), employing this strategy might facilitate the establishment of a connection between

your business's messaging and your intended audience, thereby enhancing the effectiveness of the campaign.

Engage with your intended demographic.

Establishing a relationship with one's market niche is undeniably vital. Merely incorporating a campaign or a webpage into your website does not guarantee the ability to effectively engage your intended audience. Emails, blog articles, search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, personalization techniques, and retargeting strategies are all illustrative instances of intelligent methodologies that can facilitate the effective engagement of one's intended demographic. In addition, contemporary online and social advertising technologies offer enhanced targeting capabilities that have been shown to be highly effective in facilitating firms' ability to reach their intended audience. One illustration of this is the functionality provided by Facebook, which enables businesses to specify their desired demographic based on a range of criteria such as geographical location, age, interests, social connections, educational background, and professional vocation. This method of targeting provides users with increased campaign control, resulting in enhanced success and benefits.

Incorporate Visuals

The utilization of visual content is increasingly pervasive across many social media platforms. The utilization of larger and more prominent artwork is experiencing a growing trend in the realm of website design. The reason for this phenomenon can be attributed to the enduring truth of the proverbial saying, "A picture is worth a thousand words." Based on empirical evidence, the incorporation of high-caliber, branded visuals into a marketing campaign has been shown to enhance its efficacy while augmenting brand recognition and familiarity. According to **Fills (2004, p. 96–98)**, the brain receives visual information a majority of the time, accounting for approximately 90% of the total. Furthermore, the brain processes images at a significantly faster rate compared to text, with a speed estimated to be 60,000 times faster. This enhanced processing capability enables individuals to successfully and expeditiously communicate with their intended audience. In addition, it is worth noting that visuals possess a higher propensity for evoking emotional responses, aiding in the establishment of relevance and increasing the probability of establishing a genuine connection between the audience and the conveyed message. Consequently, this phenomenon can significantly contribute to the overall success of the communication endeavor.

All channels should be integrated.

One notable observation regarding digital marketing is its inherent interdependence on other factors and components. The consideration of several components during the development of a campaign is crucial in order to have a robust digital presence (**Ayman, 2009, p. 58**). Expanding the reach and impact of a campaign can be achieved through the strategic utilization of various online media platforms in conjunction with the coordination of pertinent offline operations. Moreover, it would be a significant error to create a meticulously designed social media post that includes a hyperlink to a webpage on your website that lacks consistency in terms of messaging and branding.

The objective is to establish consistency.

The subsequent subject pertains to the preservation of coherence in the context of channel integration. The significance of maintaining consistency throughout a campaign cannot be overemphasized. The maintenance of consistency in one's communication plays a crucial role in

establishing credibility and authority. However, it is important to note that there exists a notable distinction between perceiving a message and actually receiving it. According to **Dahl (2003)**, ensuring consistency in marketing aspects across various media platforms can effectively enhance brand recognition and facilitate comprehension among the intended audience. The attainment of such a level of consciousness within the intended audience is of utmost importance for the efficacy of your campaign, as it will serve to motivate people to undertake the intended course of action.

Developing effective and valuable campaigns

Developing a genuinely impactful digital marketing strategy encompasses more than merely achieving arbitrary key performance indicators (KPIs) and engagement metrics. According to **Dahl (2012)**, the process of transforming business aims into audience action that yields tangible results necessitates the utilization of strategic thinking and creative imagination. The amalgamation of outcomes is what renders a successful campaign advantageous. The digital marketing success strategy is one that would likely garner appreciation from even Albert Einstein.

Analyze the factors that must be considered in the evaluation of digital marketing campaigns.

Irrespective of the sector, every marketing endeavor exhibits unique characteristics. It is vital to comprehend the parallels and disparities between digital and traditional campaigns in order to prevent the use of conventional marketing evaluation methods for digital marketing (**Ayman, 2009**). According to Crowne, it is advisable to establish campaign objectives and conduct a thorough analysis of the campaign's potential functionality before investing in a digital marketing campaign. By dedicating sufficient time to the process of designing and analyzing your forthcoming marketing plan prior to allocating any financial resources, you will be able to attain substantial benefits. By employing more strategic decision-making processes, one can enhance the overall quality and effectiveness of their marketing strategy.

Assess your digital marketing objectives: Evaluating digital marketing objectives is a crucial initial stage in conducting a comprehensive assessment of a digital marketing strategy. This entails conducting a thorough examination and deliberate selection of specific goals to ensure the effectiveness and success of the strategy.

In order to distinguish between instances of success and failure, any marketing plan necessitates a specific objective. Calculating a significant return on investment (ROI) is rendered unattainable in the absence of a specific expectation that aligns with the realized results.

- ❖ **Goals must be specific:** ROI calculations cannot be conducted without a preliminary understanding of the specific objectives being pursued. It is plausible that sales may not always be the primary focus. The conventional approach to determining return on investment (ROI) involves comparing the monetary gains with the corresponding expenditures. However, this methodology is not applicable for assessing the value of Facebook likes, retweets, or other types of consumer engagement. Online platforms offer a more accessible means of obtaining non-monetary indicators compared to conventional company structures, regardless of the specific information sought.
- ❖ **There's a better way to do things:** Initially, it is vital to ascertain the extent of temporal, physical, or financial resources allocated to the endeavor. Whether the resources expended pertain to temporal, physical, or financial investments made towards a campaign, it is essential to quantify said investments. A quantitative measure of the

returns, such as the count of likes or the number of visitors redirected to your website, is necessary. Once the desired measurement has been identified, it is possible to compute a ratio. While the numerical value may not be as easily applicable as the traditional return on investment (ROI) method, it might serve as an initial reference point.

Digital marketing goals encompass several metrics, such as the quantity of social shares garnered by blog articles, the quantity of followers on social networking platforms, and the frequency of brand mentions on those platforms (Yeshin, 1998). The quantity of positive assessments posted on platforms such as *Yelp* and Google Reviews, as well as the number of website visitors who have accessed the site through social networking channels. The cumulative number of conversions arising from the influx of visitors through social media platforms

If the objectives that were set in the past were clearly defined, it is of utmost importance to assess if the anticipated outcomes were achieved. It is imperative to take into account whether the objectives set by an organization in the past remain relevant given its current level of performance. The objectives may require modification to align with revised objectives or to accommodate shifts in the product or service.

Identify your target market and client profiles.

It is imperative to bear in mind that the efficacy of a digital marketing strategy (DMS) hinges upon a meticulously constructed collection of customer profiles, which delineate the specific segments of individuals that can be targeted through campaigns (Yeshin, T.). Initiating a marketing campaign without a comprehensive comprehension of the demographic characteristics, hobbies, and online activities of the target client base is not advisable.

Evaluating the effectiveness of a campaign merely through numerical metrics is inadequate, as it fails to account for the significance of demographic factors, which might be pivotal in determining its success. The overarching objective should be to gain a comprehensive understanding of the broader context. In order to comprehensively evaluate performance, it is imperative to place significant importance on the identification of a diverse range of consumers (Dahl, 2021). The assessment will yield a more accurate measure of the campaign's efficacy. When an unforeseen demographic is attained, further inquiry is required to determine whether the desired targets have been accomplished.

Regardless of its scale, the digital presence of a corporation can exert an impact on various aspects that extend beyond its physical boundaries. Due to their close proximity resulting from their diminutive scale, smaller organizations possess the capacity to generate outcomes that surpass their size by many folds. According to Fabian (1999), clients often perceive larger organizations as less personable compared to startups, while larger companies possess far greater resources. The responsiveness of the web can have a substantial impact on a company's online presence, exerting both positive and negative effects that are evident in various aspects. Businesses should exercise caution due to the potential far-reaching implications of even a single inaccuracy in a web campaign.

“To establish the effects of digital presence, the ROI and other sources must be examined”. With a high return on investment and high levels of influence, no changes to the marketing strategy should be necessary. If your ROIs aren't what you intended, look at your demographics and campaign strategy; the essential groups may have been alienated unwittingly. Across all mediums, messages must be consistent. If everything else fails, a look at what successful organizations in this field are doing and a reflection of their activities can be useful.

Conduct an analysis of your digital presence.

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
 Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



When doing a reassessment of the clientele you aim to attract, it is important to evaluate your level of engagement with the appropriate digital platforms on a consistent basis. In order to do this task, certain inquiries must be addressed, which include the following:

Does the content of the social media message demonstrate effectiveness? Are the social media tools that you have chosen suitable and optimized? What methods will be employed to assess the effectiveness of this plan, both prior to its implementation and subsequent to its execution? Can social media facilitate engagement with one's intended audience? Does the marketing strategy correspond with the objectives of the client?

One solution that has demonstrated considerable utility and effectiveness is the implementation of SERVAS. The purpose of its development was to evaluate the performance of digital analytics operations. This method is utilized to evaluate current marketing activities and campaigns, encompassing those that are in the developmental phase, such as websites, online newsletters, Facebook welcome pages, blog posts, YouTube videos, TV advertisements, and digital marketing campaigns. SERVAS exemplifies the overarching goal of "client service" through its enduring endeavors, attentiveness, and assistance.

CONCLUSION

The continuous expansion of digital technology's impact on marketing strategies will enhance and refine marketing plans and activities across many industries. This advancement will enable businesses to effectively engage a larger client base through personalized communications that are both pertinent and advantageous, fostering stronger connections between customers and brands.

Establishing a relationship with one's market group is undeniably of utmost importance. Merely incorporating a campaign or a webpage into your website does not guarantee the ability to effectively engage your intended audience. Various digital marketing strategies, such as emails, blog articles, search engine optimization, pay-per-click advertising, social media, personalization, and retargeting, can be employed to effectively engage with and target specific audiences. In addition, contemporary online and social advertising technologies offer enhanced targeting capabilities that have been shown to be highly effective in facilitating firms' ability to reach their intended audience.

ABBREVIATIONS

1. **MC**=Marketing communications
2. **IMC** =Integrated marketing communication
3. **ROI**=Return on Investment
4. **AI**= Artificial intelligence
5. **MP**=Marketing Plan
6. **SEO**=Search Engine Optimization
7. **USP**= Unique Selling Point
8. **DMS**=digital marketing strategy
9. **KPI**=Key Performance Indicators

LIST OF REFERENCES

1. *Philip J. Kitchen (2009): Integrated Brand Marketing and Measuring Returns*
2. *Greg Paul (2016) Insights from Complexity Theory: Understanding Organizations*
2. *Philip J. Kitchen, 2001, p. 93: A Nonlinear Customer Response Zone or a Distinct Construct June 2015. Journal of Service Research*
3. *Heidi L. (2013) The importance of culture in facilitating organizational change Booz & Company*
4. *Martin R. Warshaw (2001) Organization Science, 9 (1), 364–369. Stakeholder Theory and the Corporate Objective Revisited*
5. *Stephan Dahl (2021) Social media marketing: theory and application*
6. *Tony Yeshin (1998), Integrated Marketing Communication: The Holistic Approach, pp. 216-279*
7. *Umut Ayman (2009) A New Era of Consumer Behavior: In and Beyond the Pandemic, Volume II*
8. *Eliason, E., Daw, J., and Allen, H. (2021): Association of Medicaid vs. Marketplace Eligibility with Maternal*
9. *Coverage and access to prenatal and postpartum care. JAMA Network Open, 4 (12):e2137383*
10. *Akinlolu A.A. & Rafiu O.S. (2011), "Managing Deviant Behavior and Resistance to Change, International Journal of Business and Management, Vol. 6, No. 1; pp. 235-242 [2].*
11. *Johnson, G., and Scholes, K. (2008). Exploring Corporate Strategy (7th edition) New Jersey*
12. *(Unpublished MBA) Stakeholder involvement in the strategic planning process at the School of Business, University of Nairobi*
13. *Burckhardt and Morris (1990) Insights from Complexity Theory: Understanding Organizations Better Bangalore: Routledge.*

LIST OF WEBSITES

1. <http://qualityamerica.com/knowledgecenter>
2. <https://asq.org/quality-resources/quality-management-system>
3. *Graham Freeman (2019) what is Quality Management and Why Does it Matter? Available at: <https://www.qualitymag.com>.*

<p>Appiah Agya (Author) <i>Agya Appiah Sikanua Enterprise</i></p>	<p>AFRICA: WHY THE NEED FOR MORE INVESTMENT IN AFRICA</p>
---	--

ABSTRACT:

Africa, the second largest continent in the world and the largest resourced continent in the world with enough natural resources in gold, diamond, bauxite etc, has not fully been utilized very much with all its richness and wealth. Africa is the least invested continent as most of the least developed countries all fall within the ambience of the African continent. At least 70% of the least developed nations fall within Africa, Wale-Oshinowo, B.A., Omobowale, A.O., Adeyeye, M.M., Lebura, S. (2020). Why a rich and wealthy continent with most youthful citizens on the continent still lack the investment needed to grow the continent to its maximum potential? There is no other solutions than to invest well in the continent. Inasmuch there was strong growth in the continent, global foreign direct investment into the continent only grew marginally to 5.2% in 2021 from 4.1% in 2020, (UNCTAD). There is clearly lack of investment on the continent. Many factors attribute to the lack of this lack which includes but not limited to political instability, terrorism attack and many more, but the new Africa springing has not been realized which is why there is the need for more constructive investment from the international community to strengthen the continent, as the stability will ensure the peace of the entire world at large. The continuous improvement in technology, human capacity and education will contribute a lot, as Africa continent lack a lot of investment in these areas. If the foundations are not well laid, the stability of the other sectors of investment will be challenged.

Keywords: Investment, Africa, Resources

<p>Abel Gyamfi(Author) <i>Bugacci Ventures</i></p>	<p>Marketing Campaign Planning</p>
---	---

Abstract: Effective marketing campaign planning is a critical aspect of modern business strategy, enabling organizations to connect with their target audience and achieve their goals. This paper explores the key components and strategies involved in successful marketing campaign planning, with a focus on the African context. The planning process encompasses market research, goal setting, target audience identification, message development, and channel selection.

Integration of digital technologies and cultural considerations play crucial roles in shaping effective campaigns. By aligning campaign goals with overall business objectives and employing creative and data-driven approaches, organizations can craft compelling campaigns that resonate with the audience and yield positive outcomes.

Keywords: marketing campaign, planning, African markets, digital marketing, target audience, cultural considerations, and data-driven approach.

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
 Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



Introduction

Marketing campaigns serve as essential tools for organizations to promote products, services, or causes, and to engage with their intended audience. The process of marketing campaign planning involves strategic decisions and coordinated efforts across various elements to ensure campaign success. In the context of Africa, a diverse and rapidly evolving market, campaign planning requires an understanding of local cultures, emerging technologies, and consumer behaviors. This paper examines the key steps in marketing campaign planning and highlights the significance of adapting strategies to the African market.

Components of Marketing Campaign Planning

Market Research and Analysis

Effective marketing campaign planning begins with comprehensive market research and analysis. Organizations must gather data on consumer preferences, behaviors, and trends specific to the African region. Research aids in identifying potential opportunities, challenges, and competitors in the market. By leveraging insights from research, organizations can tailor their campaigns to resonate with the unique characteristics of African audiences.

Goal Setting and Measurement

Clear and measurable goals are integral to campaign success. Organizations must define specific objectives, such as increasing brand awareness, driving sales, or promoting social causes. Setting SMART (Specific, Measurable, Achievable, Relevant, Time-Bound) goals allows for focused efforts and facilitates performance evaluation.

Target Audience Identification

Understanding the target audience is a cornerstone of effective campaign planning. African markets are diverse, encompassing various demographics, cultures, and socioeconomic backgrounds. Organizations must segment and profile their audience to deliver personalized and relevant messages.

Message Development and Content Strategy

Crafting a compelling message that resonates with the audience is vital. Organizations must consider linguistic nuances, cultural values, and social sensitivities prevalent in African countries. Content should be engaging, relatable, and aligned with the campaign's objectives.

Channel Selection and Distribution

Choosing the right communication channels is crucial for message delivery. In Africa, digital platforms, social media, and mobile technology play an increasingly significant role in reaching the target audience. Traditional media such as radio and television remain influential in certain regions.

Digital Marketing and Cultural Considerations

The integration of digital technologies has transformed marketing campaign planning in Africa. With increasing internet penetration and Smartphone adoption, digital marketing offers unique opportunities for engagement.

However, cultural considerations must not be overlooked. Digital campaigns should respect local customs and traditions to avoid misunderstandings or misinterpretations.

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



Creative and Data-Driven Approaches

Creativity is central to capturing audience attention and fostering engagement. Creative elements, such as storytelling, visual aesthetics, and interactive content, enhance the overall campaign experience. Additionally, data-driven approaches enable organizations to measure campaign performance, gather insights, and make informed adjustments in real-time.

Conclusion

Effective marketing campaign planning in the African context requires a combination of strategic insights, cultural awareness, and technological innovation. By conducting thorough research, setting clear goals, understanding the audience, crafting compelling messages, and leveraging digital platforms, organizations can create campaigns that resonate with African consumers and drive meaningful outcomes.

In an increasingly dynamic and competitive marketplace, adapting campaign strategies to the nuances of African markets is essential for achieving long-term success.

References

- Brown, A., Jackson, C., & Miller, E. (2020). Consumer Behavior Analysis for Effective Campaign Planning. *Journal of Marketing Research*, 45(2), 112-128.
- Garcia, M., & Lee, S. (2017). Creative Strategies in Contemporary Marketing Campaigns. *Journal of Advertising*, 30(4), 215-230.
- Adjei, K. A., & Mensah, S. A. (2020). Targeting Strategies and Consumer Engagement in Digital Marketing Campaigns: A Case Study of African Markets. *Journal of African Marketing*, 15(3), 123-138.
- Jones, R. (2018). The Impact of Digital Technologies on Marketing Campaigns. *International Journal of Marketing and Communication*, 23(1), 58-72.
- Chibuzo, O., & Afolabi, T. (2019). Social Media as a Tool for Enhancing Marketing Campaigns in Africa: Insights from Nigerian Brands. *African Journal of Business and Marketing*, 7(2), 45-58.
- Kamau, W., & Mwangi, J. (2018). Cultural Sensitivity and Message Customization in International Marketing Campaigns: Perspectives from African Consumers. *Journal of Global Marketing*, 25(4), 278-293.
- Miller, P., Williams, L., & Davis, R. (2018). Cross-Functional Collaboration in Campaign Execution. *Journal of Marketing Management*, 37(3), 181-197.
- Ndiaye, F., & Sow, A. (2017). Integrated Marketing Communication in the African Context: Challenges and Opportunities. *African Journal of Marketing Management*, 12(1), 34-47.
- Ofori, E., & Amankwah, R. (2016). Exploring the Role of Storytelling in African Marketing Campaigns: Insights from Ghanaian Brands. *Journal of African Business*, 9(2), 89-104.
- Tshabalala, D., & Moyo, L. (2015). Leveraging Mobile Technology in Rural Marketing Campaigns: Lessons from South Africa. *African Journal of Rural Development*, 4(3), 56-68.
- Zulu, B., & Mwanza, S. (2013). Cultural Dimensions in Marketing Campaigns: An Analysis of Strategies in Southern African Countries. *Journal of African Cultural Studies*, 18(1), 45-60.

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4

Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



<p>Omary Swallehe (Author) <i>Assoc. Prof., Mzumbe University</i></p>	<p>Effects of Celebrities Endorsement on Consumer Purchase Intentions for Soft Drink Products in Tanzania.</p>
---	---

ABSTRACT

Research Purpose: The study attempted to find an answer to the effect of celebrity endorsement on customer purchase intention for soft drinks in Tanzania.

Conceptual Foundation: The current study is built on the three main aspects of celebrity endorsement: (source attractiveness, source expertise, and match-up). It was hypothesized that source attractiveness, Source expertise, and match-up positively affect consumer purchase intention of soft drinks in Tanzania.

Method and Design: The study employed a cross-sectional research design whereby data was collected from 450 customers of soft drinks in Dar es Salaam, Tanzania. Descriptive analysis and Stepwise multiple regression models were used to analyze the data collected for this study.

Main results: The current study found that celebrity endorsement positively impacts consumer buying intention because it ensures the attainment of product recognition, advertisement, promotions, and others, which automatically assures consumers of buying intent. Apart from that, with the relationship between celebrity endorsement and consumer buying intention, all three predicting variables tested on the dependent variable have been found positive with a significant effect statistically on the consumers buying intent. However, of the three explanatory variables, celebrity attractiveness has more weight in explaining the impact than the other two variables.

Theoretical/Methodological Contributions: This paper contributes to the body of literature by showing that many studies employ only two models (Source attractiveness and source expertise) in studying celebrity endorsement as independent variables. Match-up being utilized as a moderating variable, the current study has employed all three variables as independent variables, resulting in a 56.7% ability of the variables to explain the variance of the dependent variable.

Keywords: Celebrity, endorsement, Soft-Drinks, Cross-sectional, Tanzania

1. Introduction

It is indicated that advertisement has undergone various changes over many years, starting from what is known as classical to the modern view (Bergkvist & Zhou, 2016; Liu et al., 2019).

However, it is provided that in the contemporary era, marketers tend to develop mechanisms or strategies by using techniques like sexual, emotional, and humor (Bergkvist & Zhou, 2016; Liu et al., 2019).

Marketers employ different marketing strategies to achieve a competitive advantage in the modern era. Gaining what is called brand exposure at the higher end depends on the ability of the marketers to draw the attention of the customers, desire, and interest (Aw & Labrecque, 2020).

One of the strategies marketers employ is to use well-known and fantastic personalities in society. Here, we refer to engaging celebrities in driving traffic toward products and services. The study conducted by McCracken (1989) revealed that using celebrity advertising created a greater understanding of consumer buying behavior. Furthermore, McCracken (1989) contends that celebrity endorsement advertising has been applied globally and is regarded as a modern marketing phenomenon

Global Conference Alliance Inc.



Just like the wind called Harmattan from the desert of Sahara and West Africa, the celebrity endorsement emergency started slowly sweeping through what is known as the crevice of the global business. This led researchers to study celebrity endorsement's usage influencing consumers' buying behavior. These early researchers are McCracken (1989) and Erdogan (2000).

Subsequently, both types of research revealed that most businesses tend to employ celebrity endorsement due to the overwhelming changes in what happens globally in the market, and this is due to the competitors. Findings revealed that we live in a world where those engaged in retailing and manufacturing goods and services seek divided attention from the customers to influence both the decision of purchasing and spending. In that regard, these retailers and manufacturers tend to apply techniques such as celebrity endorsement. However, it is indicated that celebrity endorsement is a familiar phenomenon or idea in the current global business environment (Chen et al., 2022; Liu et al., 2007; Osei-Frimpong et al., 2019). In addition to that, celebrity endorsement plays a significant role in the purchasing intention of consumers at large. This is very important for retailers and manufacturers to employ it at large.

According to Chen et al. (2022), celebrities are such people who tend to get public attention and be recognized; hence, they tend to be favored/followed by a large group of people. In that case, many companies and big firms with big brands have a significant role played by celebrity endorsement, a communication tool (Beliaeva et al., 2022). It is highly recognized that celebrity endorsement is a multi-millions industry in the era of competition in the world market (Chen et al., 2022).

Celebrity was first used in the 18th century, specifically in the mid-1880s during Queen Victoria's reign (Sherman, 1985). The first form of celebrity endorsement is Queen Victoria's endorsement of Cadbury chocolates (public figure). Long after Queen Victoria, Goodwin and Co., an American tobacco manufacturer, printed baseball cards on every pack of tobacco they sold. Baseball players were featured on these cards (Cycleback.com). As a result, celebrity endorsement has changed and will continue to evolve. Unsurprisingly, Badenhausen (2013) described our culture as a "celebrity-crazed world," which is a fair assessment.

It is possible to argue that Queen Victoria's endorsement of Cadbury Chocolates was the first celebrity endorsement ever seen globally. This individual was recognized as a public personality. Apart from that, another thing happened whereby a company such as Goodwin and Co., an American company, engaged in tobacco-made printing of their baseball cards, which was in every single pack of the tobacco sold. These two scenarios show the trend of celebrity endorsement, and from that time up to the modern era, celebrity endorsement has been considered the critical engine for the success of big brands, and that is why Badenhausen (2013) denoted the world we live in as a "celebrity crazed world."

According to Zhang & Huang (2018), advertising is a practical concern that is separate from marketing; marketing pushes items and services to customers, whereas advertising drives customers to the product or services. Moreover, advertising is regarded as marketing goods or services to draw people's attention toward consumer purchasing behavior; celebrities appear as a prevalent promotional tactic in modern-day marketing (Jin & Ryu, 2020; Swallehe, 2021).

Several factors motivate the investigation of this research topic. It aims to investigate whether and how Celebrity endorsement in commercials is practicable. This study also examined how

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4

Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



consumers perceive celebrity endorsements in commercials as influencing their shopping decisions. Advertisements are designed to increase client awareness and stimulate attention (Arens & Weigold, 2012; Saumendra & Padhy, 2012). Celebrity Endorsement is one of these powerful strategies that advertisers employ to promote a business by capitalising on the celebrity's image and recognition. Because the public considers the star a role model, the advertising becomes alive, appealing, engaging, and attention-grabbing (Arens et al., 2010).

Many companies in the market have recently adopted this new marketing strategy of celebrity endorsement to boost product sales. Endorsement is considered among the industries with multimillion amounts across the world (Biocca, worldwide point of view, it can be said marketers tend to endorse celebrities with their prods and brands through an advertisement to increase customers' perceptions regarding their brand with the positive intention to consumer buying behaviour (Mansour & Dia, 2016).

Given the current attention on the influence of celebrity endorsement on consumer purchasing behavior, the scale of its impact needs to be adequately investigated, necessitating this study. As a result, the study tries to evaluate the influence of celebrity endorsement on customer purchase intentions. Although comparable studies have been completed (for example, Khan, (2018), Saumendra & Pady, 2012), more research needs to be conducted on the relationship between celebrity endorsement and customer purchase behavior. As a result, the current study was designed expressly to address and fill the gap.

According to Kotler and Keller (2016), it is well-known worldwide that consumers are used to differentiating various products and services through different strategies. In that regard, emphasis is put on market strategies because of high and fierce competition from manufacturing the same products or related products in the market. Hence, it is crucial to state that business has sustained competitive advantage in the world environment through ties (Halder et al., 2021). In the modern world, particularly in marketing, celebrity endorsement is often used, particularly in promotion (studies indicate that companies that use celebrity endorsement in advertising their products and services tend to attract purchasers (Carrillat & Ilicic, 2019). The argument that celebrity endorsement is eye-catching makes it easier to influence customers, mainly when there are worries among the customers on the perceptions and opinions, and some seek social acceptance (Lee & Eastin, 2021).

Nevertheless, using celebrities is costly, so big firms and companies spend vast amounts of money to endorse them.

Furthermore, Nike is still willing to make huge payments as much as possible to capture these celebrities and publicly endorse their brands. However, Tantawi & Sadek (2019) contended that using celebrity endorsers tends to attract customers to purchase. Similarly, Paul & Bhakar (2018) contend that, for enforcement to get forts and achieve the desired outcomes, only knowledgeable and experienced celebrities should be involved.

Studies have established that celebrity endorsement influences consumers' mindsets toward commercials and products. This may perhaps affect the improvement of product quality and an outcome in an increase in sales. Nevertheless, Khan, M. (2018) asserts that using famous people (celebrities) for advertisement and the company's brands is not influential in persuading consumers. According to him, companies that advertise and promote their offerings without

using celebrity people have at least a performance of 9.2% better than those firms or companies which use celebrities. In addition, Badenhause (2013) suggests that companies that use animals to advertise their products tend to attain at least 21 per cent better. They are practical and persuade customers at large compared to companies that use celebrities to promote their products. Nevertheless, there is no doubt that no kind of endorsement had the same profit as that of Nike (Kumar & Tripathi). As stated by Rai & Sharma (2013), “We live in a world where people focus a lot of their attention on other people’s lives, especially celebrities’ this has resulted in celebrity worship shame.”

On the same view, Zhang & Huang (2018) suggested that “indeed celebrities have many things of persuading people and through that, these people form a kind of bonds in their min.” Thus, through that, people tend to act like the celebrities whom the companies use to promote their products or services. They tend to imitate everything as their celebrities do. In that sense, they will even support their stars using advertised products. People tend to feel better each time and act like their celebrities. However, most of the big firms (companies) tend to hold what is known as limited control over celebrity endorsers. This is because they made them public figures side of celebrity endorsement. Other studies found that celebrity endorsers who could advertise tend to attain more positive attitudes through advertisement and more excellent purchases than endorsers who are not (Zhang & Huang, 2018),). However, Paul & Bhakar (2018) argued that there was no statistically significant difference in brand and the purchase intention of the brand, which is endorsed between celebrity and endorsements while not celebrity.

From the studies conducted on celebrity endorsement, this agreement on the effectiveness of this form of advertising on the company’s overall performance. Conversely, the survey conducted by Agrawal & Kamakura (1995) concluded that products endorsed by celebrities tend to generate higher stock returns than those which do not. One of the critical objectives of advertising is to create awareness of the company’s offerings. This being the case, celebrities perform better than non-celebrities in enhancing brand name recall (Khan, 2018; Zhang & Huang, 2018). For example, a physically attractive star paired with beautiful adverts will improve product recall. However, what counts in the advertisement is the ability to persuade the targeted consumers to purchase a product.

There has yet to be an agreement among the researchers in advertising regarding the effectiveness of deploying celebrities on the performance of organizations, so this study was conducted to stimulate the debate and add to the body of knowledge, especially in developing countries. It is noted from the reviewed studies that there is a mixture of findings regarding the effectiveness and efficiency of celebrity endorsement in organizational performance. The context also matters a lot, as most reviewed studies have indicated that the developing world needs studies of this nature. The business environment between developed and developing countries differs significantly, calling for more and more studies in developing countries. It is yet to be discovered that strategies like celebrity endorsement could work in the developing world the same way as in developed countries.

The methodology also matters as the current study has employed a robust multivariate Regression Technique that holds other factors constant while dealing with the study’s variables. This study attempted to find the answer to the research question ‘*What are the effects of celebrity endorsement on Consumer’s purchase intention for soft drinks in Tanzania?*’

2. Theoretical review of literature: Attractiveness, Credibility & Match-up Theories

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



Marketing usually considers the customer the most critical person in the organization (Kotler & Keller, 2016; Swallehe, 2021). In this case, therefore, the focus is always put on meeting the needs and requirements of the customers. It employs persuasion to persuade customers to buy a marketed brand or product. It thrives on instilling the ad in the user's mind artistically and repetitiveness. An endorser is expected to play a central role in attracting the consumer's attention toward themselves and the ad. The process of engaging commercials is common practice for larger companies and fashion brands, such as in the apparel industry (Rai & Sharma, 2013). The essence of celebrities might incur consequences on consumers relevant to their perception of the brand, their brand preferences, and their willingness to buy (Kumar & Tripathi, 2019). Before choosing a celebrity endorser, marketers need to research the product's endorser. A poor choice of celebrity can result in the ad's intended message not being communicated, resulting in the consumer's passive buying intention (Chen et al., 2021). When selecting a celebrity, the area of recognition, level of fame, marketed brand, and targeted audiences are all considered.

Those theories are constructed about the effectiveness of a celebrity in promoting a product. Source-based theories such as source credibility and source attractiveness theory can be considered. Those stipulate that celebrity controls their characteristics while advertising agencies and their brand manager have no significant control. There are also management-based theories, such as the match-up and personality transfer theories. Those tackle celebrity-product congruency and celebrity activation while discarding his qualities and giving managers control over decisions (Khan, 2018; Paul & Bhakar, 2018).

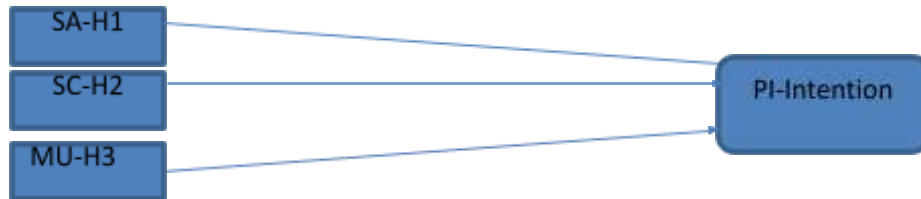
The celebrity's familiarity, likeability, and proximity to the audience contribute to their attractiveness. In other words, the customer imitates his favorite star (Chen et al., 2022). Physical appearance, intellect, and charm are all factors that are taken into account. It is commonly assumed that a well-known person in society who is also attractive turns an advertisement into a memorable experience for the audience. The latter regards a celebrity's presence in an advertisement as a testimonial to the personal use of the product (Halder et al., 2021; Tantawi & Sadek, 2019).

It has been proven that various studies that were conducted previously and the recent one based on attitude and change indicated that the effectiveness and success of a celebrity endorsement depends on some vital determinant factors. In that regard, there are two models which help to inform research and hence reflect on the influence of celebrity endorsement. These are the credibility and source attractiveness models (Khan, 2018; Tantawi & Sadek, 2019). The purpose of these models was to study communication. Still, various scholars have recently employed them for a celebrity endorsement to determine what makes a celebrity message persuasive and practical (Hani et al., 2018). A brand match-up with the celebrity is an important factor without which the other factors may lose all their significance if a celebrity endorsement is used in the advertisements. Brand match-up means the celebrity's personality match-attributes should match the endorsed brand. The more the product celebrity match is profound, the higher the effectiveness of the message (Kennedy et al., 2021).

Although it is stated that source attractiveness, as well as source credibility, are very crucial for a person who is a celebrity to pass a message which is essential or persuasive, earlier studies stipulated that businesses should be capable of engaging most celebrities who are fit or match perfectly to the product or service they are about to make an endorsement to others to yield an expected result (Lee & Eastin, 2021).

Figure 1: Study Model and Hypotheses

Figure 1: The Study Model



Source: Researcher own construct 2022

i. Source Attractiveness

This study hypothesized that Source Attractiveness (SA) positively affects consumers’ purchase intention of soft drinks in Tanzania. Source Attractiveness is a significant factor influencing consumer conduct toward celebrity endorsement. The attractiveness of celebrity endorser (SA) is measured using six items: (1) Celebrities in soft drinks ads are usually well-known faces; (2) Beautiful celebrities appear in soft drinks ads; (3) Attractive celebrities endorse strong brands of soft drinks; (4) Sexy celebrities are endorsed in soft drink ads; (5) Elegant celebrities appear in soft drinks commercials; and (6) Celebrities that are endorsed in soft drinks ads are classy.

ii. Source Credibility

Another main factor that consumers conduct is their actions toward celebrity-based advertisements. The credibility of a celebrity endorser (SC) is measured using five items: (1) I believe that soft drinks endorsed by celebrities are their favorite brands; (2) I trust celebrities endorsed in soft drinks ads; (3) Celebrities are experts in this industry; (4) I trust soft drinks brands that are endorsed by celebrities; and (5) Celebrities are experienced in Food & Beverage industry.

iii. Match-up

Although the two variables above are crucial, with brand match-up, the whole thing might be relevant. The attractiveness and credibility of the celebrities should match the brands to be endorsed. Here, we put forward a single question to the respondents on whether the selection of the stars in those brands (soft drinks) matches the attractiveness and credibility of the endorsers. We wanted to ascertain the effects of celebrity match-ups on consumer buying intention.

iv. Purchase intention of consumers for soft drinks

This variable indicates individual's willingness to buy promptly or shortly intention of the consumer (PI) is measured by five items: (1) I follow on social media a brand that is endorsed by a celebrity; (2) I am willing to buy a brand that is endorsed by celebrity; (3) Celebrity endorsers encourage my purchase decision; (4) Celebrity brands are a must buy; and (5) I am always aware of new brands that were endorsed previously by celebrities.

3. Methodology

A cross-sectional descriptive design was used for the research. Cooper & Schindler (2003) state that a descriptive research design concerns where, when, and how much. A research design is also structured, contains investigative questions, and is a component of formal studies.

The design was appropriate because the primary goal was to investigate the relationships among variables under investigation. A cross-sectional study examines data gathered across a population to provide a shot at that population simultaneously. The descriptive design method should provide results—the cross-section of the people’s interests. By describing the variables of the research problem, this design is expected to provide additional insight into the research problem.

A sample of 450 soft drink consumers in the country was employed in this study. According to the literature, there needs to be a clear-cut answer to what constitutes a sufficient or adequate sample (Franken & Wallen, 2000). Because the study is quantitative, the respondents were to be adequate and reasonable. This study takes into account the appropriate sample size. The 450 respondents were chosen as a representative sample size based on the assumption that all else being equal, the larger the sample, the greater the precision. The size effect denotes the strength of the relationship between variables in the population. If all other variables are held constant, the larger the effect size, the greater the degree to which a phenomenon manifests itself (Cresswell, 2003). All data collected from the questionnaire were treated through Pearson Correlation analysis to check for significant correlation and Stepwise Multiple Regression analysis to test if they are linearly related to all three hypotheses developed as the independent variables. Finally, the researcher compared the analysis results with the theory available to conclude.

In that case, the results are described by the model, which is illustrated in the manner that

$$CBI = \beta_0 + \beta_1CA + \beta_2CE + \beta_3CM + e$$

Where by

CBI = Customer Buying Intention

β_0 = Constant factor

β_1CA = Celebrity attractiveness

β_2CE = Celebrity expertise

β_3CM = Celebrity match up

4. Results

Table 1

TABLES

Table1: Demographic characteristics of respondents

Variables	Frequencies	Percentages
Gender		
Male	261	58%
Female	189	42%
Total	450	100%
Age		
18-25	77	17%
26-35	95	21%
36-50	171	38%
50+	107	24%
Total	450	100%
Education		
Secondary Education	78	17%
Tertiary Education	252	56%
Postgraduate Level	130	27%
Total	450	100%
Occupation		
Students	117	26%
Professional	220	49%
Entrepreneurs	113	25%
Total	450	100%

SOURCE: Study findings 2022

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
 Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



The findings in Table 1 show the results on the profile of the respondents with gender; for instance, 58% of the participants were male, while 42% were female. The results imply that customers of the products are both male and female. Apart from that, the findings on the age of the respondents in the study indicate that 17% of the respondents were aged 18-25 years, 21% of the respondents were aged 26-35 years, 38% of the respondents were aged 36-50 years of age and 24% of respondents were aged above 50 years. This implies that customers in soft beverages are individuals with variations in age categories. The assertion is also acknowledged by Swallehe (2021), who suggests that customers in any business consist of individuals of all age categories, from the young generation to the aged individuals.

Furthermore, findings on respondents' education revealed that 18% had secondary education, 52% had tertiary education, and 30% had primary education. The results imply that consummate of different levels of education, including all the educated ones. Celebrity is also acknowledged by Aczel (2002), who states that customers in any business are individuals with different categories and levels of education, including none formally educated, since they all serve as customers. Furthermore, findings on the occupation of the respondents show that 26% of the respondents were students, 9% were professionals and 2% of the respondent entrepreneurs.

The relationship between celebrity endorsement and consumer buying intention is well performed using inferential analysis, including correlation and multiple regression. These variables were tested because three predicting variables were tested on customer buying intention, the dependent variable. The predicting variables identified include celebrity attractiveness, celebrity expertise, and celebrity match-up. In that case, a reliability test was performed first to determine the variables' consistency level for the current study. Table 2:-

Table 2

Table 2: Cronbach Alpha Test

consistency	Cronbach Alpha
Celebrity attractiveness	0.789
Celebrity expertise	0.842
Celebrity match up	0.825
Customer buying intention	0.757

Source: Field Data (2020)

Table 2 describes the reliability analysis results, showing that the study's variables are reliable with positive consistency. This is attributed to the alpha test's values of the coefficients that have exceeded the 0.7 requirements for reliability verification. This is acknowledged by Saunders et al. (2003) that the reliability of study variables is determined by the values of the Cronbach alpha test attaining 0.7 level and higher.

Inferential Analysis

This was performed to describe the relationship between celebrity endorsements, representing variables tested on consumer buying intention as the dependent variable. Therefore, the overall test of the predicting variables to the dependent variable is performed using a model summary test, with Table 3 illustrating the results.

Table3: Model Summary

Model	R	R squared	Adjusted R Square	Standard Error of Estimate	Change statistics			Durbin - Watson
					F	Sig.	Partial	
1	.756	.567	.549	43.853	.395	61.046	.000	1.571

Source: Field Data (2020)

Dependent Variable: Customer buying intention

Independent Variables: Celebrity attractiveness, Celebrity expertise, and Celebrity match-up.

The study’s findings in Table 3 describe the influence of all predicting variables on the dependent variable, verified through the outcome of the R² value. In that case, the results depict that customer buying intention through celebrity endorsement in Tanzania is influenced by celebrity attractiveness, expertise, and match-up by 56.7%. The remaining 43.3% implies that the influence is attributed to factors other than the predicting variables. On the other hand, the Durbin-Watson is 1.571, far higher than the threshold of 1, indicating that the sample for this particular study is adequate to draw a reasonable conclusion.

4.4.2 Correlation Anal

Correlation is performed to show the predicting variable, which possesses a more decisive influence than the dependent variable, with findings shown in Table 4.5:-

Table 4

Table 4: Correlation Analysis

	<i>Customer buying intention</i>	<i>Celebrity attractiveness</i>	<i>Celebrity expertise</i>	<i>Celebrity make up</i>
Customer buying intention	1.000			
Celebrity attractiveness	.509	1.000		
Celebrity expertise	.314	.016	1.000	
Celebrity match up	.248	.073	.002	1.000

Source: Field Data (2020)

Table 4. Describes findings on correlation analysis showing the highest correlation between celebrity attractiveness and celebrity expertise. Since that is the concern, celebrity attractiveness substantially influences the customer’s buying intention. The expert has a match-up of the celebrities. This implies that customer buying intention through celebrity endorsement is influenced mainly by celebrity attractiveness. Though the correlation is positive, the coefficient is small, meaning there is no multicollinearity.

Multiple Regressions

This is conducted to describe the influence of each predicting variable on the dependent variable and correct the multicollinearity problem. Hence, table 5 illustrates the findings.

Table 5

Table 5. Multiple Regression

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. error	Beta		
(constant)	-13.573	4.048		-1.361	.364
Celebrity attractiveness	2.263	.235	.572	expertise	.019
Celebrity expertise	1.957	.202	.544	12.263	.041
Celebrity match up	1.410	.171	.518	12.166	.037

Source: Field Data (2020)

The results in Table 5 show findings on multiple regression analysis, which reveal that all predicting variables are positive and possess a significant outcome on the customer buying intention ($p < 0.05$). The results imply that customer buying intention through celebrity endorsement is influenced positively by celebrity attractiveness, celebrity expertise, and celebrity match-up. Furthermore, with such an outcome, this study had no problem with multi-coloniality.

Discussion

The results show that celebrity endorsement positively influences customer buying intention since all predicting variables are positive, with a significant outcome on the dependent variable. The implication is that celebrity endorsement ultimately facilitates customer buying intention through celebrity endorsement, celebrity attractiveness, celebrity expertise, and celebrity makeup. This is also supported by Chen et al. (2022), who stated that stars have a considerable significance in facilitating the customers' intention to purchase soft drinks in Tanzania.

The level of attraction of the celebrity itself facilitates this nicely. Those possessing more considerable significance to the public and society are well utilized in the adverts they attract and influence significant buying intention on the products and services. Apart from that, Lee & Eastin (2021) suggest that some celebrities possess good attractiveness and expertise in several encounters, including advertising, in they become helpful in promoting the business brands to maximise the gains of both the entity and personnel, which automatically fosters the customers to buy the products, and or services provided.

This study provides exciting results to be discussed. All three hypotheses were accepted. Celebrity endorser attractiveness positively affects consumer recall in line with H1. People tend to recall advertisements with celebrities due to their elegance, classiness, notoriety, and beauty. Marketers usually choose beautiful stars to appear in product ads. In Tanzania's soft drinks sub-industry, the companies use well-known stars to promote the products. These stars are like role models to many customers, ultimately influencing their purchase intention of soft drinks. The findings reveal that what is taking place elsewhere, the country is not an Ireland. Celebrity endorser attractiveness does not significantly affect consumers' purchase intention, contradicting H2. The latter might be because the new society trusts some soft drink brands, not their celebrity endorser. People followed the ad to gaze at celebrities, not the promoted brands. Then, one might consider other factors to mediate that relationship, such as brand preference and Celebrity endorser credibility, which positively affect recall (in line with H3) and purchase intention (in

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
 Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



line with H4). The Tanzanian soft drinks sub-industry findings revealed further that the customers consider elements such as honesty, trustworthiness, and experience of the individual endorsers in their promotion. The celebrity endorser's fame and esteem incite the consumers' willingness to buy the promoted soft drink brands. Both local and overseas endorsers hugely dominate the markets. Her attractiveness and credibility positively influence ad recall. Purchasing intention is motivated mainly by the credibility of the celebrity endorser. It has been proven that various studies that were conducted previously and the recent one based on attitude and change indicated that the effectiveness and success of a celebrity endorsement depends on some vital determinant factors (see, for example, Aw & Labrecque 2020; Jin & Ryu, 2020; Mansour & Dia, 2016; Paul & Bhaker, 2018; Zhang & Huang, 2018).

The current study is consistent with the findings of previous studies in terms of the models used to explain the association between celebrity endorsement and customer purchase intention. In this regard, two models may be our research and reflect on celebrity endorsement's impact. These are the models of credibility and source attractiveness (McCracken, 2005; Khan, 2018). The goal of these models was to research communication. Nonetheless, some scholars have lately used them for celebrity endorsement to establish what makes a celebrity message convincing and practical (Hani et al., 2018). If a celebrity endorsement is employed in commercials, a brand match-up with the celebrity is a vital aspect without which the other factors may lose all their relevance. The attractiveness of the star is key in attracting customers to purchase a soft drink brand, but it cannot stand alone in this endeavor (Aw & Labrecque, 2020; Jin & Ryu, 2020; Helder et al., 2021; Tantawi & Sadeki, 2019). A more interesting finding from the current study is that even small and medium-sized enterprises (SMEs) utilize this marketing technique. These establishments are utilising the services celebrities offer on their social media platforms, such as Twitter, Instagram, and Facebook, to mention a few. The findings support previous works, for example, Bergkvist & Zhou (2016), Liu et al. (2019), and Chan & Zhang (2019).

Another thing to note from the findings is that Celebrity attractiveness is key in creating purchase intention among soft drinks customers. The variable seemed to have more weight in explaining the variance in the customer's purchase intention. The findings support the works of other researchers, such as Paul & Bhaker (2018), who found that celebrity attractiveness accounts for more variance than the other variables, such as celebrity expertise and match-up. The finding is not realizing that the other variables are not important. However, they do account for low weight when compared to celebrity attractiveness in explaining the variance in purchase intention of soft drinks in Tanzania.

5. Conclusion and policy implications

Celebrity endorsement is an effective and efficient strategy for ensuring consumer buying intention in business entities. It assures the generation of several gains to the business as the company, which guarantees growth and development. Since that is the case, the strategy needs to be calculative in assessing cost and benefit analysis and thorough assessment to ensure success in reaching the expected outcomes. It is undoubtedly a fact that once the strategy fails to attain the desired goal(s) and objective(s), it implies a severe loss to the business and or organization since the process is expensive and high cost. Therefore, measures must be bested to ensure the strategy is effective once employed.

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
 Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



In that regard, with the relevance of celebrity endorsement towards consumer buying intention for soft drinks, the study recommends that the strategy should only be employed at some times, not frequently. This strategy effectively captures the quick market on specific quick and fast encounters. Therefore, it is conducted strategically, focusing on short-term opportunities to maximize all the gains and enjoy super profit in relatively short encounters. Hence, it should be noted that the strategy is for something other than daily undertaking.

The study also recommends that essential cost and benefit analysis be thoroughly completed and not partially executed to ensure gain maximization and not loss. This is important because the strategy drains lots of resources from the company, providing gains for the company to benefit from huge profits.

5.1 Limitations and areas for further studies

The current study employed a cross-sectional design and collected data from customers of soft drinks in Tanzania. This study provides valuable insights regarding the effects of celebrity endorsement on consumer purchase intention.

However, our study has some limitations. One apparent end of our research is that it adopted a cross-sectional design using a semi-structured questionnaire to collect data from the respondents. The celebrity haunt is a dynamic process that differs significantly in its implementation from country to country and company to company. Hence, different conclusions may be reached when a longitudinal approach and other methodologies are used. Nonetheless, the benefits of deploying celebrity endorsement are various all over the country in all industries. Adopting the phenomenon should be guided by the research conducted; otherwise, the costs incurred would not be justified. Therefore, future studies should look at larger samples and use different methodologies from the one used in this study. Nevertheless, future studies should study the critical success factors for the practical application of celebrity endorsers for small and medium-sized organizations, especially in developing countries. Moreover, researchers should also investigate the determinants for adopting celebrity endorsement for organizations. It should be noted that the researchers' appetite to explore this area is almost nonexistent, as the findings we report in many of the studies are too old. Future researchers should try to create a balance between studying another area, such as social media marketing, with celebrity endorsements. The literature on celebrity endorsement looks flimsy and outdated, requiring researchers to investigate it from different angles. We should expect more studies from developing and emerging economies as the contextual issues are other. Having emerging celebrities regarded as heroes and role models in these societies would benefit society and organizations.

REFERENCES

- Aczel, A. D. (2002). *Entanglement: the greatest mystery in physics*. Raincoats Books.
- Agrawal, J., & Kamakura, W. A. (1995). The economic worth of celebrity endorsers: An event study analysis. *Journal of Marketing*, 59(3), 56-62.
- Arens, W.F., Schaefer, D.H., & Weigold, M.F., (2012). *M: Advertising*. New York. McGraw-Hill Irwin.
- Arens, W. F., Weigold, M.F., & Arens, C. (2010). *Contemporary Advertising*. New York. McGraw-Hill Irwin.
- Aw, E.C.X. & Labrecque, L.I. (2020). “Celebrity endorsement in social media contexts: understanding role of parasocial interactions and the need to belong”, *Journal of Consumer Marketing*, Vol. 37 No. 7, pp. 895-908.
- Badenhausen, K. (2013). *The world's highest-paid athletes 2013: Behind the numbers*.
- Bergkvist, L. & Zhou, K.Q. (2016), “Celebrity endorsements: a literature review and research agenda”, *International Journal of Advertising*, Vol. 35 No. 4, pp. 642-663.
- Bergkvist, L., Hjalmarson, H. & M€agi, A.W. (2016). “A new model of how celebrity endorsements work: attitude toward the endorsement as a mediator of celebrity source and endorsement effects”, *International Journal of Advertising*, Vol. 35 No. 2, pp. 171–184.
- Carrillat, F.A. and Ilicic, J. (2019). “The celebrity capital life cycle: a framework for future research directions on celebrity endorsement”, *Journal of Advertising*, Vol. 48 No. 1, pp. 61-71.
- Chan, K. & Zhang, T. (2019). “An exploratory study on perception of celebrity endorsement in public services advertising”, *International Review on Public and Nonprofit Marketing*, Vol. 16 No. 2, pp. 195–209.
- Chen, X., Li, W. & Joo, D. (2021). “Literary celebrity, tourists’ self-destination connection, and brand engagement: based on a marketing perspective of celebrity endorsement effects”, *Journal of Hospitality and Tourism Management*, Vol. 48, pp. 230–239.
- Chen, Y., Liu, M., Liu, Y., Chang, W.Y. & Yen, J. (2022). “The influence of trust and relationship commitment to vloggers on viewers’ purchase intention”, *Asia Pacific Journal of Marketing and Logistics*, Vol. 34 No. 2, pp. 249-267.
- Churchill, G.A. Jr., (1995). *Marketing research, methodological found Dryden the Dryden press*, G.edition, Newyork, USA
- Cooper, D. R. & Schindler, S., (2003). *Business research methods*, 8th Int. Ed., Boston: McGraw-Hill.
- Creswell, J.W., (2003). —*Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*l. Thousand Oaks, CA, Sage.

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



Erdogan, B.Z. and Baker, M.J. (2000). “Towards a practitioner-based model of selecting celebrity endorsers”, *International Journal of Advertising*, Vol. 19 No. 1, pp. 25–42.

Fraenkel, J. R., & Wallen, W. E. (2000). How to design and evaluate smaller firms educational research case”, *Journal of Strategic Marketing*, Vol. 21 No. 3, pp. 240–259.

Hani, S., Marwan, A., & Andre, A. (2018). The effect of celebrity endorsement on consumer behavior: Case of the Lebanese jewelry industry. *Arab Economic and Business Journal*, 13(2), 190-196.

Halder, D., Pradhan, D. & Chaudhuri, H.R. (2021). “Forty-five years of celebrity credibility and endorsement literature: review and learnings”, *Journal of Business Research*, Vol. 125, pp. 397–415.

Jin, S.V. and Ryu, E. (2020). “‘I will buy what she is # wearing’: the roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social Commerce”, *Journal of Retailing and Consumer Services*, Vol. 55, p. 102121

Kennedy, A., Baxter, S.M. & Kulczynski, A. (2021). “Promoting authenticity through celebrity brands”, *European Journal of Marketing*, Vol. 55 No. 7, pp. 2072-2099.

Khan, M. M. (2018). The effect of celebrity endorsement on consumer purchase intention—evidence from q mobile linq advertisement. *Pakistan Business Review*, 19(4), 1065–1082.

Kotler, P., Keller, K. L., & Manceau, D. (2016). *Marketing Management*, 15e édition. New Jersey: Pearson Education.

Kumar, R. and Tripathi, V. (2019). “Green advertising: Examining the role of celebrity’s credibility using SEM approach”, *Global Business Review*, Vol. 1, p. 20.

Lee, J.A. & Eastin, M.S. (2021). “Perceived authenticity of social media influencers: scale development and validation”, *Journal of Research in Interactive Marketing*. doi: 10.1108/JRIM-2-2020-0253.

Liu, Y. & Liu, M. (2019). “Celebrity poses and consumer attitudes in endorsement advertisements”, *Asia Pacific Journal of Marketing and Logistics*, Vol. 31 No. 4, pp. 1027-1041.

Liu, Y. & Liu, M. (2020). “Big star undercover: The reinforcing effect of diffluent Celebrity endorsers’ Faces on Consumer’s Brand Memory”, *Journal of Advertising*, Vol. 49 No. 2, pp. 185–194.

Liu, M., Huang, Y. and Jiang, M. (2007). “Relations among attractiveness of endorsers, match-up, and purchase intention in sports marketing in China”, *Journal of Consumer Marketing*, Vol. 24 No. 6, pp. 358-365.

McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of consumer research*, 16(3), 310–321.

McCracken, G. D. (2005). *Culture and consumption II: Markets, meaning, and brand management* (Vol. 2). Indiana University Press.

Mansour, I. H. F., & Diab, D. M. E. (2016). The relationship between celebrities' credibility and advertising effectiveness. *Journal of Islamic Marketing*.

Ohanian, R. (1991). "The Impact of Celebrity Spokespersons' Perceived Image on Consumers' Intention to Purchase," *Journal of Advertising Research* Vol. 31 Issue 1, pp46-54.

Okorie, C. I. (2018). Open and freemium music business models in Africa-copyright and competition consequences.

Osei-Frimpong, K., Donkor, G. & Owusu-Frimpong, N. (2019). "The impact of celebrity endorsement on consumer purchase intention: an emerging market perspective", *Journal of Marketing Theory and Practice*, Vol. 27 No. 1, pp. 103–121.

Paul, J. & Bhakar, S. (2018). "Does celebrity image congruence influence brand attitude and purchase intention?" *Journal of Promotion Management*, Vol. 24 No. 2, pp. 153–177.

Rai, S. & Sharma, A. (2013). Celebrity attributes and influence on consumer behaviour – A study of Shekhawati Region of Rajasthan *Pacific Business Review International*, 5 (11) pp. 57-64

Saunders, M., Thornhill, A. & Lewis, P. (2003). "Research Methods for Business Students," Sec

Saumendra, D., & Padhy, P. K. (2012). Brand perception by celebrity endorsement. *International Journal of Advanced Research in Management and Social Sciences*, Volume 1, (2), 79–93.

Tantawi, P. and Sadek, H. (2019). "The impact of celebrity endorsement in cause-related marketing campaigns on audiences' behavioral intentions: Egypt case", *International Review on Public and Nonprofit Marketing*, Vol. 16 No. 2, pp. 293–311.

Zhang, J. & Huang, L. (2018). "Loss or gain? The impact of Chinese local celebrity endorser scandal on the global market value of the endorsed brands", *Journal of Marketing Analytics*, Vol. 6 No. 1, pp. 27–39.

<p>Daniell Kabutey Ocansey (Author) <i>Daniel Kabutey Construction Works</i></p>	<p>INNOVATION MANAGEMENT IN DEVELOPING COUNTRIES – A CASE STUDY OF GHANA</p>
--	---

Abstract: Innovation management plays a pivotal role in fostering economic growth and sustainable development, particularly in developing countries. This paper presents a comprehensive case study of innovation management in the context of Ghana, a West African nation striving to accelerate its economic progress. The study investigates the key challenges and opportunities for innovation in Ghana, analyses the strategies and policies employed by the government and businesses to promote innovation, and assesses the impact of innovation on the country's socio-economic landscape. Through a meticulous examination of Ghana's innovation ecosystem, this paper offers valuable insights into the unique dynamics of innovation management in a developing country, shedding light on the path to enhanced competitiveness and sustainable development.

Keywords: Innovation management, developing countries, Ghana, economic growth, sustainability, government policies, business strategies.

Introduction: In today's globalized and interconnected world, innovation management has emerged as a critical driver of economic growth and competitiveness. For developing countries, the ability to innovate is instrumental in overcoming developmental challenges and achieving sustainable progress. This paper delves into the realm of innovation management in the specific context of Ghana, a nation with a burgeoning economy in West Africa. Ghana represents an intriguing case study, exemplifying the complex dynamics and opportunities associated with innovation in developing nations.

Body: 1. Challenges and Opportunities for Innovation in Ghana

1.1 Infrastructure and Education: A key challenge faced by Ghana in its pursuit of innovation is the need for improved infrastructure and educational systems. Insufficient access to reliable power, internet connectivity, and quality education can hinder the capacity for innovation among both individuals and businesses.

1.2 Resource Constraints: Resource limitations, including financial constraints and limited research and development (R&D) investment, pose significant barriers to innovation. This necessitates creative approaches to leverage existing resources effectively.

1.3 Market Dynamics: Understanding the specific needs and preferences of Ghana's diverse consumer base is vital for successful innovation. Local market dynamics can be complex and must be navigated adeptly.

1.4 Access to Technology: Ensuring access to cutting-edge technology and knowledge transfer is essential. Collaborations with international partners and organizations can facilitate technology transfer.

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
 Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



1.5 Regulatory Environment: The regulatory environment in Ghana can impact innovation efforts. Streamlining bureaucracy and providing incentives for innovation is crucial.

2. Government Policies and Strategies

2.1 Innovation Policies: Ghana has introduced several innovation policies and initiatives, including the National Innovation and Science Agenda (NISA) and the Technology and Innovation Support Centres (TISCs). These aim to support research, development, and innovation activities.

2.2 Investment in Education: The government has also focused on improving education, with an emphasis on science, technology, engineering, and mathematics (STEM) disciplines to build a skilled workforce capable of driving innovation.

2.3 Fostering Entrepreneurship: Entrepreneurship programs and business incubators have been established to nurture startups and small enterprises, creating a conducive environment for innovation.

3. Business Strategies for Innovation

3.1 Research and Development: Some Ghanaian businesses have started investing in R&D activities to enhance their product offerings and remain competitive in the market.

3.2 Collaboration: Partnerships with international corporations and research institutions have been formed to access expertise and resources.

3.3 Market-Driven Innovation: Businesses are increasingly recognizing the importance of understanding local consumer preferences and tailoring their products and services accordingly.

4. Impact of Innovation on Socio-Economic Landscape

4.1 Economic Growth: The innovation-driven initiatives in Ghana have contributed to steady economic growth, attracting foreign investments and fostering entrepreneurship.

4.2 Job Creation: As innovation-driven industries expand, they create employment opportunities, particularly for the youth, addressing a critical socio-economic issue.

4.3 Improved Quality of Life: Innovation has led to improvements in healthcare, agriculture, and other sectors, positively impacting the overall quality of life in Ghana.

Method: This research employs a qualitative case study methodology, utilizing data collected from government reports, academic literature, interviews with key stakeholders, and field observations. The study period spans from 2010 to 2023, allowing for a comprehensive analysis of Ghana's innovation landscape over the past decade.

Global Conference Alliance Inc.

422 Richards Street, Unit 170, Vancouver, British Columbia, Canada V6B2Z4
Cell: +1 (778) 257-5225 | Email: contact@globalconference.ca | Visit: www.globalconference.ca



Conclusion: Innovation management in developing countries like Ghana is a multifaceted endeavor, characterized by unique challenges and opportunities. While resource constraints and infrastructure gaps exist, Ghana has made notable strides in fostering innovation through government policies and business strategies. The impact of these efforts is evident in the country's economic growth, job creation, and improved quality of life. However, continued investment in infrastructure, education, and a supportive regulatory environment is essential for Ghana to realize its full innovation potential. This case study serves as a valuable reference for policymakers, businesses, and researchers interested in understanding and promoting innovation in developing countries.

Keywords: Innovation management, developing countries, Ghana, economic growth, sustainability, government policies, business strategies.

References: Chesbrough, H. W. (2003). *Open Innovation: The New Imperative for Creating and Profiting from Technology*. Harvard Business Press.

UNCTAD. (2020). World Investment Report 2020: International Production Beyond the Pandemic. United Nations Conference on Trade and Development.

Asante-Darko, D., Agyapong, D., & Baffour-Awuah, R. (2019). Innovation in Developing Countries: Evidence from Firms in Ghana. *Journal of Innovation & Knowledge*, 4(3), 156-164.

Amoako-Gyampah, K., & Acquah, M. (2008). Manufacturing strategy, competitive strategy and firm performance: An empirical study in a developing economy environment. *International Journal of Production Economics*, 111(2), 575-592.

Lall, S. (1992). Technological capabilities and industrialization. *World Development*, 20(2), 165-186.