DIGITAL MARKETING AND PERFORMANCE OF FIRMS IN TANZANIA

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A Dissertation Submitted for Fulfillment of the Requirements for the Degree of Masters of Science in Business Administration in Corporate Management (MBA-CM) of Mzumbe University.

December, 2020
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We, the undersigned, certify that we have read and hereby recommended for acceptance by the Mzumbe University, a dissertation/ thesis entitled “Digital marketing and performance of firms in Tanzania.” in partial fulfillment of the requirements for award of the Degree of Masters of Science in Business administration of Mzumbe University.

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ACKNOWLEDGEMENT

I am so grateful to my committed supervisor Nsubili Isiaga for being a wise and dedicated advisor for the whole time of this dissertation; she has been too humble as a dear friend and comrade. I am particularly indebted to her support for assisting me to survey some management theories necessary for refining my conceptualization.

I am eternally grateful to Mr. Kimume for guidance on research issues. He has always encouraged me and consistently demonstrated an investment in my development as a scholar. Moreover, I would like to thank my friends and classmates for their support and the great times we shared.

Finally, of course, none of what I have achieved would have been possible without my dear family for loving and helping me grow more comfortable during the whole period of my studies. I am so grateful for the encouragement and support throughout the whole period of my studies and life.
DEDICATION

I would like to dedicate this study to my lovely family for their support and encouragement while fulfilling their responsibilities and obligations at the same time.
<table>
<thead>
<tr>
<th>Abbreviation</th>
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<tr>
<td>Anova</td>
<td>Analysis of variance</td>
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<tr>
<td>CRM</td>
<td>Customer relationship management.</td>
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<tr>
<td>DOI</td>
<td>Digital object identifier</td>
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<tr>
<td>ERP</td>
<td>Enterprise resources planning</td>
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<tr>
<td>ECRM</td>
<td>Electronic customer relationship management</td>
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<tr>
<td>FTP</td>
<td>File transfer protocol</td>
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<tr>
<td>ICT</td>
<td>Information and communication technology</td>
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<td>IT</td>
<td>Information technology</td>
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<td>SMES</td>
<td>Small and medium sized enterprises</td>
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<td>TCRA</td>
<td>Tanzania communications regulatory authority.</td>
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ABSTRACT

Digital marketing is one of the strategies used by firms for marketing communication and product promotion. Digital marketing contributes to marketing by connecting with clients and leads to creating new business opportunities. Digital marketing creates prospects for firms to interconnect and engage their target clients more efficiently and effectively. Nevertheless, the prospects of this tool have remained unexploited. The purpose of this research was to determine the extent of adoption of digital marketing and its influence on the performance of SMEs in Tanzania. Qualitative and quantitative approaches of research were conducted using semi-structured interviews based on the research objectives; to identify the digital marketing techniques employed by SMEs, to determine the influence of digital marketing techniques on a firm’s revenue performance and to identify the challenges of adopting digital marketing techniques in firms operations. The identification of the digital marketing techniques employed by the SMEs helps to understand how the firms use digital marketing. Most of the respondents agreed to employ the use of social media like Facebook, Instagram and YouTube, marketing website like trip advisor and booking.com and mobile applications (sms) and corporate website to help firms to create awareness in their target market about their services and products. The study also helps to understand the digital marketing influence on the firm revenue performance. The intention of the study was to show the relationship between the firms employs digital marketing techniques and its revenue status, either the revenue increase, remain the same or decline. Most of the respondent agreed that firm revenue increase after employs digital marketing techniques, while some percent of the respondent say it’s revenue remain the same and minor percent of respondents argue their revenue decrease after start employ digital marketing techniques. Some Internal and external factors contribute to this revenue status to particular firm. Identification of the challenges of adopting digital marketing techniques in a firm's operations shows the merits of the digital marketing techniques, on the other side it has demerits on the ways to apply it to the firms. Human resources, time devotion are some challenges firms face during adoption of the digital marketing techniques on operations.
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CHAPTER ONE

INTRODUCTION

1.1 Introduction
This chapter presents the general introduction of the study. The chapter began with the background of the study, whereas it shows the evolution of digital marketing, the objective of the study and limitations of the study.

1.2 Background of the study
Digital marketing is the process of marketing products or services through the internet. When you say internet it means the combination of all digital platforms like social networks and media like facebook, Instagram, you tube, mobile (sms,mms) systems and online radios and television channels. The development of this technology in 1990s and 2000s as lead change the way firms, brands and business use the technology for marketing.

Due to the dynamic change in business activities, firms are forced to adopt the new technologies particular digital marketing techniques in order to marketing their products and services and enable them to stay in the stiff business competition. In 1971, Ray Tomlinson sent his first email in which his technology enable people to start to send and receiving electronic files through machines. The development of database systems in 1980s enable companies to have enough space to store customers information that enable them to track customer information more effectively and transforming the relationship between buyer and seller. However the more recognizable period as being the start of digital marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites.

In 1990s, the terms digital marketing was first coined, with the debut of server/client architectures and the popularity of personal computers, the customer relationship management became the significant part of the marketing technology. Fierce
competition forced vendors to include more services in to their software’s, for example marketing, sales and services applications.

During the 2000s, with increasingly more internet customers and the introduction of the cell phones, clients began looking through items and settling on choices about their needs online first, rather than counselling a salesman which made another issue for the promoting division of the organization.

The idea of advertising computerization brought up in 2007 to take care of the above issue. Firms were empower to address and procedure clients data to settle on choices on clients segmentation, dispatch a multichannel advertising campaigns and give specific data's to every client segment.. Be that as it may, the speed of its versatility to buyer gadgets was sufficient. It was at this era where the customers feedbacks and comments become important to the business, it was like changing of the reception desk from being normal to online one where customers can get all information and others quires through online without reaching to the office customer desk.

The improvement of different gadgets fit for getting to web in 2010s and the market mechanization innovations results to stable, reliable and relevant advanced advertising methods. Statics delivered in 2012 and 2013 indicated that advanced advertising was all the while developing, with the improvement of web based life in 2000s, for example, Facebook, twitter, connected and Instagram customers turned out to be profoundly subject to computerized electronic in day by day lives. Therefore, they expected a consistent client experience across various channels for looking through items data. The difference in client practices improved the enhancement of promoting innovation.

Computerized media development was assessed at 4.5 trillion online adverstiment served yearly with advanced media spend at 48% development in 2010

Various methods of the computerized showcasing strategies can be received by firms to help in the advertising efforts. Firms can mark items and benefits and give online client care 27/4 to make clients feels esteemed and upheld using computerized
advertising in this E-business Era. Web-based social networking interactions, emails, search motors empower firms to get clients criticisms both negative and positive just as to decide the connection between the idea of the business the firm direct and a decent computerized advertising procedures to adopt. it is presently regular for buyers to post inputs online through internet based life sources, web journals and site on their involvement in an item or brand.

Promoting is the anxious, changing and dynamic business movement. The job of showcasing itself has changed drastically because of different emergencies materials and vitality lack, swelling, monetary downturns, high joblessness, passing on businesses, biting the dust organizations, psychological warfare and war, and impacts because of fast mechanical changes in specific ventures. Such changes, including the web, have constrained the present advertising administrators to turn out to be progressively attractive driven in their key dynamic, requiring a formalized methods for getting precise and auspicious data about clients, items, and the commercial center and the general condition.

Computerized promoting includes the use of the web to market and sell merchandise and ventures. Web advertising uses the intensity of electronic trade to sell and market items. Electronic promoted alludes to any market on the web. The electronic business bolsters the selling, purchasing, exchanging of items or administrations over the web.

In Tanzania, digital marketing began to be effective from 2005, as social media platforms like Facebook start to get more users is when firms start to change the focus of the marketing to digital to get customers and create more awareness of their brand. The expansion of the internet services from urban to rural areas through mobile services companies and the rise of cheap smartphones and tablets make it easy for customers to be able to get internet services which are the key platforms in digital marketing. Establishment of the legal and regulatory institutes like TCRA by the government made it safe and easy for SMEs to adopt the digital marketing techniques in their operations.


**Digital marketing tools**

As a result of globalization, brands have come to terms with the fact that they need to deliver products and services that are tailored to individual interests and preferences. The provision of services is thus influenced by behaviour, context and device. Real time personalization has become a defining marketing strategy. Besides, marketers are turning large data into smart data so that it becomes more appealing to consumers. Firms that have become ambitious in building intelligent customer profiles using web and mail have become more competitive. In the midst of competition, firms have created profiles that are attractive to particular segments of customers who can afford property.

It has become evident that consumers of property desire attractive information and would avoid web pages that offer too much information that is irrelevant. Investors therefore seek to construct catchy ads that can be sent to personal mobile devices in order to inform investment decisions. The digital market seeks to capitalize on consumer behavior. In most cases, market research often guides the way marketers approach potential consumers.

To avoid wastage of resources, marketers time and again target a particular market segment that has the resources to invest in real estate. Attractive investment packages that are geared towards the needs of different income earners helps consumers to arrange their income to suit their particular investments. Through the digital platform, investors can make payments online and access property of their choice within a short time.

Dejan (2010) described E-marketing as a subset of e-business that utilizes electronic medium to perform advancing activities and achieve needed publicizing goals for an association. E-showcasing, savvy promoting and adaptable promoting for example, are generally kinds of e-publicizing. E-advancing is in any case called web displaying, electronic publicizing, web publicizing or web advancing. It is portrayed as the promoting of things and organizations over the web. E-advancing is seen as
wide in scope since it suggests promoting on the net, yet also joins displaying done by methods for email and remote media. Propelled customer data and electronic customer relationship the officials (ECRM) structures are furthermore as often as possible assembled under web promoting.

The electronic-promoting stage offers organizations a chance to arrive at countless individuals, for models in sub-Saharan Africa; there are 450 million portable endorsers and at any rate 200 million web clients (Business Daily, Tuesday July 27th 2010).

It was of pivotal significance to decide if the stage could prompted the connection between firm advanced advertising procedure utilized and the income status in their market in Tanzania. Electronic promoting can be characterized as the utilization of Internet and related computerized innovations to accomplish showcasing targets and bolster the cutting edge showcasing idea (Wilson, 2012).

These advancements incorporate the Internet media and other computerized media, for example, remote portable media, link and satellite. Practically speaking, e-showcasing will incorporate the utilization of an organization site related to online limited time procedures, for example, web indexes, pennant promoting, direct email and connections or administrations from other sites to get new clients and offer types of assistance to existing clients that help build up the client relationship.

Concurring Smith (2009), E-marketing as indicated by them alludes to conveyance of the showcasing destinations through the Internet, intuitive advanced TV and portable promoting along with other innovation approaches, for example, database showcasing and electronic client relationship the board (CRM) (Wilson, 2012). Electronic publiciziing (e-advancing) similarly called online exhibiting or modernized displaying has been here some time and has encountered a catalyst headway as new developments are made in applications, propelled gadgets, etc (Venkatesh and Davis, 2007).
Kinds of e-advertising fuse; email advancing, show publicizing, web based life advancing, online business regions, etc. To furthermore explain e-promoting, it's fundamental to describe and fathom its sections. Web advancing as delineated above is the exhibiting of things and organizations over the web. On the other hand, instinctive promoting is 'the ability to address an individual and the ability to aggregate and review the response of that particular, inciting the ability to address the individual or all the more with the end goal that evaluates her stand-out response' (Deighton, 2010).

Wireless publicizing insinuates control elevating to customers by methods for cell phone. This business content fuses publicizing another thing, information about an arrangement, information about a thing and organizations, bargains progression and different business works out. It is moreover basic to observe that mobile phones can get to the web making them incredibly adaptable mediums. Where PC speed and limit twofold at regular intervals, the web appears to twofold in limit every multi week (Mack, 2007).

The degree of the utilization of the web for showcasing is developing at such a rate it is hard to nail it down. A review of U.S. online families found that 47% included made online deals inside the past a half year (Abrahamson, 2007) and U.S. purchasers spent at any rate $2.3 billion over the web during the 2008 Christmas season alone (Mack, 2007). The all out 2008 internet business is assessed to have reached $102 billion (Abrahamson, 2007). With this much buys action online it isn't astonishing that the assessed number of Fortune 500 associations with a Web nearness improved in 2006 from 175 to 400 (Bush et al, 2007).

The degree of internet advertising even incorporates those associated with conventional promoting regions, as roughly 88 percent of all distributers are currently taking membership orders through the internet (Harvey, 2009). For the most part there are barely any regions of western culture that have not been influenced by web showcasing. There is certainly cash to be made particularly for the
organizations doing the promoting. In 2008, internet promoting, produced incomes of $1.92 billion, contrasted with $1.58 billion created by customary open air publicizing (Abrahamson, 2007).

Advanced promoting instruments can likewise make competitive, explicitly with respect to the way that customers will lean toward those organizations that have gotten imaginative. Without such apparatuses, an impression will be made to customers that the firm isn't anxious to adjust to change. In this way, a land financial specialist who utilizes computerized showcasing devices will make a part of productivity inside the eyes of potential customers, hence increasing an upper hand. More youthful and well informed customers must be pulled in to land financial specialists who have received advanced stages. This implies staying feasible later on requests the utilization of advanced stages to make a specialty.

1.3 Problem statement

Digital marketing is the new way of doing market to create awareness of the product, services or brand to consumers which can result in some firms in Tanzania to increase their revenue through sales.

If the firms in Tanzania put much effort into creating a marketing department with an emphasis on the digital marketing unit, it will benefit them as it is easier to reach consumers of today's generation who mainly depend on internet information like social networks at a lower cost compared to a physical advertisement. By doing so, firms will be able to increase revenue through sales and get interact with their customers that can help to understand what the real market wants through feedbacks. Customers will be happy to see their feedbacks are taken into considerations by seeing changes in products and services they bought from the firms and firms will be getting the advantages of retaining their customers and increase the revenues through more sales.
However, in reality, the current situation of Tanzania firms right now does not either take note of the change of market strategies or are unable to cope with it. Many Tanzania firms are still waiting for customers to go to their place to do business while few are taking advantage of this and adopt digital marketing strategies and dominating the market, while the formers business are crying for the decrease in revenue due to decrease in sales the current business is in the flying mood by increases their revenue through sales by creating awareness of their products and services to the customer.

For any firm in Tanzania to grow and create awareness for customers, it should adopt digital marketing strategies for them to increase their revenues through their sales.

1.4 Objectives of the study
1.4.1 General objective
The general objective of this study is the adoption of digital marketing in Tanzania firms to increase financial gains through online sales.

1.4.2 Specific objectives
   a) To identify the digital marketing techniques employed by SMEs
   b) To determine the influence of digital marketing in the firm’s revenue performance.
   c) To identify the challenges of adopting digital marketing techniques in the firm’s operation.

1.5 Research questions
   a) What are the digital marketing techniques used by the SMEs?
   b) What is the influence of digital marketing techniques on the firm’s revenue performance?
   c) What are the challenges facing SMEs when adopting digital marketing techniques?
1.6 Significance of the problem

The most interesting aftereffects of the innovation blast and simple access to it by purchasers are the interruption of the market and the advertising rehearses. The clients today are an enabled client and in charge of the intelligent online media, substance and correspondence process. The intensity of the conventional showcasing devices and correspondence is lessening and the client has a little trust in the corporate message and brand.

Innovation is dynamic the setting of promoting practice: advertisers are progressively compelled to work in a mind boggling and changing existence where they don't have full control of the media and the message. Client's conduct is likewise changing, the client is losing trust and turns out to be significantly more basic, keen, all around educated and proactive than any time in recent memory. New information, new aptitudes, and new methodologies are required by today and future advertisers not just for understanding the changing in innovation that empowered the showcasing condition yet additionally for fathoming and speaking with the new client. The advertising turns out to be progressively advanced and nonstop mechanical improvements present advertisers with new difficulties and openings versatile promoting, web of things, investigation.

Enormous information, 3D printing, distributed computing, man-made reasoning, customer neuroscience is probably the most fascinating and testing spaces where future advertisers are relied upon to work and convey. With the ultra-quick improvement of advanced innovation and web-based social networking, it is a tremendous test to monitor those turns of events and to utilize them beneficially.

1.7 Limitation of the study

Digital marketing is a wider subject comprises of any kind of platform, to use it is depending on the nature of the firm, kind of market target and vision and mission of the company.
It is difficult to discuss or conduct digital marketing in general, it is better to conduct specific kinds of the firm because of the nature of the business and the kind of market targeting.

It is difficult for some nature of firm business to relate directly between digital marketing and revenue of the firm, example, bank can promote their services on electronic to get customers; people get loans and open accounts, but when the analysis on revenue through interest rate for loans is difficult to show the relationship between the customers came to get loans and the revenue generated from those loans. Technology changes over time, when people prepare to adopt some kind of technology to adopt digital marketing on their firms, they will find out another version of the platform or technology which is more competitive than they adopted.

1.8 Organization of the study
This report has five chapters, whereas the first chapter of the study presents the general introduction of the study. It shows the evolution of digital marketing and its incompletion to the firm’s revenue in different parts of the world. Also chapter one shows the problem statement, objective of the study, limitation of the study and the significance of the study.

The second chapter of this study is based on literature reviews whereas it shows various concepts from various secondary sources related to digital marketing and firms’ revenue, which help to increase the knowledge and understand more about digital marketing.

The third chapter of this study is based on the research methodologies of the study, whereas a different kind of methods which were applied in this study was identified and the reasons for their choice have been mentioned. The fourth chapter introduces the findings and it has exhibited the discourse of the study by looking at what was found by past studies in connection with this study. The last chapter has exhibited a summary of the findings, conclusion, recommendations, and areas of further investigations.
CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction
This chapter presents a literature review of the study. The chapter shows different concepts and theories from various secondary sources of data about digital marketing and how it related to the problem study. It includes reviews on the theoretical perspectives, digital marketing, digital marketing platforms and strategies, motivation to use digital marketing and organization performance.

2.2 Theoretical perspectives.
2.2.1 Diffusion of innovation theory
The diffusion of innovation by Rodgers (1983), explains how, why and the rate at which improvement is recognized. DOI sees headway to be traveled through explicit systems using certain channels (Rodgers, 1995). The people from the overall population are openly connected with the spread technique which follows a run of the mill method of care, impact, picking, realizing and certifying the delayed consequence of the headway. This model shows that the apportionment of advancement takes a run of the mill scattering twist after some time.

The apportionment strategy as demonstrated by DOI hypothesis is divided into 5 stages including; pioneers, early adopters, early lion's offer, late larger part and slumps with the pioneers being the first to modify and ease back jabs being last to get. At the affiliation level, the choice technique is influenced by the mindset of the pioneer towards change, the inward structure of the affiliation and system responsiveness (Rodgers, 1995). Development, affiliation, and condition sway the allotment and execution of headway at the firm level (Tornatzky and Fleischer, 1990) and it is as per DOI which stresses both internal and outside qualities of a firm as segments influencing inventiveness in affiliations (Oliveira &Martin, 2011).
2.2.2 Technology acceptance model

As showed by Davis (1989), the advancement affirmation model clarifies how customers consent and use development. The model suggests that customers consider the evident support and saw comfort in picking how and when to use new advancement. Seen handiness is described as how much an individual acknowledged that using a particular system overhauls their action quality and yield while saw accommodation is how much an individual acknowledges that using a particular structure would be freed from effort (Davis, 1989).

The speculation accumulates that customers change in accordance with advancement as long as it can play out the activity waiting be done reasonably and successfully. The insufficiency of TAM is that it doesn't think about the issues of cost, fundamental objective and characteristic effect that powers customers to grasp the development. Park (2009) insists that TAM is an important theoretical model in helping with perception and explain lead objectives in development use.

2.2.3 The unified theory of acceptance and use of technology

The Unified Theory of Acceptance and Use of Technology (Venkatesh, Moris, Davis and Davis 2003), suggests that in getting advancement, the customers are guided by execution and effort expectations. As showed by this theory allotment of headway is influenced by four key segments, to be explicit; effort expectation, execution trust, social effect and empowering conditions. Alawadhi and Morris (2008) did an examination using UTAUT and contemplated that introduction and effort expectations, peer sway choose social desires. In accepting new advancement, customers consider and review various components accessible to them, for instance, costs of choice and use (Venkatesh et al, 2005).

2.2.4 Digital Marketing

Digital promoting can be added as the utilization of computerized advances that structure channels to advertise and accomplish business goals by accomplishing and outperforming customers' needs more than the contenders. The term computerized
showcasing, e-promoting and web advertising can be utilized reciprocally. Advanced showcasing is established on the mainstays of instantaneousness, personalization, cooperation, and importance of the messages (Rowley, 2011).

2.2.5 Motivation to advanced promoting

The simplicity of interfacing business to business and individuals to individuals has been streamlined by the approach of innovation and computerized stages. New innovation should be embraced for it to affect the proposed clients. Reception as indicated by (Hall and Khan, 2002), implies the choice of utilizing or acquiring utilization of an idea or an item while Rogers (1995), characterized selection as utilizing another thought as the best game-plan accessible.

Reception is, in this way, a purposeful choice to utilize another model, things or endless supply of the overarching circumstance. The appropriation of ICT in the horticultural segment has been low in contrast with different divisions (Teye et al, 2012). The choice and appropriation of innovation are impacted by cost, equipment stages, and usefulness. The simplicity of framework support, updates, and establishment of new modules are critical to the usefulness factors in innovation selection. Sabuhoru and Wunisch (2003), examined the utilization of PCs and the web in Canadian homesteads and discovered that the idea of firm activities was the main consideration impacting PC and web use. Smith, Richard, Kemeys, and Catherine (2004) did a comparative report in the Great Plains district of the US and built up that PC instruction had the best impact on PC and web use by ranchers. Hoag, Ascough, and Frasier (1999) discovered that firm size and deals yield affect PC and web use by ranchers. This examination is in accordance with (Smith et al, 2004), that built up a positive relationship between's firm gross deals and selection of innovation.

In the Dutch plant part apparent advantages are the significant drivers of innovation selection and low similarity with the organizations' qualities as the significant impediment in receiving the innovation. Herath, Zoysa, and Karunananda (2004) distinguished the need to pick up information, gain worldwide market data, higher
benefits, and improvement of the creation forms as a portion of the significant drivers of ICTs appropriation in Srilanka’s horticulture firms. The Srilanka bloom ranchers are in this manner spurred to receive computerized promoting by a decrease underway expenses and upgrade of their gainfulness. Albeit a few investigates bring up the expense of ICTs arrangement and powerlessness to evaluate ICT benefits as the fundamental hindrance of innovation appropriation, there is accord among numerous specialists that gainfulness is a component of cost which can be improved through the selection of ICTs (Maumbe and Okello, 2010). Taragola and Gelb (2011) additionally note that various variables drive ICTs reception in the Kenyan floricultural firms and that informed ranchers can look for new markets and subsequently bound to embrace ICT innovation. It tends to be added that numerous analysts concur that drivers of ICTs selection are either or the entirety of the elements, for example, specialized, practical, vital, and financial variables.

2.2.6 Digital Marketing Platforms and Strategies

Computerized Platform is a lot of segments utilized in like manner by a few partners and whose usefulness can be upheld by outsiders. Stages are the fundamental structure obstructs whereupon a system of firms creates reciprocal item innovations and administrations (Gawer, 2009). Parker and Alstyne (2011) included that computerized stages are described by arrange impacts, and incorporate Desktops, PDAs, organize Switches, Multimedia, and cell phones like cell phones and ERP frameworks to interface the interest side to the flexibly side of organizations. Computerized promoting is portrayed by different procedures which all work electronically. Web based publicizing is an exceptionally noteworthy part of advanced promoting through which organizations pass on messages about their items or administrations (Ryan and Jones, 2009).

Long range interpersonal communication destinations, for example, Twitter, LinkedIn, Myspace and Facebook have end up being well known online exercises to time spent (Nielsen, 2010). As indicated by Pradiptarini (2011), Facebook is the most well-known web based life webpage followed by Twitter, LinkedIn, MySpace and YouTube in prominence. Online life, which are client produced correspondence
speaks to a far reaching wellspring of data (Michaelidou, 2011) and makes engaged customers who are more affected by different customers than by notices (Leeflang et al., 2014).

Online networking has changed the systems and apparatuses firms use to impart, stressing that data control lies with the customers as opposed to the dealer (Mangold and Faulds, 2009). Web based life additionally creates a mind blowing increment in customer bits of knowledge, incorporating how they interrelate with one another and the items and administrations they expend. The far reaching acknowledgment of advanced promoting rehearses has enormously added to the personalization of showcasing where business substances continuously interface with singular customers and clients and picking up criticism on a coordinated premise. Online life has, in this manner, become critical as a methods for web promoting given its more extensive appropriation.

The adequacy of online networking promoting is profoundly emotional to content quality; association; and mix with different media stages (Pradiptarini, 2011) and there are blended signs of relationship between's an organization's web-based social networking action and its exhibitions. Through online networking stages, organizations can advance occasions concerning their items and administrations, run advancements and investigate new chances to expand mindfulness and perceivability of their image and offer data with their customers.

Versatile application for advertising infers the utilization of compact media as a methods for showcasing correspondences (Bauer, Barnes, Reichardt and Neumann 2005). Portable applications offer a few systems to arrive at clients through different methodologies extending from short informing administrations, pictures, recordings and mixed media informing administration to the versatile web with short informing being the most mainstream and profoundly successful for producing brand mindfulness. Portable applications are intended for brisk informing and are utilized for updates, updates, and affirmations. The exceptional achievement of SMS is
credited to its key highlights, for example, usability, minimal effort, message sending capacity, and unpretentious nature (Doyle, 2011).

Locales produce better methodologies for correspondence, joint effort and substance sharing (Enders, Denker, Hungenberg and Mauch 2008). Most affiliations have locales that describe their inside business practices and ordering the things and organizations they offer. In any case, the different locales on the web make it attempting to promote things on the destinations and thusly SEO approach is extensively used to improve the detectable quality and therefore the volume and nature of traffic to an organization's webpage (Khraim 2015).

Firms with higher rankings for their locales appear at the most noteworthy purpose of the question thing page, and even more as frequently as could reasonably be expected, the more imperative the likelihood that potential customers will visit these goals. Site advancement bases on picture search, neighborhood search, video search, news search, and industry-express vertical requests.

Site improvement gives a collection of procedures, including growing joins from various locales to the organization's site pages, modifying the substance of the site and revamping substance of an association's site. The ampleness of a basic site in attracting visitors is improved by significant activities like relational association works out, visit fulfillment of the site and the development of assistant destinations associated with it (Khraim 2015). Email is one of the invigorating inventive frameworks, empowering instinctive advancing.

Kinnard (2000) describes email exhibiting as the show of passing on publicizing correspondence to recipients who basically interest for it while Roberts and Berger (1999) portray email advancing as information focussed social promoting practice that occurs in a setting of obligation regarding the security of the customers. These definitions show an undeniable complexity between approval based, focused email exhibiting and unconstrained, and untargeted mass mailings.
Email Marketing incorporates transmitting thing information by methods for email to existing and potential customers. It incorporates the usage of email to send advertisements and sales for bargains while building trust and reliability with current customers to help reiterate business and besides getting new customers. Email advancing is a kind of quick and astute exhibiting strategy which is used in picking up and holding customers (Tapp, 2000).

Email publicizing is seen as a monetarily canny most cherished strategy for correspondence for certain people and can be revamped for each recipient. It grants straightforward participation, it is conspicuous and its assets expeditiously evaluated. Execution of email exhibiting is improved by searching for the clients' agree to be reached by the publicist at whatever point through messages (MacPherson, 2001)

2.2.7 Social media and firm’s revenue performance
Online life has seen an incredible grasp worldwide and organizations can exploit the framework and associations that can be gotten from it. The use of electronic long range informal communication doesn't require overpowering hypothesis, since making on the web association profiles on relational connection goals is free. It is of most extraordinary hugeness to appreciate the way that different associations and monetary plans need assorted online life techniques. An association having a low spending arrangement can't remain to have accounts and notices showed wherever on the framework. Business people need to appreciate that SMM requires resilience. A blog or a Facebook account can't attract countless visitors consistently in just a couple of months.

SMM actually helps people with showing up at their expected intrigue bunch speedier than a notice set near the interstate, anyway the range can't be procured at the speed of sound. Having a business on long range casual correspondence regions is a straightforward and fundamental way to deal with pass on and confer things to a concentrated on swarm (Evans, 2008).
Trusov et al. (2009) express that electronic life gadgets, for instance, talk rooms, web diaries, and long range relational correspondence goals for instance Facebook, Twitter, LinkedIn, have given sponsors capable strategies for showing up at their planned intrigue gatherings. As demonstrated by Castro Novo and Huang (2012), devices should be picked reliant on the online informal communication penchants for individuals and the examples in the given market. Casual people group are a bit of customers' regular daily existences, and thusly the blend of these gadgets can assemble fight feasibility. Online life instruments can be gotten to from phones through compact applications and flexible upgraded destinations.

Media increase, feature globalization and the improvement of the new time of information and correspondence development the web being commonly recognizable of them are changing the market rules and market dynamic by incapacitating the corporate genuine position (poter,2001) while giving individuals various new chances and empowerment(christpher,1989;Rha et al,2002;Bush,2004,urban,2005) Internet life made clients progressively modern and assist them with growing new strategies in looking, assessing, picking and purchasing merchandise and enterprises. Ongoing exploration uncovers new clients conduct pattern established in internet based life use

2.2.8 Mobile telephone showcasing and company's income execution.

As per Miller et al. (2013), portable showcasing, alongside web based advertising and social promoting is a piece of the advanced advertising area. It advances merchandise, organizations, and musings by outfitting customers with modified, territory and time-tricky information using natural remote media (Acarani and Shankar, 2003, Shankar, 2012; Dickinger et al., 2004). Not at all like some other publicizing channel, flexible exhibiting has a prompt associate with end-customers, which licenses promoters to show up at each customer truly (Steinbock, 2006).

Phone elevating implies control publicizing to buyers by methods for PDAs. Advances, for instance, SMS, MMS, Bluetooth and infrared are used to scatter
business substance to mobile phones; the wireless grandstand can be the fastest creating and most targetable technique for brand promoting.

Dushinski (2010) raises that convenient development not simply lets publicists show up at customers where they are, yet it moreover allows them to attract flexible customers by concentrating on their snappy and express needs. He moreover suggested that it is giving customers what they need, when they need it and that is the uncommon proposal of mobile phone publicizing and associations, administrators and beneficent relationship of grouped kinds can have productive campaigns without spending each and every penny.

Compact Marketer (2010) said that brands and promoters can use the adaptable channel to grow their picture proclivity, affirmation and customer commitment. The interest in compact is the channel's ability to get new customers, increase customer trustworthiness and produce brand care and proclivity to adjust content and the way that it lets promoters offer convenience to clients.

As indicated by Fill (2007), cell phones give another coherent stage to advertisers to channel focused on content (SMS) messages to a large number of clients. Moreover, video innovation is starting to permit TV program transmission through cell phones making other publicizing openings.

Greco (2007) contended that there is a one of a kind arrangement of impediments that portable marking presents. Portable clients are blockaded by steady interruptions, loud situations, and low data transmission. This makes them travel during that time in a condition of broken communication. Along these lines, despite the fact that the structure is ruler in the portable marking world, it must be utilized effectively and astutely. The substance must be splendid, simple and quick; Yet from these significant restrictions, new innovative open doors proceed to develop and ground breaking brands are starting to receive the rewards. The cell phone binds advertisers’ privilege inside diligent registering. They can get individuals wherever
on the web, in train stations, on the telephones. They can speak with buyers at each conceivable level.

2.3 Organizational Performance.

Lebans and Euske (2006) characterize execution as involving money related and non-fiscal pointers which offer proof on the level of fulfillment of the association's target. Lebas (1995), clarifies that presentation ought to be upheld by the methods of reasoning of execution the board, which incorporate the legitimacy of cause-impact connections among factors. Execution estimation has been constrained to a money related point of view, resulting to different limitations like the accentuation on the interior variables of the organization and deferred availability of execution related data. To conquer these limitations, execution must be estimated as a multidimensional subject. Great authoritative execution can be achieved by improving item quality, improving creation proficiency, and better responsiveness to customers' needs.

There are some different elements that decide an association's exhibition other than cash. From the different writing audits, execution might be added as important commitments to achieve the goals of a firm in a given period (Anthony, 1965). The presentation of an association would thus be able to be assessed on a few measurements, to be specific an organization's profitability, productivity, gainfulness, and ultimately its piece of the overall industry. Execution estimation includes distinguishing proof, observing, and correspondence of the outcomes utilizing execution markers (Brudan, 2010). Promoting execution the board incorporates showcasing arranging, actualizing, and assessing advertising results for execution improvement. In the gardening area, a few components add to the all out money related execution of the firm. The item quality, efficiency angles, the working costs, advertising ability of the organizations and duty suggestions all have a heading on execution.
2.3.1 Digital marketing and organizational performance

Digital marketing can be utilized to upgrade an association's advertising correspondence blend. Computerized advertising empowers firms to collaborate with their clients and can emphatically impact the presentation of the business (Kariuki et al, 2014). With elevated rivalry, advertisers are constrained to discover elective approaches to interest and hold clients. Showcasing exercises utilized by organizations are required to include esteem and convey the objectives of the associations.

Kimani (2015) discovered that web based life impacts purchaser mindfulness, data securing, and purchasing conduct, consequently a viable instrument in brand checking.

The utilization of computerized advertising impacts decidedly on the exhibition of little and medium ventures by blending their customers and business forms with innovation to accomplish productive development (Nyawira and Karugu, 2015). As indicated by Kithinji (2014), Digital promoting empowers firms' range to new clients, upgrades brand mindfulness and mitigates customers' protests consequently improving productivity. Sites assume a basic job in the usage of advanced promoting which interfaces this to an expansion in piece of the overall industry and benefit of visit firms in Kenya (Mwarania, 2012).

In the protection segment, the utilization of computerized showcasing stages in publicizing, advancement, and reacting to client inquiries has prompted higher protection arrangement deals. Computerized advertising makes brand and item mindfulness, prompting better deals systems and piece of the pie. Site promoting has been shown to help protection firms in gathering data on planned customers visiting their sites (Hossinpour, Hasanzade, and Feizi 2014).
In the cultivating segment, relatively few investigations have been done on computerized promoting and authoritative execution. Taleghani, Akhlagh, and Sani (2013) found that advanced showcasing directly affects the presentation of Pistachio-sending out organizations in Iran. The organizations accomplish a higher resource turnover, more fare offer, deals and fare development, more customer fascination and maintenance in trade markets, and in this manner enhance their budgetary and non-monetary execution. The web, bolster the organizations’ merchants and specialists in improving their advertising exercises and filling the information hole on their items, advancements, cost, and rivalry for their customers. From the writing surveyed, if computerized advertising is appropriately used prompts better execution of associations.

2.3.2 Email marketing and firm’s revenue performance.
Email advertising is the way toward sending data or message about item or service to the current or potential clients. Direct computerized advertising is utilized to send promotions, to assemble brand and client reliability, to manufacture client trust and to make brand mindfulness. This component of the advanced advertising can be utilized by the firm to advance item and administrations without any problem. It is moderately ease contrasted with publicizing or different types of media. The firm can utilize alluring blend of gphic, writings, recordings and spring up on different sites about items and administrations to focus on complete the client.

As per Castronovo and Huang (2002), email promoting is a financially savvy coordinated medium that can manufacture and reinforce client relations. It is an intelligent channel that can be utilized to draw in new clients, keep up current clients and assemble brand unwaveringness by sending messages on item portrayals, extraordinary offers, joining, and connections to sites.

Bluecast Digital (2012), noticed that email promoting is an irreplaceable channel for Irish advertisers to empower them to continue associations with their target fans. In view of the review did by Bluecast Digital (2012), 94% of Irish advertisers use
messages for keeping up client connections, and 84% accept that email is a significant or significant segment of showcasing techniques.

Chaffey (2005) noticed that messages were the fundamental wellspring of correspondence before the presentation of online networking; their improvement from the utilization of postage sends permitted correspondence among partners and the firm to be abbreviated and permitted increasingly precise outcomes. An aggregate of 54.7% of the respondents thinks about versatile messages as the greatest open door for progress, and measurements gave by Google (2012) recommend that they might be right, as 67% of the Irish populace get to their messages through cell phones every day.

Email marketing was the essential sort of web advancing and contains informing promoting messages to potential customers. Moreover, after standard mail, email exhibiting is a kind of "push" promoting whereby publicists can rent an email list and send a presentation offer to their expected intrigue gathering (Forrester Research, 2008). Email addresses are either grabbed from the web, purchased or rented from the email address venders, or, even more ideally, procured genuinely from the customers (as in free exhibiting). Close to the beginning of its usage, email displaying had higher response rates than standard mail or banner advancements (Honda and Martin, 2010). Likewise, informing was one of the most proficient ways to deal with pass on promoting messages. There are three huge sorts of informing practices; Opt-in email, Opt-out email, and Spam.

Select in email is the most palatable sort of email. One of the most thorough implications of select in email is that it is a methodology for giving assent under which the customer unequivocally permits the Web website page chairman to either accumulate the information, use it in a foreordained way or offer it with others when such use or introduction to outcasts is unimportant to the purpose behind which the information was assembled (Nguyen and Barrett, 2006).
If there should arise an occurrence of a quit email, the client is naturally added to the mailing list. This type of email is generally utilized, yet it isn't suggested. Like pick in email, there are different meanings of select in email. Two of the most complete definitions originate from GetNetWise and LSoft separately; an arrangement under which the client's consent is inferred except if the client expressly demands that higher data not be gathered, utilized or potentially shared when such use or revelation to outsiders is inconsequential to the reason for which the data was gathered (Guay and Ettwein, 2008).

A way to deal with email marketing in which clients are remembered for email battles or pamphlets until they explicitly demand not to be bought in any more. This technique isn't suggested and may at times be unlawful (www.lsoft.com/assets/glossary.asp). As opposed to utilizing pick in messages, where the beneficiaries have deliberately consented to get a business email about a subject of intrigue, a few organizations are improperly utilizing web mailing records to communicate a similar message to an enormous number of beneficiaries who didn't request it. This type of spontaneous business email is called spamming, or spam. GetNetWise characterizes spam as an Unsolicited "garbage" email sent to enormous quantities of individuals to advance items or administrations. In addition, it alludes to improper special or business postings to conversation gatherings or release sheets (Standifird, 2009).

2.4 Empirical Literature Review
Hatibu (2017) assessed the impact of social media on small and medium enterprises development in Tanzania particularly in Kinondoni District. The study had three objectives which were identifying the impact of social media on the market accessibility of SMEs in Kinondoni district, the impact of social media on the pricing of products from SMEs in Kinondoni district and the challenges encountered by the small and medium enterprises in the adoption of Social media in Kinondoni district. This study was cross sectional study type. Questionnaires were utilised in the collection of primary data. In data analysis the researcher used qualitative and
quantitative approaches. It is concluded that most of SMEs in Kinondoni Municipal
deal with cosmetics and clothing. Most of SMEs have registered their business to
social media pages, the most used social media are Instagram, WhatsApp and
Facebook. Most of SMEs visits their social media pages more than five hours. SMEs
which have social media pages have one to four employees with less than five
million TZS as invested capital. Due to the use of social media, SMEs have been
closer to their customers by easily reaching to them, also they have been able to
cover larger geographical locations. Moreover, due to social media SMEs can easily
get feedback on what customer like or dislike. Furthermore, social media usage has
led high prices of the products and price transparency. However, there are a number
of challenges facing SMEs upon the use of social media such as human resource
challenges, reputational challenges and network brake down challenges. The study
was conducted on the impact of social media on SMEs development specifically on
market accessibility, product pricing and challenges in adopting social media. Hence
the study did not look on the impact of social media marketing on SMEs
development.

Hill, (2015) conducted a study on the effects of ICT adoption on the performance of
SMEs in Tanzania. A case of Mwanza district. The study was case study type.
Questionnaires and interviews were used in primary data collection. Also the study
was basically qualitative in nature. The study had the sample size of the 45
respondents who were recruited through simple random techniques. The outcome of
the study shows that few of SMEs in the study have knowledge about the use of
social media alongside with their benefits. A good number of SMEs have been
using the internet only for location and contract purpose only. The majority of the
SMEs have revealed a positive exhibition and different advantages by using ICT in
their organizations. Absence of inward abilities, absence of budgetary help, non –
accessibility of foundation and individual reasons were the significant obstructions in
adopting ICT. There is a requirement for more spotlight and purposeful endeavors on
expanding mindfulness among SMEs on the advantages of ICT adoption. The after
effects of the investigation perceive the requirement for all the more preparing
offices in ICT for SMEs, measures to give ICT items and administrations at a moderate expense, and accessibility of free proficient counsel and counseling at sensible expense to SMEs. The study was conducted in Mwanza city, it had only 45 respondents which is considered to be very small to reach conclusive remarks.

Storey, (2014) explored the link between ICT and SMEs in different parts of Tanzania. The analysis was based literature review so as to see direct and indirect impact of ICT on SMEs success. The study used descriptive research design and employed convenience sampling and purposive sampling to collect primary data from 21 business people, government officials and microfinance officials using interviews and questionnaires. Results of this scientific work confirm that ICT has impact on the improvement of external and internal communication and that for best performance it is important to align ICT investments with internal capabilities and organizational processes. Technology itself is not as important as the induced social and economic achievements. The study generally looked on ICT and SMEs performance but did not look on particularly on Social media marketing on SMEs.

Stokes and Lomax (2012) did a research on the effects of social media marketing towards marketing performance in Canada. The key areas assessed were the platforms used as well as the challenges of using them. The researcher recruited 22 respondents through simple random techniques. Questionnaires and interviews were used in collecting primary data. It showed that the major digital platforms used were direct mailing, social media as well as websites. The digital marketing has impact on getting closer to customers, large geographical coverage, easy feedback and price transparency. The study looked on the overall digital marketing but did not look on social media as one aspect of digital marketing.

Living (2015) made an examination on ICT and SMEs. Data and correspondence advances and their effect on financial, social and self-improvement had become a significant object of logical inquires about during late decades. Hypothetical and observational investigations have exhibited the need to pick up and misuse the
positive results (profitability development, association extension, productivity, adequacy, seriousness, and so on.) of ICT reception and usage in different associations. Along these lines, this paper expects to break down the writing on potential immediate and roundabout impacts of ICT on SMEs' exhibition and to distinguish those that could decide business achievement. The article depends on deliberate, rationale and relative investigation of logical writing. The aftereffects of this logical work affirm that ICT affects the improvement of outer and inside correspondence and that for best exhibitions it is essential to adjust ICT speculations with interior abilities and hierarchical procedures. Innovation itself isn't as significant as instigated social and financial accomplishments.

2.5 Conceptual Framework

Figure 2.1: Conceptual Framework

The conceptual framework above shows the dependent and independent variables of the study. The independent variables in this study include Digital Marketing Techniques and the dependent variable in this research was SMEs' performance, whereas the analysis was done by looking at the change in firms' revenue (increase, remain the same and decrease of the firm's revenue).

How digital marketing techniques are measured.

Firm's revenue performance

Here the study analyses the relationship of the firm which uses digital marketing techniques and its revenue status, either the revenue increase, remain the same or decline.
Two indicators can be used to measure the firm’s revenue performance

- Firm’s gross revenue

This is the total firm’s transaction without deducing any cost in a certain period, for example, 3 months. After a firm adopting digital marketing techniques the study can measure its revenue performance based on gross revenue to determine the change in revenue if it increases, remain the same or decrease
CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction
This chapter presents the methods which were used in undertaking this research study. The chapter included methods and procedures used in the research, study area, research design adopted, the population of the study, sampling techniques. Moreover, the chapter has presented the reasons for selecting each method.

3.2 Research design
The research design refers to the outline, plan or scheme that was used to generate answers to the research problem. It denotes the plan and structure of the investigation. A descriptive research design is used in the study (Bhattacharya, 2009). Descriptive research refers to a scientific method of investigation in which data is collected and analysed to describe the current conditions, terms or relationships concerning a problem.

The current research employed a descriptive research design because the nature of this study was to evaluate and describe the effect of digital marketing tools on a firm’s revenue and performance of businesses (SMEs) (Dar-Es-Salaam).

3.3 Targeted population
The target population is a universal set of the study of all members of a real or hypothetical set of people, events or objects to which an investigator wishes to generalize the result. the target population of this study was 94 (participants) SMEs owner, managers and workers who use digital marketing tools and strategies.
3.4 Sampling technique used
A stratified sampling technique was used, by definition, is a method of sampling from a population that can be partitioned into subpopulations. Because the nature of the business differs in terms of online. Groups can be divided depending on the nature of the firm’s business to get data on those firms.
In this study, stratified sampling was conducted by stratification of two major groups of population;

- **Services firms**
  Services firms like hotels for accommodation, men and women salons, bars, caterings, cargo and passenger transporters

- **Products firms**
  Firms which are produce tangible goods and sale them to market, example; firms produce bottle juice, bottle water, packaging groundnuts.
  After divide the member of the population into strata’s, then simple random sampling was applied in each strata to get a respondents of the research.
  The aim of using the stratified sampling was to improve the precision of the sample by decreasing sampling error.

3.5 Research instrument used
Both questionnaires and interviews were used.

3.5.1 Questionnaires
Primary data were gathered through an organized poll (Appendix II). As Kumar (2010) fights, essential information are direct data gathered, incorporated and distributed for some reason. This is information gathered from the respondents by the specialist as surveys. Since it is gathered from unique hotspots for determined purposes, it included the assortment of information by the scientist from own perceptions and encounters.
The investigation included the utilization of polls since surveys are advantageous as well as compelling in the assortment of information. For the motivations behind this examination, surveys were self-controlled and gathered following a couple of days. The kinds of inquiries included both open and shut finished. Shut finished inquiries were utilized to guarantee that the offered responses were pertinent. The inquiries were expressed plainly to clarify measurements along which respondents were to be examined. The surveys were controlled dependent on a drop and pick later according to the understanding that the analyst made with the respondents.

3.5.2 Interview
This was another tool for data collection in the study. The semi-structured and unstructured interviews were used to elicit various respondents’ opinions. The interview was conducted to a firm’s employees, employees were allowed to talk their views and options on the impacts of the digital marketing on the firm operations, revenue, sales, and competitive advantages over others who do not adopt digital marketing in the same industry.

3.6 Data Analysis and Presentation
Both quantitative and qualitative methodologies were utilized for information investigation. Quantitative information from the poll were coded and gone into the PC for calculation of illustrative insights. The information gathered from the field were surveyed and a correlation made to choose the most exact and quality data from the criticism given by different respondents. This included surveying and assessing the polls and different wellsprings of both essential and optional information. The Statistical Package for Social Sciences (SPSS variant 24) was utilized to run unmistakable measurements, for example, recurrence and rates to introduce the quantitative information as tables and diagrams dependent on the significant research questions. Regression analysis was done to evaluate the linearity and the correlation of data using the following equation;
\[ Y = \alpha + \beta_1 X_1 + \varepsilon \]

Where; \( Y \) = Dependent variable (Firm performance)

\( \alpha \) = Constant

\( \beta_1 \) = Coefficients of the independent variable

\( X_1 \) = Digital marketing techniques

\( \varepsilon \) = Error term

All the necessary regression diagnostics were conducted, including multicollinearity Test.
CHAPTER FOUR

DATA ANALYSIS, INTERPRETATION AND DISCUSSION

4.1 Introduction
This chapter discusses data analysis, presentation, and interpretation of the research findings in line with the objectives of the study. The data obtained were presented in tables to reflect different response rates amongst the respondents. Analysis of the response rate, general information, and independent variables was conducted and the obtained data were subjective to quantitative analysis. The analysis, in this chapter, involves both descriptive and inferential analysis.

4.2 Characteristics of Respondents
Background characteristics of respondents include, gender, age, level of education, Analysis and discussion of these variables is presented in the next subsections as follows

Table 2.1: Demographics of the Respondents

<table>
<thead>
<tr>
<th>Responses</th>
<th>Frequencies</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>45</td>
<td>48</td>
</tr>
<tr>
<td>Female</td>
<td>49</td>
<td>52</td>
</tr>
<tr>
<td>Total</td>
<td>94</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education of the respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responses</td>
</tr>
<tr>
<td>Standard Seven</td>
</tr>
<tr>
<td>Secondary Level</td>
</tr>
<tr>
<td>Diploma</td>
</tr>
<tr>
<td>Degree</td>
</tr>
<tr>
<td>Masters</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age of the respondents</th>
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<tbody>
<tr>
<td>Responses</td>
</tr>
<tr>
<td>18 – 30</td>
</tr>
<tr>
<td>31 - 40</td>
</tr>
<tr>
<td>41 - 50</td>
</tr>
<tr>
<td>51 - 60</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Source: Field Data (2019)
Findings from Table 4.1 above showed that 48% of respondents were males and 52% of respondents were females. The findings indicate a slight difference between the number of males and the number of females. The findings give an implication that both males and females involve themselves in the SME business. It is not surprising that both males and females engage with SMEs in the country, it is because SMEs are not gendered based activities, hence everyone struggles to alleviate themselves from poverty (Jitihada 2013).

Findings from the table above showed that 18.67% of respondents were aged from 18-30, 41.33% of respondents were aged from 31-40, 24% of respondents were aged 41-50, 16% of respondents were aged from 51-60. These results indicated that the majority of SMEs were aged from 31-40 while a small proportion of people aged 51-60 who only make 16% engage in SMEs. The results showed that most business people in SMEs were matured enough in the country. It was identified that the most age range that was not employed in the formal sector was from 25 to 35. This age group was regarded as a youth, whereas it constitutes the majority of the unemployed population, as a result, they engaged themselves in SMEs (Evans and McKee, 2015). However, in making cross-tabulation analysis the majority of the respondents who are 30 to 40 years of age, 46% of them were male and 54% of them were female. The analysis showed most young females had engaged themselves in the SME business.

Analysis of the respondents also considered their level of education. This was done to determine whether the level of education affects people’s involvement in SMEs. Responses were ranked as “standard seven”, “secondary level”, “diploma”, “degree”, and “masters”.

Results in table 4.1 above indicated that 12% of respondents were standard seven-levels, 37.3% of respondents were secondary level, 18.7% of respondents hold a diploma, 21.3% of respondents hold a degree and 10.7% of respondents hold a master’s degree. These results showed that the majority of respondents who hold 37.3% were secondary level. This showed that the more the level of education
increases the less do people see the need to engage with SMEs. Therefore the finding gave the impression that most people in SMEs were less educated. It was evident that most of the less-educated people in developing countries engage themselves in SMEs, this was because they were not employed in the formal sector (Hill, 2015). The results further showed that the majority of the respondents who hold a secondary level of education. 43% of them were male, 57% of them were female, furthermore, the results showed that 23% of the majority were standard seven leavers, 69% of the majority had a secondary level of education and 5% of the majority were first degree holders and 3% of the majority were master holders.

4.3 Descriptive Analysis of the study
This section presents the findings of the study in terms, by simply making a description of the data. The results are presented by using frequencies and percentages only. The results are presented accordingly with the study objectives.

The first objective of the study was to identify the digital marketing techniques employed by SMEs from research participants.

The table below shows different digital marketing techniques employed by firms and the percentage of usage among the participants.

<table>
<thead>
<tr>
<th>Table 2. 2: Digital Marketing Techniques Employed By Smes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technique Percentage</td>
</tr>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Social networks</td>
</tr>
<tr>
<td>43.24%</td>
</tr>
<tr>
<td>45</td>
</tr>
<tr>
<td>Marketing website</td>
</tr>
<tr>
<td>25.38%</td>
</tr>
<tr>
<td>26</td>
</tr>
<tr>
<td>Corporate (brand) website</td>
</tr>
<tr>
<td>9.4%</td>
</tr>
<tr>
<td>10</td>
</tr>
<tr>
<td>Mobile (SMS)</td>
</tr>
<tr>
<td>4.7%</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>Direct mail</td>
</tr>
<tr>
<td>3.64%</td>
</tr>
<tr>
<td>6</td>
</tr>
<tr>
<td>Not at all</td>
</tr>
<tr>
<td>1%</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
<tr>
<td>94</td>
</tr>
<tr>
<td>100</td>
</tr>
</tbody>
</table>
The result revealed that 43.24% of the respondent employ social networks, 25.38% marketing website, 9.4% corporate (brand) website, 4.7% mobile (SMS) and 3.64% direct mail as their digital marketing techniques and 1% does not use digital marketing techniques at all.

Digital marketing techniques that are employed by SMEs can be explained more as follows

**Content Optimization**

The first variable to analyzed is content optimization, the researcher wanted to find out if one of the digital techniques used was content optimization. The analysis was done and the result is presented in figure 4.1 below.

**Figure 4. 1: Content Optimization**

Source: Field Data (2019)
The findings show that 40% of the respondents strongly agreed that they do use content optimization thus if one wants to make it a marketing strategy, the search engines rank highly optimized content higher on search engine pages that the non-optimized content. Moreover, findings show that 35% of the respondents just agreed on the notion, 4% were neutral and 9% and 12% disagreed and strongly disagreed respectively. The analysis gives the impression that most of the SMEs utilize digital marketing through content optimization.

Content optimisation regularly alluded to as Search Engine Optimization uses an individual substance for greater deceivability on the web. Sounds intricate, isn't that so? Be that as it may, it isn't. On the off chance that one can compose incredible substance that both existing and potential clients can identify with, at that point one is a great idea to go. Extraordinary substance can improve one SEO positioning, which means it is more upgraded and numerous individuals will see substance and recognize what is offering (Kageyo, 2015). Keep the substance streaming and make certain to utilize the watchwords that clients are probably going to search for on the web. Content goes to the clients and puts forth significant promoting attempts through the web.
The findings presented in figure 4.2 shows that 43% of the respondents strongly agreed that they do use social media for the promotion of their brands such as WhatsApp groups, WhatsApp status, Facebook pages, Twitter as well as Instagram. While 12% of the respondents just agreed over the notion, 3% were just neutral, however, 11% of the respondents disagreed that they do not use social media in the promotion of their brands and 31% of the respondents strongly disagreed. The findings create an impression that social media is being used for the promotion of the SME brands as the majority of the respondents argued.
The business is in a digital age, where information and knowledge are everywhere. Comparing with old marketing methods, the internet is a big smile and a perfect strategy to reach out to the new customer's horizons before unimagined. Social media is an evergreen marketing strategy because most people and especially millennials tend to follow a brand/firm on social media. A bigger percentage of social media users will recommend a service or a product if they are satisfied with its social media service. Social media are recording a high number of subscribers every day, making it an evergreen marketing strategy to reach new markets and maintain the available ones. As such, companies are opening social media pages for marketing and promotion of their products and services (Kilemo, 2014).

It has been found that since the inception of social media such as Facebook and Instagram, most firms made use of it to advertise and reach a good number of customers at a wide coverage area. It has been found that SMEs in Dar Es Salaam through the use of social they can reach customers from Shinyanga, Mwanza and many different areas. It has been found that most of the time the firm services are being advertised through social media.

Social media in the marketing sphere are known as media marketing. Social media marketing is a completely new way of communication with the customers and consumers, it is also a transition from traditional marketing where there is one-way communication between organization personnel and consumer. The message is generated by the marketer and after that send to the consumer. In contrast, social media marketing offers dual communication where the consumer plays a great role.

4.4.3 Direct mailing

The other variable that was analyzed was direct mailing, thus the researcher was interested to find out if direct mailing is used as a digital technique. The results are presented in figure 4.3.
The finding in figure 4.3 shows that 53% of the respondents argued that they mostly do direct mail, that is to say, they advertise their services and products by directly sending emails to their customers or prospects. 22% of the respondents just agreed, 3% were neutral, 11% disagreed with the direct mailing. The results of the analysis show that most of the SMEs currently use direct mailing. On the off chance that SMEs send notes to say thanks to the clients for appearing, they are bound to buy items once more. Customers keen on business will pay attention to data handouts and give master guidance. Keep in mind one needs to utilize fantastic prints to inspire customers, and if this is a problem, stick to direct sends. It is an articulated method for ensuring that clients are constantly mindful ought to there be any new item or administration from the business.
4.4.3 Mobile Ad Texts

The last variable that was analyzed was mobile Ad text, thus is SMEs use mobile Ads texts as a digital technique. The results are presented in figure 4.4 below.

Figure 4. 4: Mobile Ad Texts

![Bar chart showing responses to mobile ad texts]

Source: Field Data (2019)

The findings showed that 49% of the respondents argued that they strongly agreed that they do use mobile texts to send adverts to their customers by telling them that maybe new arrivals have come, 37% just agreed, 4 were neutral 5% disagreed. However the findings give the impression that the majority of the respondents use mobile text ads, it has been noted that the simplest and cheapest way to advertise SMEs’ products is through mobile Ads, hence in this digital age every person has a mobile and can easily be reached.
4.5 The effects of digital marketing in the firm’s revenue performance

The second objective of this study was to determine the influence of digital marketing techniques in the firm’s revenue performance based on revenue measurement which is (firm’s sales revenue) if the revenue increase, remain the same or decrease and the geographical coverage/customer awareness about the firm.

Firm sale’s revenue

Here the study analyses the relationship of the firm which uses digital marketing techniques and its revenue status, either the revenue increase, remain the same or decline. From the data obtained in the field study, 73.4 percent of the respondents say their revenue increase after they began to use digital marketing techniques, 23.4 percent of the respondents say their revenue remains the same while 2.1 percent say their revenue decrease after start using digital marketing techniques.

This elaboration can be seen in the table below.

<table>
<thead>
<tr>
<th>If respondents use or not use marketing techniques</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>-----------</td>
</tr>
<tr>
<td>Use marketing technique</td>
</tr>
<tr>
<td>Not use marketing technique</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>If there is a change in revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>-----------</td>
</tr>
<tr>
<td>Revenue increase</td>
</tr>
<tr>
<td>Revenue remain the same</td>
</tr>
<tr>
<td>Revenue decrease</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Missing</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
From the tables and graph of the data above, participants who use digital marketing techniques were 88.3%, while who does not use were 11.7%. Moreover, from 88.3% of respondents who use digital marketing techniques, 74.2% of respondents show that the revenue increased, 23.7 revenue remained the same and 2.2% of respondent’s shows revenue decreased. From the results of the study, one can relate that the use of digital marketing techniques helps to increase in a firm’s performance revenue.

Due to the dynamic change in business activities, firms are forced to adopt the new technologies particular digital marketing techniques in order to marketing their products and services and enable them to stay in the stiff business competition.
1971, Ray Tomlinson sent his first email in which his technology enable people to start to send and receiving electronic files through machines. The development of database systems in 1980s enable companies to have enough space to store customers information that enable them to track customer information more effectively and transforming the relationship between buyer and seller. However the more recognizable period as being the start of digital marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites.

In 1990s, the terms digital marketing was first coined, with the debut of server/client architectures and the popularity of personal computers, the customer relationship management became the significant part of the marketing technology. Fierce competition forced venders to include more services in to their software’s, for example marketing, sales and services applications.

During the 2000s, with increasingly more internet customers and the introduction of the cell phones, clients began looking through items and settling on choices about their needs online first, rather than counselling a salesman which made another issue for the promoting division of the organization.

The idea of advertising computerization brought up in 2007 to take care of the above issue. Firms were empower to address and procedure clients data to settle on choices on clients segmentation, dispatch a multichannel advertising campaings and give specific data's to every client segmentation. Be that as it may, the speed of its versatility to buyer gadgets was sufficient. It was at this era where the customers feedbacks and comments become important to the business, it was like changing of the reception desk from being normal to online one where customers can get all information and others quires through online without reaching to the office customer desk.

The improvement of different gadgets fit for getting to web in 2010s and the market mechanization innovations results to stable, reliable and relevant advanced advertising methods. Statics delivered in 2012 and 2013 indicated that advanced advertising was all the while developing, with the improvement of web based life in
2000s, for example, Facebook, twitter, connected and Instagram customers turned out to be profoundly subject to computerized electronic in day by day lives. therefore, they expected a consistent client experience across various channels for looking through items data. The difference in client practices improved the enhancement of promoting innovation.

Computerized media development was assessed at 4.5 trillion online adverstiment served yearly with advanced media spend at 48% development in 2010 Various methods of the computerized showcasing strategies can be received by firms to helps in the advertising efforts. Firms can mark items and benefits and give online client care 27/4 to make clients feels esteemed and upheld using computerized advertising in this E-business Era.. Web-based social networking interactions, emails, search motors empower firms to get clients criticisms both negative and positive just as to decide the connection between the idea of the business the firm direct and a decent computerized advertising procedures to adopt. it is presently regular for buyers to post inputs online through internet based life sources, web journals and site on their involvement in an item or brand.

4.7 Inferential Analysis
Inferential analysis was performed on the study aimed at showing the relationship between independent variables and dependent variables. Multiple regression analyses were performed as follows.

4.7.2 Multiple Regression Analysis
Multiple regression was essential in showing the influence of every study predictor on the dependent variable. Multiple regressions assume that the independent variables are not highly correlated with each other. These findings are illustrated using table 4.14.
Table 4.1: Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.992*</td>
<td>.811</td>
<td>.961</td>
<td>.2467</td>
</tr>
</tbody>
</table>

Source: Study Findings (2019)

Adjusted R squared a coefficient in which identifies the variation of the dependent variable which is caused by the dependent variable. From the table 4.14 above shows that R-square is 0.811. Also, the adjusted R square was 0.961 which is equal to 96%. Therefore the changes in the SME’s performance are accounted for by changes in the adoption of digital marketing. R is the correlation coefficient which shows the relationship between the study variables, from the findings shown in the table above there was a strong relationship between the two study variables as shown by 0.992.

Table 4.15: ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression 0.896</td>
<td>4</td>
<td>.224</td>
<td>2.213</td>
<td>.000(a)</td>
</tr>
<tr>
<td></td>
<td>Residual 5.184</td>
<td>48</td>
<td>.108</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total 6.08</td>
<td>52</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Study Findings (2019)

From the ANOVA statistics in the table above, the processed data, which is the population parameters, had a significance level of 0.00 which shows that the data is ideal for concluding the population’s parameter as the value of significance (p-value) is less than 5%. The significance value was less than 0.05 an indication that the model was statistically significant.
Table 4. 2: Coefficients

<table>
<thead>
<tr>
<th></th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>.0218</td>
<td>.167</td>
<td>123</td>
<td>1.852</td>
</tr>
<tr>
<td>Digital marketing</td>
<td>.003*</td>
<td>.145</td>
<td>.321</td>
<td>1.087</td>
</tr>
</tbody>
</table>

Source: Research findings (2019)

The results presented in the table above shows that the variable influences the SMEs performance in the study area hence have scored the p-value less than 0.05. Thus other things being constant digital marketing techniques influence SME's performance by 0.03.

4.6 The challenges of adopting digital marketing techniques in a firm’s operating performance.

The last objective of this research was to identify the challenges facing SMEs in the adoption of digital marketing in the case study area. The analysis was completed by observing human resource challenges, time challenges, reputation challenges, and network break down. The analysis was done and presented in the subsections below.

4.6.1 Human resource challenges

The adoption of digital marketing techniques in a firm’s operation requires a bit of skill and knowledge hence skilled labour will be demanded. The results were presented in figure 4.8
The findings demarcated that 2% of the respondents had argued that there was a need for human resources to handle digital marketing pages. Also, 4% of the respondents were agreeing, 47% of the respondents disagreed that there was no such a need (hence there were no social media) while 39% of the respondents strongly disagreed.

However data analysis after the use of digital marketing, it was found that 33% strongly agree that one of the digital marketing challenges was to hire employees who would have to handle the pages to handle customers’ queries and inquires. Whereas 44% of the respondents agreed on the notion, 6% of the respondents were neutral and 11% of the respondents disagreed and 6% strongly disagreed. The
findings showed that one of the challenges was human resource challenges. First, SMEs need to engage human and time resources to manage their Social Media presence. An employee, and sometimes a group of employees, needs to be ready and able to communicate with customers and respond to their feedback and complaints daily (Shahzad and Rehman 2012).

4.6.2 Time challenges
The other challenge that was analyzed was time challenges, the researcher wanted to find out if using digital marketing needs time devotion. The analysis was done and presented in figure 4.9.

Figure 4. 7: Time Challenges

Source: Field Data (2019)
The findings presented in figure 4.8 showed that 12% of the respondents strongly agreed that they face time challenges before the use of digital marketing in the study area. Whereas 11% of the respondents had pointed out that they agree, while 26% disagreed and 47% of the respondents strongly disagreed. The findings showed that the majority disagreed that they face time challenges before the use of digital marketing.

The findings presented in figure 4.9 showed that 36% of the respondents strongly agreed that one of the challenges facing the use of digital marketing is time devotion hence it needs full time to answer comments from customers. The findings presented in the figure above gave the impression that SMEs face time challenges due to the use of digital marketing.

4.5.3 Reputation challenges

The other challenge that was analyzed was reputation challenges. The analysis was done and presented in figure 4.10.
The findings presented in the figure 4.10 above showed that 12% of the respondents strongly agreed that before the use of digital marketing they were facing challenges, 14% of the respondents were agreed on the notion, 6% were neutral whereas 24% of the respondents disagreed and 44% of the respondents strongly disagreed. It had been noted the before the use of social media it was no such a challenge.

However, the analysis after the use of digital marketing was done and the results showed that 37% of the respondents strongly agreed that they face reputational challenges, while 43% just agreed that they face reputational challenges through the use of social media, hence there are always risks of hackers who may destroy the image of the business.
4.6.4 Network Break down challenges

The other challenge which was analyzed was a network break down. The analysis was done and presented in figure 4.11.

Figure 4. 9: Network Break down Challenges

Source: Field Data (2019)

The findings presented in the figure 4.11 showed before the use of 12% of the respondents had strongly agreed that before the use of digital media they were closer facing network break down challenges, while 10% of the respondents agreed, 3% of the respondents were neutral to the notion, 23% of the respondents disagreed and 52% of the respondents strongly disagreed that before the use of social media they
were facing network breakdown. The findings showed that the use of digital had led to SMEs facing network challenges.

Social media allows people to connect to each other. Therefore, it is significant for entrepreneurs and marketers to capture on how social media operates and what are the expected results from the users. Some of SMEs are using social media platforms as one of their marketing tool
CHAPTER FIVE

DISCUSSION OF FINDINGS

5.1 DISCUSSION

Internet in general is an important aspect in today business for searching of knowledge, data and information. Digital marketing techniques are essential for the surviving of the firms operations.

The identification of the digital marketing techniques employed by the SMEs helps to understand how the firms use digital marketing. From the study findings, 99 percent of the respondent agrees to use different kind of digital marketing techniques like social media, marketing websites, corporate websites, mobile sms and direct mails. The findings means that, a large percent of the entrepreneurs understands the importance of the digital marketing in today business and their ready to compete in the market. The remain 1 percent of the respondent do not use the digital marketing agree to know the importance of it but some government policies restrict them to market their business example, Tanzania government has the policy which does not allows hospital to do advertisement about their services, while others because of the nature of their business like normal local shops at the street is meaningless for them to employ these digital techniques because the target of the market is who pass by and the neighbours. Tanzania government has already establish E-government system in which now days all government payments include taxes, fine, lisences are obtained through online, entrepreneurs should catch up with the government speed and change in business environment to employ different kind of digital marketing techniques so as to benefits from it.

The second objective was to determine the influence of the digital marketing techniques in the firm’s revenue performance. The intention of the study was to show the relationship between the firms employs digital marketing techniques and its revenue status, either the revenue increase, remain the same or decline. From the
study findings, 73.4 percent of the respondent agreed that firm revenue increase after employs digital marketing techniques. Most of the firms respond to the increase in the revenue after start employ digital marketing techniques was due to corresponding increase in their quality and quantity of product and services corresponding to the increase in demand. For example hotel near the airport start to advertise it self through marketing website sites trip advisers and booking com, it start get new customers around the world and the revenue increase, but, to maintain new guest, they decide to working on the comments of the previous guests to improve the services. 23.4 percent say it’s revenue remain the same and because it either they fail to increase the quality and quantity of the products and services to corresponding to increase in demand or they fail to understand the relationship nature of their business and digital marketing to employ in order to get new markert, example, you cannot advertise the sale of house worth one billion shillings on Instagram and expect to get customer from it, most of customers of that type they not even on Instagram. 2.1 percent of respondents argue their revenue decrease after start employ digital marketing techniques, this may be due to the comments received after some customers acquire services or products and they did not satisfied with the quality firm’s advertised. All in all, digital marketing techniques are very essentials on the increase firm revenue performance.

The third objective of the study was to identify the challenges of adopting digital marketing techniques in the firm operations. In the study findings, respondents agree to faces some challenges like that of human resources challenge. They need to hire skilled labor to manage the comments and inquires of the customers. This is important because digital marketing techniques are like the receptions of the firms to customers now days. If you don’t reply on time the quires of the customers it bad business image, customer services is a key component to a business.

The study concludes that there is a strong correlation between digital marketing and performance of the SMEs and therefore recommends that SMEs firms that have not been using digital marketing should to a large extent adopt digital marketing to be
competitive and enhance organizational performance. The study recommends that further research be done on what kind of particular digital marketing techniques should be applied to the firm of a particular industry because of the difference in business nature.

Social media said to emerge in late 1990’s whereby some of blogging activities started and the main aim of the blogging was to enhance social connection among people. However, in early 2000s social media gained popularity as a result of advancement of platforms like LinkedIn and MySpace. This was followed by social networking sites through which photo and video sharing was made possible. These include Facebook, YouTube, WhatsApp, Instagram, Google Talk as well as Skype to mention a few (Mangold & Faulds, 2015).

Chan, (2015) argued that the pace of using social media by SMEs has been increasing day by day in different parts of the world. In the United States of America (USA) 34% of SMEs were using social media as their marketing platform by the year 2000. However, currently 86% SMEs are utilizing social media as their digital platforms for marketing their services or products.

In China, the use of social media by SMEs has been escalating since its inception. In the year 2000, 43% of the SMEs were using social media as their marketing tool but in the year 2017 the number of SMEs utilizing social media had even doubled if not tripled (Safko & Brake, 2015).

Social media usage have not increased exclusively in western countries but even in African countries such as South Africa, Ghana, Kenya and Tanzania. For instance, in South Africa currently social media have been used by 94% of the general population in the country. For the case of Ghana, the use of social media by SMEs has been increasing day by day, statistics shows that almost every 3% of the new SMEs in the country has a social media accounts (Praag & Van, 2015).
The escalation of social media utilization has also been noted in Kenya as well, for the year 2010, 44% of the SMEs were advertising their services and products through social media. However, in the year 2018 the use of social media marketing has increased to 90% (Huang & Brown, 2018).

Tanzania has been one of the countries that has highly adopted the use of social media, there are number bloggers, popular social media pages which are used by SMEs to advertise their products or services. It is estimated that almost every new business in the country depends on social media to advertise themselves. Also, Tanzanians are the most active people in social media in East Africa. (Hogarth-Scott, Watson, & Wilson, 2017).

Cheung and Lee (2016), stated that, “the decision to use online social networking technologies represents a social phenomenon that largely depends on the interactions” and concluded that the driving forces behind online social networks are connections and community, and its usage largely depends on subjective norm and social identity.

The witness of the adoption and experience of social media are entrepreneurs, consumers as well as marketers. By the year 2012 January, statistics shows that there were around 800 million users of Facebook members, with more than 250 million of them signing in consistently. Furthermore, the normal Facebook users has 130 companions or friends and likes 80 pages however this figure is required to grow with time. Furthermore, over 3.5 billion contents, for example, blog entries, web and other stories are shared in the social media.

Social media marketing is a process of using social media as platform marketing products, sometimes is through video clips or photos that will show case products or services. This marketing strategy applies the same approaches like other market strategy the only difference is the use of online platforms whereas existing customers and prospective customers can easily contact the service providers (Huang and Brown 2018). Currently there are different kind of internet based
platforms that be used for marketing like WhatsApp, Instagram, Facebook, Twitter, Blogs as well as Websites (Stokes, 2017). However, this study will base on two social media which are WhatsApp and Instagram.
CHAPTER SIX

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

6.1 Introduction
This part focuses on a study summary, conclusion, and recommendations. The conclusion part centers on the deduction drawn from the literature review and research findings. The last part is recommendations, which give suggestions based on the results obtained.

6.2 Summary of the study
This study is about digital marketing and firms performance in Tanzania. Digital marketing enables SME firms in Tanzania to increase their financial revenue through the firm’s sales with efficiency, competitive advantages over other SMEs which they do not adopt digital marketing. The study was guided by three objectives which were to identify digital marketing techniques employed by the SMEs, to determine the influence of digital marketing techniques in the firm’s revenue performance and to identify the challenges of adopting digital marketing techniques in the firm’s operating performance.

The problem of the study was problematized so as the reader would understand the force behind conducting this study. In chapter two some key concepts were defined. The definition of the terms was provided to get a clear understanding of what makes the concept means and how they are referred to in this study. Moreover, the objectives of the study were presented in chapter two to find out what other authors have said about the objectives in their context.

Moreover, the empirical literature review was presented to find out what are others have done and what has not been done concerning the topic of the study. The empirical analysis was done with the essence of identifying the research gap. Lastly, the conceptual framework of the study presented the dependent and independent variables of the study. The study used a descriptive research design and Dar Es
Salam city as a study area. The study used a convenient sampling technique to obtain respondents from the study area. The findings of the study were presented both qualitatively and quantitatively to give a clear picture of the findings. The findings were presented by referring to the study objectives.

The first objective of the study was to identify the digital marketing techniques employed by SMEs, majority of the respondent agree to use content optimization (data search engine), social media like Facebook, Instagram and co-operate and marketing websites to promote their products and services to the market.

The second objective of the study was to determine the influence of the digital marketing techniques in firm’s revenue performance. The aim was to determine the revenue status of the firm to find either it increase, remain the same or decline after adopting digital marketing techniques, major percent of the respondents agree that the revenue increase, while other argue to revenue to remain constant and small percent say the revenue decline. Different revenue status from different firms sometimes was accelerated by other firm’s internal and external factors.

Third objective of the study was to identify the challenges of adopting digital marketing techniques in the firm operation, respondents agreed to face some challenges like to employ new skilled labors who will operate firm’s digital media and respond to the customer’s comments and quarries.

After the presentation of the findings, it was followed by a deep discussion of the findings, to determine the similarities and differences of the study findings with the existing literature review. It was done to determine what new has been materialized in this study.

6.3 Conclusion
It has been found that digital marketing techniques are benefits to SMEs’ firms to increase financial performance. Due to the adoption of digital marketing, market accessibility has been so easy, hence they have covered a larger area. Moreover, they have highly promoted their business. It has been noted that due to digital marketing SMEs are aware of the dislikes and likes of customers, hence getting their feedback
easily. Furthermore, due to digital marketing, all of the users of the pages can be accessed from anywhere, whereas the use of word of mouth has been effectively utilized due to digital marketing. The findings show that the majority of the respondents have agreed that the firm’s revenue has increased due to digital marketing.

6.4 Recommendations

The study results call for special attention in addressing the challenges small firms’ face particular in Tanzania during this time in which the world is dominated by (E-economy/commerce) electronic economy to search for data, information and new market in doing business and its rapid dynamic itself.

Based on the study findings from the first objective which was to identify the digital marketing techniques employed by SMEs, 99 percent of respondent agree to use different techniques like social networks, marketing websites, co-operate websites, mobile and direct mail combined. This shows the ambition of these entrepreneur to catch up with the change in business environment. Goverment should support different kind of digital platforms and establish some good policies to enable and encourage these entrepreneurs to employ different kind of digital techniques in their firm operations. example, now days because of the change in technology enable small media news firms like bongo 5, millard ayo and others to broadcasting their contents to people through YouTube and Instagram’s live, government through its agency TCRA establish a policy in which either a person or a firm own the account on either of previous mention platforms should pay a registration and license fees of amount one million Tanzania shillings per year, policy like this discourage the SMEs to employ digital marketing techniques in their firms.

From the second objective, which was to determine the influence of the digital marketing in the firm revenue performance we finding that, 73.4 percent, 23.4 percent and 2.1 percent of the respondent agreed that their firm’s revenue status increase, remain constant and decrease respectively. This is due to different internal and external factors of the firm. Example, Dr Mwaka institute deal with reproduction heath system can be brand to all digital media platforms and the people heard about it
but still the revenue status can be constant or decline at all, this is because of the nature of the business services the firm’s operate. People cannot go to the hospital unless they got sick and not by heard about the services. Enterperenures should know the relationship between the nature of the business their doing and the revenue status before employing any digital marketing techniques.

From the third objective, which was to identify the challenges of adopting digital marketing technique in the firm operations, the study find that, most of the respondent agrees to face some challenges like if necessary to hire some skilled labor for managing firms digital platforms and comments and inquires of the product and services, what I notice firms especially with aged work force face many challenges compare to the firms with mixed work force.

All in all government should establish policies to encourage the entrepreneurs to adopt digital marketing techniques has the business environment is changing to it. Establishment of the education systems from primary schools to enable students to get basic knowledge about E-commerce will build to future E-firms.

From a literature/context-related standpoint, this research has numerous suggestions. The main part of IT adoption literature incline to focus mostly on the adoption of classy technologies such as e-commerce and cloud computing, with moderately a minor percentage of training on social media adoption in organizations. In the case of the current research, it is required to spread the partial form of academic awareness in the IT adoption in SMEs, principally to social media technologies. It can be consequently said that this research aids as a preliminary argument for researchers to carry out other social media adoption research, chiefly in the emerging nations. Moreover, the key portion of IT adoption studies on SMEs takes commonly intensive on IS inventions adoption in the industrialized nations. This research prolonged the awareness of IT adoption in organizational locating to SMEs in the industrialized nations. This research would aid investigators to achieve a good understanding of the adoption of technologies in a smaller amount researched context in industrialized nations.
Moreover, there are about two over-all consequences rising after the experiential discoveries. The greatest understandable is the expansion of a convenience that can be used SMEs to assess the technical, executive and conservational circumstances under which social media technologies are adopted. SME owners or managers might use the TOE-based model advanced in this research: (i) to measure the circumstances under which social media may be embraced; and (ii) to intensify the consciousness of the diverse elements persuading the choice to adopt these skills. The model may also help as the opinion of orientation for extra SMEs that are attracted to seeing social media adoption in the predictable future by levitation mindfulness of which factors encourage the adoption of these technologies in the SME setting.

The study results call for special attention in addressing the problem of SMEs and social media. In particular the business owners need to undergo special social media training that will build their capacity in conducting their business with growth prospects.

Based on the study findings, there is optimistic relationship among SMEs and Social media, it is significant for the government and other important organizations to deliberate provide workshops to entrepreneurs as one of the policies for them to progress and have modest benefit in eliminating poverty and improve their financial position.

The research commends that, efforts exerted in setting training and workshops with equal access to all enterprises so as to attain sustainable financial advancement of the nation. Education institution should be used to deliver trainings on entrepreneurship basing on the fact that these institution have adequate resources and facilities for transfer of knowledge and skills with regards to entrepreneurship.

Furthermore, the government should establish entrepreneurship aspects in academic curriculum from grassroots level so as to impart the society with entrepreneurship enthusiasm.
From a literature standpoint, this research has numerous suggestions. The primary focus should be on information technology (IT) adoption at policy level accompanied with classy technologies such as e-commerce. This should go in hand with trainings on social media adoption among enterprises. For the purpose of this research it calls for sensitization of IT adoption among SMEs in particular social media technologies. It can be, consequently, said that this research aids as a preliminary argument for researchers to carry out other social media adoption research, chiefly in the emerging nations. This research insists the awareness of IT adoption among SMEs in the unindustrialized nations. Also, it would aid other researchers to acquire a well understanding on the adoption of fresh technologies in a researched context.

6.5 Areas for Further Study

From the literature review and data presentation and analysis of this study, the researcher has found some areas where it should have more studies. So, the following areas have been recommended for further study:

i. The impacts of digital platforms in behavioural changes

ii. The impact of digital platforms in e-government

iii. Assessment of security on online sales
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Paul Chapman.


APPENDIXES

APPENDIX ONE

Questionnaires to be sent to SMEs

Dear Respondent, I am a final year student at the Mzumbe University of Tanzania pursuing Master of Business Administration. I am carrying out a study on ADOPTION OF DIGITAL MARKETING IN TANZANIA FIRMS FOR THE PURPOSE OF INCREASE FINANCIAL GAINS THROUGH ONLINE SALES. This study is strictly for academic purposes and the information will be conducted with much confidentiality. Please, I kindly ask for your cooperation.

Here, I would like to have some personal information about you –undoubtedly for analytical purposes.

Please, indicate by letter in the appropriate rating box against each of the question below to answer them

Part A: Background

<table>
<thead>
<tr>
<th></th>
<th>Sex of respondent</th>
<th></th>
<th>Age of respondent (Years)</th>
<th></th>
<th>What is your level of education?</th>
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<td></td>
<td></td>
<td></td>
<td>2.</td>
<td></td>
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<tr>
<td></td>
<td>a) Male</td>
<td></td>
<td>a) 18-30years</td>
<td></td>
<td>a. Primary Education</td>
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<tr>
<td></td>
<td>b) Female</td>
<td></td>
<td>b) 31-45years</td>
<td></td>
<td>b. Secondary Education</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>c) 46-55years</td>
<td></td>
<td>c. Diploma</td>
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<td></td>
<td></td>
<td></td>
<td>d) 56-65years</td>
<td></td>
<td>d. BA degree</td>
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<td>e. Masters</td>
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<td>f. PhD</td>
</tr>
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### PART A: Marketing Techniques used

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<thead>
<tr>
<th>S.N</th>
<th>Statements / items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>SMEs use Content Optimization is one of the digital techniques</td>
</tr>
<tr>
<td>2.</td>
<td>Social media is always utilized by SMEs as a digital technique</td>
</tr>
<tr>
<td>3.</td>
<td>Websites are used by SMEs in the promotion of their brands</td>
</tr>
<tr>
<td>4.</td>
<td>Direct Mail is applied by SMEs as their digital techniques</td>
</tr>
</tbody>
</table>

### Part B: The challenges facing SMEs in their when adopting digital marketing techniques

<table>
<thead>
<tr>
<th>S. N</th>
<th>Statements / items</th>
<th>Before the use of Digital Marketing</th>
<th>After the use of Digital Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>More human resource is needed to handle customers opinion and queries</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>2.</td>
<td>More times are needed to handle customers opinion and queries</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>3.</td>
<td>There is a risk of damage for the SMEs reputation</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
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<tr>
<td>4.</td>
<td>There is a lack of privacy</td>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
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<td><strong>5.</strong></td>
<td>There are risks of embarrassing information about the business of products</td>
<td></td>
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<tr>
<td><strong>6.</strong></td>
<td>There are technological challenges which sometimes make network break down</td>
<td></td>
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<tr>
<td><strong>7.</strong></td>
<td>There are risk of hackers and phishing</td>
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<td><strong>8.</strong></td>
<td>There are legal constraints/restrictions</td>
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<td></td>
<td>If agreed mention any legal challenges you face on social media</td>
<td></td>
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</tbody>
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