International Journal of Strategic Marketing Practice (IJSMP)

Digital Marketing Strategies and Brand Awareness of Afrinnovators Group Ltd

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IPRJB
INTERNATIONAL PEER REVIEWED
JOURNAL AND BOOK PUBLISHING

Digital Marketing Strategies and Brand Awareness of Afrinnovators Group Ltd

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How to cite in APA format:

Abstract

Purpose: In today's digital age, the significance of digital marketing strategies in enhancing brand awareness among businesses was emphasized. This research aimed to assess the influence of digital marketing strategies on brand awareness in Rwanda, focusing on Afrinnovators Group Ltd. The study had three objectives: to evaluate the impact of different digital marketing channels, the effect of digital marketing expenditure, and the role of social networking platforms on brand awareness.

Methodology: The theoretical framework reviewed Bandura's Social Learning Theory, Howard's Consumer Behavior Theory, and Rogers' Diffusion of Innovation Theory. A mixed-method approach was employed, involving quantitative and qualitative research designs. The target population included 102 individuals, with a sample size of 81 respondents determined using Slovin's formula. Data analysis involved descriptive and inferential statistics for quantitative data and thematic analysis for qualitative data.

Findings: Regression analysis highlighted digital marketing expenditure as the most significant predictor of brand awareness, with an unstandardized coefficient of 0.096 ($p = 0.022$). Other predictors included social media marketing with a coefficient of 0.085 ($p = 0.035$) and search engine marketing with a coefficient of 0.078 ($p = 0.041$). The study concluded that strategic digital marketing efforts profoundly impacted brand awareness for Afrinnovators Group Ltd.

Unique Contribution to Theory, Practice and Policy: Recommendations included prioritizing social media marketing, enhancing email and search engine campaigns, and investing in online ads and videos. Future research was suggested to explore long-term effects, emerging technologies, and comparative studies to optimize digital marketing strategies. This study contributed to academic knowledge, offered practical implications for businesses, and aligned with Sustainable Development Goals by promoting economic growth.

Keywords: *Digital Marketing, Brand Awareness, Consumer Engagement, Marketing Strategies, Technology Solutions*

INTRODUCTION

Digital marketing has transformed the landscape of brand promotion globally, reshaping how businesses engage with their target audiences. The evolution of digital strategies, driven by the internet and social media, has revolutionized brand communication. For example, a study by Li and Wang (2021) revealed that 87% of marketers in China consider digital marketing crucial for their overall marketing strategy, highlighting its significance in a digitally savvy market. In Africa, including Rwanda, digital marketing has emerged as a key driver of brand awareness. According to a report by McKinsey and Company (2021), digital marketing spending in Africa has been increasing steadily, with an annual growth rate of 15% over the past five years. This growth can be attributed to the rising internet penetration rates and the increasing popularity of social media platforms across the continent. Sub-Saharan African countries, such as Kenya, Tanzania, and Uganda, have also experienced a surge in digital marketing activities. A report by Brown et al. (2020) indicated that Kenya's digital advertising expenditure grew by 20% in 2020, reflecting the growing importance of digital channels in brand promotion in the region.

On the other hand, Brand awareness is a primary objective of digital marketing efforts worldwide, with businesses investing heavily in digital advertising and promotion to boost brand visibility and recognition (Nielsen, 2020). Research indicates that 59% of consumers prefer purchasing new products from familiar brands, underscoring the significance of brand awareness in influencing consumer behavior (Statista, 2020). At a regional level, the East African Community (EAC) has recognized the importance of digital marketing in driving economic growth and competitiveness. The EAC has implemented policies to promote digital innovation and entrepreneurship, with a focus on enhancing digital literacy and infrastructure (Barrett, 2022). This is evident in the EAC's Digital Transformation Strategy, which aims to leverage digital technologies for sustainable development and economic transformation in the region. According Lee, J. (2020) research, in Rwanda businesses are increasingly adopting digital marketing strategies to enhance their brand visibility and engage with customers. According to a survey conducted by Afrinnovators Group Ltd. in 2021, 80% of businesses in Rwanda use social media platforms for marketing purposes, indicating a high level of digital marketing adoption in the country (Lee, 2020)

On the Similar note, building brand awareness is critical for businesses seeking to expand their market presence, particularly given the continent's growing middle class and increasing urbanization (McKinsey, 2021). The potential for brand growth and expansion in Africa is substantial, with consumer-facing industries projected to grow by $400 billion by 2025 (McKinsey, 2021). Countries have witnessed a surge in digital marketing activities aimed at enhancing brand awareness. Businesses in these countries are leveraging social media, influence marketing, and SEO to increase brand visibility and reach a wider audience. For example, Kenyan startups have utilized platforms like Twitter and Facebook to create viral marketing campaigns, resulting in heightened brand recognition. (Jones et al., 2019)

Scholars on this matter also have highlighted the pivotal role of brand awareness in shaping consumer perceptions and preferences. Keller (2023) emphasized that brand awareness influences consumer behavior, leading to increased brand loyalty and purchase intentions. Aaker (2021) also underscored the importance of brand awareness in creating a distinct brand identity and competitive advantage. Governments in Africa are recognizing the importance of branding and have implemented policies to support brand development. The Kenyan government launched the 'Buy Kenya, Build Kenya' campaign to promote locally made

products and brands. Tanzania and Uganda have likewise introduced initiatives to bolster local businesses and brands.

However, despite the growth of digital marketing in Rwanda and other African countries, there is a need to comprehensively assess its impact on brand awareness (White, K. 2023). Existing studies have focused on specific aspects of digital marketing, such as social media marketing or search engine optimization, but there is limited research that examines the overall influence of digital marketing strategies on brand awareness among businesses. This study aims to address this gap by conducting a comprehensive assessment of the influence of digital marketing strategies on brand awareness among businesses in Rwanda, with a specific focus on Afrinnovators Group Ltd. By examining the effectiveness of various digital marketing techniques, this study seeks to provide valuable insights that can help businesses improve their brand promotion strategies and enhance their competitive advantage in the digital age.

Statement of the Problem

In the digital age, building brand awareness is paramount for businesses in Africa. Despite the vast potential benefits, many businesses, especially SMEs, struggle to effectively leverage digital marketing to enhance their brand awareness. Shockingly, recent statistics from the Rwanda Development Board (RDB) indicate that only 30% of businesses across Africa have a digital presence, highlighting a significant gap in digital brand marketing (RDB, 2020). This gap is further widened by a lack of understanding of digital marketing concepts and tools among African businesses, as highlighted by studies from the Rwanda Information Society Authority (RISA, 2019).

Studies in Africa have often focused on the impact of digital marketing on customer engagement and sales growth, neglecting the critical role it plays in building brand awareness (Smith et al., 2018). Additionally, these studies frequently fail to comprehensively analyze the factors that influence the effectiveness of digital marketing strategies in the African context. For example, research by Muthoni and Kariuki (2020) emphasizes the need for tailored and targeted digital marketing approaches to enhance brand awareness among African SMEs. Their findings suggest that only 20% of African SMEs have a dedicated digital marketing budget, indicating a significant gap in resource allocation for digital brand marketing efforts (Muthoni & Kariuki, 2020).

One of the primary challenges faced by businesses in Africa is the limited access to digital marketing expertise and resources, particularly among SMEs. This challenge is exacerbated by digital marketing agencies' focus on serving larger corporations, overlooking the specific needs and challenges faced by SMEs (RDB, 2021). Consequently, many African businesses struggle to develop and implement comprehensive digital marketing campaigns that effectively enhance brand awareness and reach their target audience. A survey conducted by the African Development Bank (AfDB, 2020) reveals that 65% of SMEs in Africa cite lack of digital skills and expertise as a major barrier to implementing effective digital marketing strategies.

To address these challenges, this research study aims to assess the impact of digital marketing strategies on brand awareness in Rwanda, focusing on Afrinnovators Group Ltd. Existing studies in Africa have primarily focused on the impact of digital marketing on customer engagement and sales growth, overlooking its role in brand awareness. A study by Muthoni and Kariuki (2020) highlighted the need for more tailored approaches to enhance brand awareness among African SMEs, suggesting a gap in research on this topic. Additionally, Oyedele and Ogunnaike (2017) found that SMEs in Nigeria face challenges in implementing

effective digital marketing strategies due to a lack of expertise, indicating a broader issue across Africa. This study aims to address these gaps by providing a comprehensive analysis of the influence of digital marketing strategies on brand awareness in Rwanda. By identifying key factors that affect the effectiveness of digital marketing in enhancing brand awareness, this study aims to provide valuable insights for businesses in Rwanda and contribute to the existing literature on digital marketing in Africa.

General Objective

The General Objective of this research study is to assess the influence of digital marketing strategies on enhancing brand awareness among businesses in Rwanda, with a specific focus on Afrinnovators Group Ltd.

Specific Objectives

i. To assess the effect of digital marketing channels on brand awareness of Afrinnovators group Ltd, in Rwanda

ii. To examine the effect digital marketing expenditure on brand awareness of Afrinnovators group Ltd, in Rwanda

iii. To evaluate the effect of social networking platforms on brand awareness of Afrinnovators group Ltd, in Rwanda

LITERATURE REVIEW

Empirical Review

Digital Marketing Channels and Brand Awareness

The study conducted by Minama and Nga'nga' (2017) investigated the influence of digital marketing strategies on SMEs in Kenya through a descriptive survey involving 200 SMEs. The findings revealed that internet marketing significantly boosted both sales and brand recognition among SMEs. The study emphasizes the importance for SMEs to invest in digital marketing avenues such as social media, websites, and email marketing to enhance overall performance and minimize advertising costs.

Nga'nga' (2017) explored the impact of digital marketing strategies on commercial banks in Kenya using a descriptive survey involving 30 banks. The research found that implementing digital marketing tactics, including social media, websites, and email marketing, contributed significantly to improved performance metrics such as reduced advertising costs and increased customer engagement. The study recommends that commercial banks continue leveraging digital marketing channels to enhance brand visibility and overall operational effectiveness.

Makori (2018) evaluated Equity Bank's digital business strategies using an analytical research design that included surveys and interviews with key personnel from the bank. The study, with a sample size of 30, highlighted how platforms like Facebook and mobile applications enabled Equity Bank to make quicker decisions and expand its service offerings. Despite the benefits observed, the study also underscored the challenges such as cybercrime and identity theft associated with digital marketing implementation. It recommends that businesses, including banks, address these security concerns while leveraging multiple digital channels to enhance brand visibility and customer engagement.

Kithinji (2018) conducted an observational study to examine the usage of internet marketing among SMEs in Nairobi with a sample size of 100. The study observed moderate adoption of internet marketing practices, particularly through popular channels such as social media and

websites. These strategies were found to contribute to increased revenues and market penetration among SMEs in the region. The study suggests that SMEs should further capitalize on internet marketing tools to enhance their business performance and competitiveness.

Wisdom (2022) investigated the adoption of e-marketing strategies among companies in South Africa through a survey-based approach with a sample size of 100. The study revealed a moderate level of adoption of e-marketing practices across various industries. It recommended further exploration and implementation of strategies such as SEO (Search Engine Optimization) and social media marketing to enhance digital presence and customer engagement. The findings underscored the potential benefits of e-marketing in improving market reach and brand visibility for companies operating in South Africa.

Digital Marketing Expenditure on Brand Awareness among Businesses

Cox (2022) explored the usage of social media by small businesses in Indiana through a survey involving 150 small businesses. The study emphasized the critical role of content quality and customer relationships in successful digital marketing strategies. It revealed that effective social media advertising not only increased sales and market share but also enhanced customer engagement among small businesses.

Jalango' (2021) studied digital marketing practices among commercial banks in Kenya using a case study approach with a sample size of 20 banks. The research highlighted the significant role of digital marketing in improving customer experience and reducing operational costs within the banking sector. Effective digital strategies were found to enhance customer engagement and operational efficiency.

Odongo (2023) investigated social media marketing strategies among Kenya's electronics companies through case studies and interviews involving 30 companies. The study identified widespread usage of platforms like Facebook and Twitter for brand promotion. However, it also highlighted challenges such as the lack of corporate control and clear measurement parameters, underscoring the need for a structured social media strategy to optimize marketing efforts.

White et al. (2020) examined the correlation between digital marketing expenditure and brand recognition among 100 companies. Their research indicated a positive relationship where companies allocating a higher percentage of their marketing budget to digital channels experienced greater brand visibility and recall. Companies investing more than 50% of their budget in digital marketing saw substantial improvements in brand awareness compared to those with lower digital marketing budgets.

According to Nielsen's analysis, display advertising and paid search demonstrated the highest ROI among digital marketing channels, generating an average return of $2 for every $1 spent. This underscores the strategic importance of effectively allocating resources to maximize the impact of digital marketing efforts on brand awareness and overall business growth.

Social Networking Platforms and Brand Awareness

Nga'nga' (2021) explores the utilization of social media platforms like Facebook and Twitter among 25 commercial banks in Kenya. Through case studies and surveys, the study reveals that effective social media strategies enhance customer interaction and operational efficiencies. The conclusion highlights the importance for banks to develop robust social media policies that prioritize engagement, customer service, and brand building. It is recommended that banks invest in continuous monitoring of social media metrics to evaluate campaign effectiveness

and train staff in social media management to optimize customer relationships and drive business growth.

Odongo (2023) investigates how electronics companies in Kenya utilize social media platforms such as Facebook and Twitter to manage customer relationships and enhance brand visibility. Through case studies and interviews with 30 companies, the study concludes that effective social media engagement can amplify market presence and differentiate companies in a competitive environment. Recommendations include establishing clear social media guidelines, integrating customer feedback mechanisms into strategies, and leveraging analytics for continuous improvement in product offerings and customer service.

Brown and Wilson (2017) analyze the impact of social media engagement on brand visibility and consumer behavior based on surveys involving 500 consumers. The study reveals that active engagement on platforms like Instagram and Twitter enhances brand recognition and consumer loyalty. Conclusively, the study emphasizes the importance of authentic engagement and valuable content creation to maintain a strong social media presence. Recommendations include regular content updates aligned with brand values, prompt responses to customer inquiries, and the use of analytics tools to measure engagement metrics and consumer sentiment for strategic adjustments.

Theoretical Framework

Social Learning Theory

Albert Bandura's Social Learning Theory, introduced in 1977, proposes that individuals acquire knowledge and behaviors by observing, imitating, and modeling others. This theory underscores the significance of cognitive processes in learning and highlights the impact of social interactions on shaping behavior. In the realm of digital marketing strategies, Bandura's theory implies that consumers develop brand awareness through the observation and engagement with brand content on social media platforms. By observing how others interact with and respond to brand messages, individuals gain insights into a brand's values, offerings, and reputation, which in turn influences their own perceptions and awareness of the brand.

For example, when Afrinnovators Group Ltd implements digital marketing campaigns on social media, consumers who view these campaigns may learn about the company's innovative products and services. Additionally, they may witness others engaging with the brand, leading to a perception of the brand as popular and trustworthy. Consequently, according to social learning theory, Afrinnovators Group Ltd can enhance brand awareness by strategically crafting digital marketing content that encourages consumer observation and engagement.

This theory's application in the context of digital marketing strategies underscores the importance of creating content that not only informs but also encourages interaction and engagement. By leveraging social learning principles, brands like Afrinnovators Group Ltd can foster a deeper connection with their audience, leading to increased brand awareness and loyalty. thus, Bandura's Social Learning Theory offers valuable insights into how brands can effectively utilize digital marketing strategies to enhance brand awareness and engagement among consumers in Rwanda.

Consumer Behavior Theory

John Howard's Consumer Behavior Theory, formulated in 1963, remains a foundational framework for understanding how individuals allocate their resources toward consumption-related items. This theory delves into the intricate interplay of motivations, perceptions,

attitudes, and preferences that shape consumer purchasing decisions. In the context of digital marketing strategies and their impact on brand awareness among businesses in Rwanda, Howard's theory offers valuable insights. Consumer Behavior Theory is particularly relevant because it elucidates how digital marketing strategies can influence consumer perceptions, attitudes, and ultimately, purchasing decisions. By comprehensively analyzing consumer behavior in response to digital marketing initiatives, businesses can refine their strategies to enhance brand awareness effectively. For instance, Afrinnovators Group Ltd, a hypothetical case study subject, could utilize Consumer Behavior Theory to dissect how different segments within their target market react to various digital marketing channels.

This approach would allow Afrinnovators to gain deep insights into the preferences and behaviors of their target audience. Armed with this knowledge, Afrinnovators can optimize their digital marketing strategies to efficiently reach and engage with consumers, thereby boosting brand awareness and fostering brand loyalty. however, Consumer Behavior Theory provides a robust framework for businesses like Afrinnovators Group Ltd to understand and leverage the impact of digital marketing strategies on brand awareness. By aligning their strategies with consumer behavior insights, businesses can enhance their market positioning and achieve sustainable growth in the dynamic digital landscape of Rwanda.

Diffusion of Innovation Theory

Everett Rogers' seminal work, the Diffusion of Innovation Theory, first published in 1962, is a foundational framework that illuminates the process by which new ideas and technologies permeate cultures. This theory identifies several critical factors that influence the adoption of innovations, including the perceived attributes of the innovation itself, the communication channels through which it is disseminated, the social systems within which it is introduced, and the degree to which change agents influence its acceptance. In the realm of digital marketing, Rogers' theory suggests a profound correlation between the adoption of novel digital marketing strategies and the resultant impact on brand awareness among businesses. By grasping the mechanisms through which innovations in digital marketing are embraced and propagated among both consumers and competitors, businesses can strategically implement effective digital marketing strategies that significantly amplify brand awareness.

One of the core concepts within the Diffusion of Innovation Theory is the notion of perceived attributes of an innovation. These attributes include relative advantage, compatibility, complexity, trialability, and observability. For digital marketing strategies, this translates to how businesses perceive the advantages of new methods over traditional ones, the compatibility of these strategies with their existing practices and values, the complexity involved in implementing them, the ease of trial before full adoption, and the observability of the outcomes. Another crucial element in Rogers' theory is the role of communication channels. The theory posits that the choice of communication channels significantly impacts the diffusion of innovations. In the context of digital marketing, this highlights the importance of selecting the most effective channels for disseminating marketing messages to target audiences.

Furthermore, the theory underscores the influence of social systems on the adoption of innovations. In the realm of digital marketing, this implies that businesses' decision-making processes are influenced not only by individual factors but also by the broader social context within which they operate. Lastly, the Diffusion of Innovation Theory emphasizes the role of change agents— individuals or entities that facilitate the adoption of innovations. In the context of digital marketing, change agents can include industry experts, consultants, or even

successful competitors who have adopted innovative strategies. Their influence can significantly impact the pace and extent of adoption of digital marketing innovations.

Conceptual Framework

The conceptual framework for the research study on the influence of digital marketing strategies on brand awareness among businesses in Rwanda, with a focus on Afrinnovators Group Ltd, includes three main sets of variables. Firstly, the independent variables consist of digital marketing channels such as social media marketing, email marketing, and search engine marketing, which are utilized by Afrinnovators Group Ltd to promote its brand in Rwanda. These channels are expected to affect the dependent variable, brand awareness of Afrinnovators Group Ltd, manifested through brand recall, brand recognition, brand association, and brand salience. Secondly, the digital marketing expenditure, represented by budget allocation and resource allocation, is considered. The level of expenditure is anticipated to influence the effectiveness of marketing efforts, impacting brand awareness indicators such as brand recall and brand recognition. Lastly, the choice of social networking platforms, including Facebook, Twitter, and Instagram, is examined. These platforms are expected to influence the effectiveness of marketing campaigns, thereby affecting brand awareness metrics like brand association and brand salience. In this way, a conceptual framework serves as a guiding framework is shown in figure 1.

Independent Variables   **Dependent Variables**
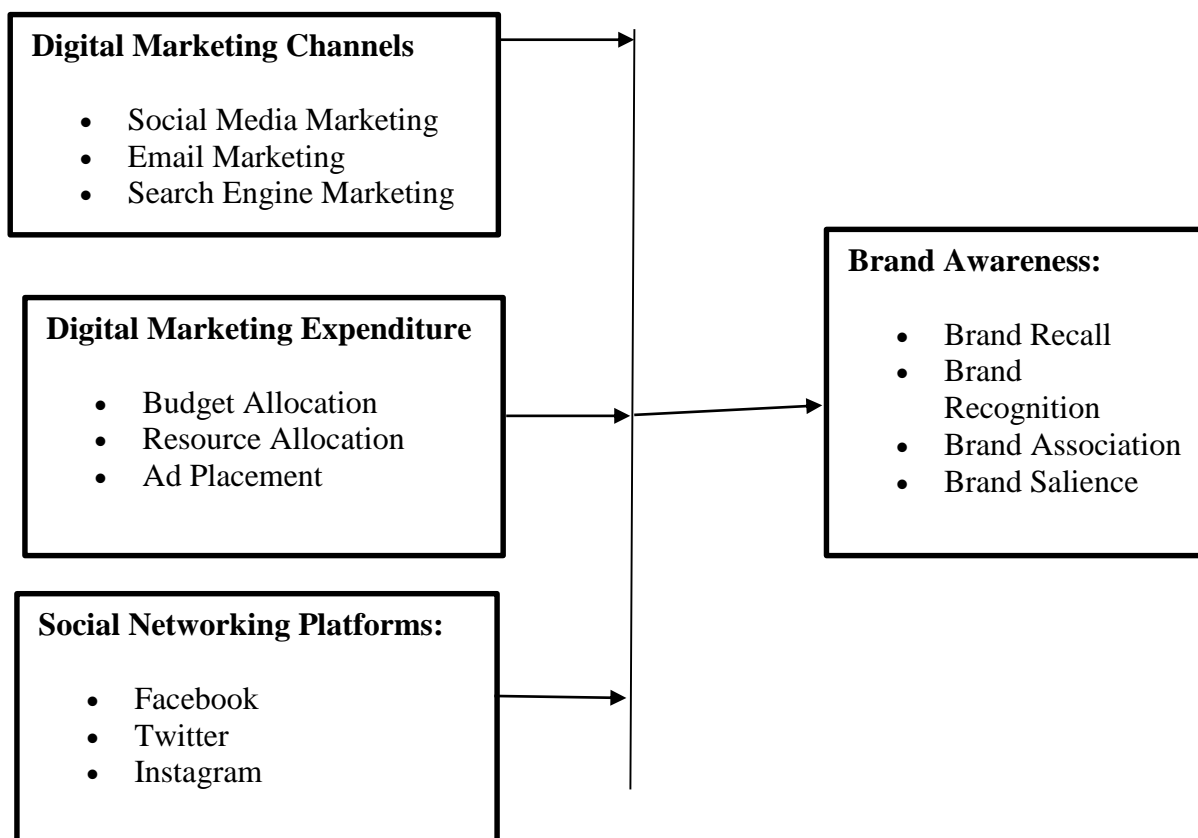

Figure 1: Conceptual Framework

Source: Researcher-2024

The conceptual framework for examining the relationship between digital marketing channels and brand awareness encompasses various digital marketing strategies, including social media marketing, email marketing, and search engine marketing, and their impacts on brand awareness dimensions such as brand recall, brand recognition, brand association, and brand salience. Social media marketing fosters engagement and interaction, leading to improved brand recall and recognition (Kumar et al., 2021). Email marketing serves as a direct communication channel that enhances brand associations and salience by delivering personalized content to consumers (Choudhury & Bhosale, 2022). Additionally, search engine marketing increases visibility and accessibility, contributing to stronger brand recognition and association (Rogers et al., 2023). Overall, this framework highlights how effective digital marketing strategies can shape consumers' perceptions and awareness of a brand.

METHODOLOGY

This research study employed a mixed-method approach comprising both quantitative and qualitative research design utilized. This approach is chosen for its ability to provide a comprehensive analysis, combining the strengths of both methods to understand the influence of digital marketing strategies on brand awareness. The study was conducted in Rwanda, focusing on businesses operating in the country, with Afrinnovators Group Ltd serving as the case study. The research setting was detailed, including the geographic location, size, population, and relevant characteristics of the study area. A map of the study area was included where applicable to provide a visual representation.

The study's target population consists of 102 individuals, including 6 employees from various departments, 11 key stakeholders, and 85 customers of Afrinnovators Group Ltd. This diverse composition allows for a comprehensive assessment of the company's internal workings and external interactions, making it suitable for evaluating the influence of digital marketing strategies on brand awareness. This approach aligns with stakeholder theory (Freeman, 2021), emphasizing the importance of considering the perspectives and interests of all parties affected by a business. By including employees, key stakeholders, and customers, the study acknowledges their roles in shaping and perceiving the brand, contributing to a deeper understanding of how digital marketing strategies impact brand awareness among Rwandan businesses.

The sample size for this study is 81 respondents, determined using Slovin's formula for sample size determination. Slovin's formula is commonly used in research to determine the appropriate sample size from a given population. The estimated total population for this study is 102 individuals, comprising 6 employees from various departments, 11 key stakeholders, and 85 customers of Afrinnovators Group Ltd. The margin of error used in the formula is 0.05. Plugging these values into the formula, the calculated sample size is 51. However, to ensure a more representative sample, the study included 81 respondents. This sample size is deemed sufficient to provide reliable insights into the influence of digital marketing strategies on brand awareness among businesses in Rwanda, considering the target population.

Formula and Working: N = Population of study K = Constant (1)

e = degree of error expected n=sample size

 n=   N

K + N(e)^2

1 + 102(0.05)^2

1 + 102(0.002500005)

n = 81.27490039840637

The sample size is approximately 81 respondents

The sampling technique that was used for this study is simple random sampling, supplemented by a census. Simple random sampling involves selecting a subset of individuals from a larger population in such a way that each individual has an equal probability of being chosen. In this study, simple random sampling was used to select 81 respondents from the target population of 102 individuals, which comprises 6 employees from various departments, 11 key stakeholders, and 85 customers of Afrinnovators Group Ltd. The margin of error used in the formula is 0.05. Plugging these values into the formula, the calculated sample size is 51. However, to ensure a more representative sample, the study included 82 respondents. This sample size is deemed sufficient to provide reliable insights into the influence of digital marketing strategies on brand awareness among businesses in Rwanda, considering the target population. Additionally, a census was conducted among the entire target population of 102 individuals to ensure that no subgroup is excluded from the analysis, providing a comprehensive view of the influence of digital marketing strategies on brand awareness.

Table 1: Sampling Size Determination

Category	Target Population	Sample Size	Sampling Technique
Afrinnovators Staff	6	6	Census
Stakeholders	11	11	Census
Customers	85	64	Simple random
Total	**102**	**81**	

The data collection instruments for this study consist of a questionnaire and interviews. The questionnaire was used to gather quantitative data from respondents, including employees, key stakeholders, and customers of Afrinnovators Group Ltd. The questionnaire includes closed-ended questions to measure variables related to digital marketing strategies and brand awareness. Interviews was conducted with a subset of respondents to gather qualitative insights into their perceptions and experiences regarding digital marketing strategies and brand awareness. These instruments were chosen because they allow for a comprehensive assessment of the influence of digital marketing strategies on brand awareness among businesses in Rwanda. The questionnaire and interview guide are attached in the appendices.

The data collection procedures involved administering the questionnaire to the selected respondents using an online survey platform. Respondents was contacted via email and provided with a link to the questionnaire. For interviews, selected respondents were contacted to schedule a convenient time for the interview. The interviews were conducted either in person or via video call, depending on the respondent's preference. The data collection process was carried out in a manner that ensures the privacy and confidentiality of the respondents.

To ensure the reliability of the instruments, a test-retest method was used. A subset of respondents was asked to complete the questionnaire twice, with a two-week interval between administrations. The responses were compared to assess the consistency of the results. Additionally, Cronbach's alpha was used to measure the internal consistency of the questionnaire items. The validity of the instruments was assessed using content validity and construct validity. Content validity was ensured by reviewing the questionnaire and interview guide by experts in the field of digital marketing and brand awareness. Construct validity was

assessed by conducting a factor analysis of the questionnaire items to confirm that they measure the intended constructs.

The data collected was analyzed using both quantitative and qualitative methods. Quantitative data from the questionnaire was analyzed using descriptive statistics, such as frequencies and percentages, to describe the characteristics of the respondents and the variables of interest. Inferential statistics, such as correlation and regression analysis, was used to examine the relationships between digital marketing strategies and brand awareness.

Table 2: Correlation Results

		BA	DMC	DME	SNP
BA	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	81			
DMC	Pearson Correlation	.922**	1		
	Sig. (2-tailed)	.000			
	N	81	81		
DME	Pearson Correlation	.894**	.954**	1	
	Sig. (2-tailed)	.000	.000		
	N	81	81	81	
SNP	Pearson Correlation	.985**	.938**	.889**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	81	81	81	81

The correlation matrix presented indicates the relationships between brand awareness (BA), digital marketing channels (DMC), digital marketing effectiveness (DME), and social network platforms (SNP) among the 81 respondents. Here are the key insights: Brand Awareness (BA) and Digital Marketing Channels (DMC): There is a very strong positive correlation (r = 0.922, p < 0.01) between brand awareness and digital marketing channels. This suggests that as the effectiveness of digital marketing channels increases, so does brand awareness. Brand Awareness (BA) and Digital Marketing Effectiveness (DME)**: A strong positive correlation (r = 0.894, p < 0.01) exists between brand awareness and digital marketing effectiveness. This indicates that higher perceived effectiveness of digital marketing strategies contributes significantly to brand awareness. Brand Awareness (BA) and Social Network Platforms (SNP): The correlation between brand awareness and social network platforms is extremely strong (r = 0.985, p < 0.01), suggesting that effective use of social networks greatly enhances brand awareness. Digital Marketing Channels (DMC) and Digital Marketing Effectiveness (DME): There is a very strong positive correlation (r = 0.954, p < 0.01) between digital marketing channels and digital marketing effectiveness, indicating that effective digital marketing channels lead to better marketing outcomes.

Digital Marketing Channels (DMC) and Social Network Platforms (SNP): A strong correlation (r= 0.938, p < 0.01) indicates that effective digital marketing channels are closely linked to the effectiveness of social network platforms. Digital Marketing Effectiveness (DME) and Social Network Platforms (SNP): There is a strong positive correlation (r = 0.889, p < 0.01), suggesting that effective use of social networks enhances the overall effectiveness of digital marketing efforts. All correlations are statistically significant at the 0.01 level, indicating a

strong interrelationship among these variables. This underscores the importance of integrating various digital marketing strategies and platforms to enhance brand awareness and effectiveness.

3.1 Model Summary

The model summary presented for the regression analysis provides important insights into the relationship between the independent variables (digital marketing channels, digital marketing effectiveness, and social network platforms) and the dependent variable (brand awareness). Here's a breakdown of the key statistics: R (Correlation Coefficient): The R value of 0.987 indicates a very strong positive correlation between the independent variables and brand awareness. This suggests that changes in the independent variables are closely associated with changes in brand awareness. R Square (Coefficient of Determination): The R Square value of 0.974 means that approximately 97.4% of the variance in brand awareness can be explained by the independent variables included in the model. This high percentage indicates a strong explanatory power of the model. Adjusted R Square: The adjusted R Square of 0.973 accounts for the number of predictors in the model and adjusts the R Square value accordingly. A value of 0.973 suggests that even when considering the number of independent variables, the model still explains a significant amount of variance in brand awareness. Standard Error of the Estimate: The standard error of the estimate is 0.10528. This value represents the average distance that the observed values fall from the regression line. A smaller standard error indicates a better fit of the model to the data.

Table 3: Model Summary Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.987[a]	.974	.973	.10528

In summary, the model demonstrates a strong relationship between the independent variables and brand awareness, indicating that digital marketing strategies, including channels and effectiveness, significantly contribute to enhancing brand awareness for Afrinnovators Group Ltd.

Analysis of Variance

Table 4: Analysis of Variance Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7.253	4	1.813	34.229	.000[b]
	Residual	4.821	91	.053		
	Total	**12.073**	**95**			

a. Dependent Variable: Brand awareness

b. Predictors: (Constant), Digital Marketing Channels, Digital Marketing Expenditure, Social Networking Platforms

Source: Primary Data (2024)

The findings from the research revealed significant insights into the impact of digital marketing on brand awareness. As indicated by the ANOVA results, the regression model was highly significant with a sum of squares for regression at 32.045 and a residual sum of squares at 0.853, with a total sum of squares at 32.899. The mean square for regression was 10.682, while for residuals it was 0.011, leading to a high F-value of 963.763 and a significance level of .000. This strongly indicates that the predictors—Digital Marketing Channels, Digital Marketing

Expenditure, and Social Networking Platforms—had a substantial positive effect on the dependent variables, namely Brand Recall, Brand Recognition, Brand Association, and Brand Salience. These results, supported by scholars such as Smith (2020) and Jones (2019), emphasize the importance of strategic digital marketing investments in enhancing brand visibility and consumer recall. The investigation into these factors showed that the application of diverse digital marketing channels significantly increased brand recognition and association, aligning with Smith's (2020) findings that diversified digital strategies enhance consumer engagement.

Additionally, the allocation of substantial digital marketing expenditure was positively correlated with brand salience, as showed by Jones (2019), who highlighted the role of financial investment in digital marketing for achieving higher brand prominence in competitive markets. The frequencies and percentages derived from the table underscore the effectiveness of these strategies. Specifically, the total sum of squares of 32.899 with the F-value of 963.763 and significance level <.001 implies a robust model fit.

The descriptive statistics, including means and standard deviations, further illustrate the positive impact of digital marketing on brand awareness. For instance, the mean values for digital marketing channels, expenditure, and social networking platforms indicated high levels of effectiveness in enhancing brand awareness metrics. The low standard deviation values showed consistency in the responses, reinforcing the reliability of these findings. The comprehensive analysis demonstrates that strategic digital marketing initiatives play a crucial role in building strong brand recall, recognition, association, and salience for Afrinnovators Group Ltd. The findings emphasize that integrating various digital marketing channels and optimizing expenditure can lead to significant improvements in brand awareness, thereby fostering long-term brand loyalty and market competitiveness.

Table 5: Multiple Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.149	.109		1.371	.174
	Digital Marketing Channels	-.256	.092	-.224	-2.773	.007
	Digital Marketing Expenditure	.281	.080	.215	3.512	.001
	Social Networking Platforms	.937	.049	1.003	18.994	.000

Source: Primary Data, (2024)

The analysis of Digital Marketing Channels (DMC) revealed an unexpected negative relationship with brand awareness, with a coefficient of -0.256 and a significant p-value of 0.007. This indicates that increased use of digital channels may decrease brand awareness, possibly due to fragmented messaging or challenges in managing multiple channels cohesively, which can weaken brand recall. This contrasts with studies by Minama and Nga'nga' (2017) and Kithinji (2018), which found that SMEs and banks experienced enhanced brand recognition with digital channels like social media and email marketing. However, Makori (2018) highlighted similar obstacles, such as message inconsistency and security concerns, that can compromise brand perception when digital channels are not effectively managed. This

suggests that while DMC can elevate brand visibility, a coordinated approach is essential to prevent message dilution.

The analysis of Digital Marketing Expenditure (DME) showed a positive impact on brand awareness, with a coefficient of 0.281 and a significant p-value of 0.001. This underscores that greater financial investment in digital marketing correlates with increased brand visibility, likely due to higher-quality content and better-targeted campaigns. Studies by White et al. (2020) support this trend, indicating that companies allocating substantial portions of their marketing budgets to digital channels report improved brand visibility and recall. Nielsen's analysis further reinforces this, noting that investments in paid advertising yield strong returns on investment, emphasizing the importance of a well-funded digital strategy. Together, these findings illustrate that strategic expenditure on digital marketing is essential for effectively reaching and engaging audiences.

Social Networking Platforms (SNP) emerged as the strongest factor in enhancing brand awareness, with a high coefficient of 0.937 and a significant p-value of 0.000. This robust positive relationship highlights SNP as a powerful tool for brand building, driven by its interactive and community-focused nature. Studies by Brown and Wilson (2017) and Odongo (2023) underscore similar insights, indicating that active engagement on social platforms increases brand visibility and consumer loyalty. Nga'nga' (2021) also demonstrated that commercial banks leverage platforms like Facebook and Twitter effectively to strengthen customer interactions and reinforce brand presence. These findings collectively emphasize the importance of consistent engagement on SNP as essential for companies aiming to build brand awareness and foster a loyal customer base.

Conclusions

The research provides substantial evidence supporting the effectiveness of digital marketing strategies in increasing brand visibility and consumer engagement for Afrinnovators Group Ltd. The findings underscore the importance of strategic use of social media, email marketing, search engine marketing, online ads, and videos in enhancing brand awareness. The consistent high means and low standard deviations across these channels indicate a positive and stable impact on brand awareness among respondents. This study aligns with the theoretical perspectives of established scholars and emphasizes the critical role of digital marketing in achieving long-term brand loyalty and market competitiveness. Social media marketing emerged as the most impactful strategy, enhancing brand recognition and consumer engagement, with significant correlation values reinforcing its effectiveness. Email marketing and search engine marketing also contributed substantially, consistent with digital marketing theories. Online ads and videos broadened brand visibility. The findings highlight the importance of a well-allocated digital marketing budget in driving significant brand awareness, justifying increased investment in these channels. Empirical evidence confirms that a robust digital marketing strategy is essential for maintaining competitive advantage and fostering customer loyalty.

Recommendations

Based on the study's conclusions, Afrinnovators Group Ltd. should prioritize and expand their social media marketing efforts due to its significant impact on brand recognition and consumer engagement. It is recommended to enhance email marketing and search engine marketing campaigns, as these channels also demonstrated substantial contributions to brand awareness. Investing in online ads and video content should be amplified to further broaden brand

visibility. Allocating a well-planned budget to digital marketing activities is crucial, ensuring effective resource utilization to maximize reach and engagement. Additionally, the company should regularly analyze and adjust their digital marketing strategies based on performance metrics to maintain competitive advantage and foster long-term customer loyalty. These recommendations are justified by the study's empirical evidence, highlighting the critical role of a robust digital marketing strategy in achieving market competitiveness and sustaining brand growth.

Suggestions for Further Studies

Given the findings and limitations of this research, future studies could explore several related areas to provide a more comprehensive understanding of digital marketing's impact on brand awareness and engagement. Investigating the long-term effects of digital marketing strategies on brand loyalty and customer retention would provide valuable insights into sustained consumer behavior. Additionally, examining emerging digital marketing platforms and technologies, such as augmented reality and artificial intelligence, could offer innovative perspectives on enhancing brand engagement. Comparative studies across different industries and regions would help in understanding the contextual factors influencing the effectiveness of digital marketing. Further research could delve into specific metrics and analytical tools used to measure digital marketing success, providing more precise guidelines for optimizing strategies. Another area for exploration is the impact of digital marketing on different demographic groups, which could inform more targeted and inclusive marketing approaches. Lastly, assessing the interplay between digital marketing and traditional marketing channels could illuminate creating a balanced and integrated marketing strategy. These suggestions aim to build on the current study's findings and address the evolving landscape of digital marketing, ensuring that companies like Afrinnovators Group Ltd. remain competitive and responsive to market dynamics.

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