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Abstract

To be digital, one must consider more than one tool or media. As a result, no firm organization can escape using digital technology for data collecting, performance improvement, producing high-quality items, or marketing, among other things. The purpose of this study was to assess the effectiveness of digital marketing as a sales boost among small and medium-sized firms registered with TAHA in Arusha, Tanzania. The specific objectives were to determine the effectiveness of YouTube, Facebook, SMS and MMS in enhancing sales marketing performance of SMEs in Arusha, Tanzania. The study was informed by both social exchange theory and the diffusion of innovation theory. A mixed-methods research strategy was utilized in this study, which included 705 Tanzania Horticultural Association (TAHA) members. 255 respondents and a simple random sampling procedure were used to establish the sample size. The research used primary information collected via the use of semi-structured questionnaires. Inferential and descriptive statistics were used to analyse the data in SPSS version 26.0. The results of the study showed that the variables YouTube, Facebook, Small Message Service, and Multiple Message Service had a coefficient of determination (R^2) of 0.629, which indicated that these variables were able to explain 62.9% of the sales marketing performance of SMEs in Arusha, Tanzania. In particular, the study found a positive and significant correlation between YouTube effectiveness and sales performance ($\beta=0.184$, $p=0.020$); a positive but not statistically significant correlation between Facebook and sales marketing performance ($\beta =0.047$, $p=0.597$); a positive and significant correlation between SMS and sales marketing performance ($\beta=0.442$, $p=0.000$); and a positive and significant correlation between MMS and sales performance. The research comes to the overall conclusion

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that digital marketing is an effective strategy for facilitating access to company information, particularly for individuals working with agribusinesses. The study thus recommends that there is a need of trying to streamline the usage of MMS and Facebook since it was seen to be insignificantly used even if it is very strong tool for advertisement.

Keywords: *Digital Marketing, Agribusinesses in Tanzania, Sales Performance, Horticultural Association, Small and Medium-Sized Enterprises in Arusha.*

1.0 Introduction

Sales performance is an assessment of a sales team's efficiency over time (Chung, Chang, & Kitamura, 2021). Implementing sales performance management is one of the most common strategies for monitoring and controlling sales for agricultural enterprises from the outset and beyond. There are many various ways to analyze sales performance depending on your industry and goals, but conventional indicators frequently include sales income, customer acquisition, and retention rate. When money is the only measure considered, salespeople who want to monitor their ability improvement over time suffer (Dono et al., 2022). Buyers may be willing to spend money one year when the market is strong, but not the next. The causes for disparities in income are difficult to define. When evaluating sales success, comparing performance to potential may be a more meaningful metric to utilize. Even though comparing performance over time or between areas remains difficult, knowing the degree to which a salesperson performs in opposition to their potential helps to explain the issue (Dono et al., 2022).

Advertising through newspapers, magazines, and radio was limited in its capacity to effectively engage a wide-ranging audience. This led to the introduction of television advertising which could convert more people into customers within short periods of time (Ngugi et al., 2010). Digital advertisements are cheap even though some areas low-income earner are not able to access the new technology because they have challenges in accessing digital tools, such as smartphones. Digital marketing techniques influence the performance of SMEs in agribusiness in Africa. Agriculture in Africa is very potential contributes the economy development, increase of domestic trade, and employment. The application of ICTs (information and communication technologies) has tremendously improved the marketing of organizations since online platforms and sharing of information are possible. Through the use of mobile phone for Short Messages Services (SMS), buyers and sellers can conduct market transactions and other activities. According to Teresa (2016), digital marketing is used by firms for the purposes of sending messages to customers and many firms use marketing to send messages to their customers on what products or services they offer so as to establish broad market categories, which encourage the growth of a bigger market and devoted clients.

Agriculture is major source of the economic development for Tanzania (Tanzania, Agricultural Sector Development Strategy-II, 2015). The agriculture sector currently makes up just around 24% of GDP on average, down from approximately 30% during the preceding 10 years, as a result of the expanded options for generating foreign currency from minerals and tourist services. Additionally, it now only accounts for 24% of exports, a decrease from 45% 10 years ago. Due to challenges facing agriculture sector the Tanzanian government made initiatives for agricultural sector transformation and to reduce poverty in the country. NSGPR, also known as Mkakati wa Kukuza Uchumi na Kupunguza Umasikini (MKUKUTA) for the main land and MKUZA for

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Zanzibar, Mpango wa Kurasilimisha Rasilimali na Biashara za Wanyonge Tanzania (MKURABITA), Agricultural Sector Development Strategy (ASDS), Agricultural Sector Development Programme (ASDP) (MVIWATA, 2013), Kilimo Kwanza (meaning Agriculture ure First) launched 2009 by former president Jakaya Kikwete, and Southern Agriculture Growth Corridor of Tanzania (SAGCOT (Laurent, 2014) are among these initiatives.

Digital marketing, according to Teresa (2016), is the online projection of traditional marketing techniques. The peculiarities of the digital environment and its use for marketing have encouraged the creation of channels, forms, and languages that have given rise to tools and methods that are unimaginable offline. Digital marketing components is divided into online and off online digital marketing, where by online digital marketing includes all platforms using internet such as social media marketing, content marketing, e mail marketing, banners advertisement and search marketing (SEO and PPC) and off online are platforms does not need internet such as TV, SMS, MMS, Radio and Billboards (Gheorghr, 2018). Therefore, this study will base on social media marketing and mobile marketing (SMS and MMS).

Social media fosters interaction and idea sharing between family, friends, and the local community. Information has reached the whole community via the usage of social networking sites like Facebook, YouTube, Pinterest, LinkedIn, and twitter. Mwhaki (2016) asserts that social media is on an indisputable development trajectory and will soon play a crucial role in cooperation, information sharing, and communication. Social media is now making it possible for companies to interact and build marketing initiatives in addition to connecting users with one another. However, the social media preference as marketing tool has increased for the businesses to reach the new and existing customers to make better communication between customer and businesses. Facebook is the social network with the largest user base. Users may post photos, videos, and other types of material, and others can leave comments on their posts. Businesses utilize Facebook pages to interact with clients and potential clients. They also launch very focused Facebook community marketing. Businesses may utilize Facebook to accomplish objectives including growing their brand recognition, introducing new products, offering customer support, and selling goods and services

According to Wardhana (2013), marketing effectiveness is a criterion that is often used to analyze the efficacy of a company's established marketing strategy. The goal of any marketing plan should be to increase sales and expand the business. Marketing performance in digital marketing can be measured in a number of ways, including the number of visitors to a website, the number of ad clicks, the amount of time a visitor spends on a website, the number of sales made because of digital marketing, and the impact of digital marketing on brand awareness, customer loyalty, customer engagement, and customer satisfaction. This study will look at how well small and medium-sized agribusinesses that use digital marketing perform in terms of sales. A sale, according to Matanu (2017), is a simple two-party transaction in which the buyer receives things, services, or assets in exchange for money. Sales operations are those that are involved in promoting and selling products or services.

The main sector of Tanzania's economy is agriculture. Over 80% of the population is employed in agriculture, which also accounts for about 28% of GDP and 30% of export revenue, according to AIC (2012). Sisal, cotton, sugar, coffee, tea, grains (a variety of cereals and legumes), horticulture (temperate and tropical fruits, vegetables, and flowers), and edible oils are among Tanzania's agricultural products. Online marketing efforts needs skills that is based on connectivity. Digital

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marketing involves also some costs that can be compared to non-digital marketing. Chille(2018) demonstrated on the comparison of costs through digital platform and the ones that is not digital. The author says it is more cheap to use digital marketing rather than non digital marketing. The world is turning from using billboards marketing to the use of Youtube, facebook, Instagram and others alike. The main advantage of digital marketing includes the increase in brand loyalty and driving online sales. Unlike the offline marketing, digital marketing does not require heavy capital investment in order to encoperate emails marketing, social media marketing or online banner advertisement. Also TRADE (2003). Suported the argument by saying that digital marketing reaches the targeted customers or audience in a cost effective and measurable way.

1.1 Statement of the Problem

According to Nteranya (2015), speed of adoption of digital marketing by SMEs is low hence causing delay in relaying information to the intended clients. Most of the SMEs still rely on traditional means of marketing due to lack of knowledge, limited funds, lack of skilled staff. Lack of skills, knowledge and understanding of the proper use of digital marketing leads stakeholders to become unfriendly users of digital technology (Isaac, 2017).

Lawrent (2014) argues that most of the digital marketing dealers are unable to segment the audience based on lifestyle and behavior. Breaking the audience can help to market more effectively to everyone that can be reached. Most of the audiences of digital marketing deal with poorly performing channels that end up targeting the wrong audience. It happens that user want to visit website but the way it is designed is not smoothly designed. Some of the users have got no authority to reach some information unless some payments are made.

Moreover, Matanu (2017) argues that formally the use of digital facilities in marketing process was very little in many business areas both in developed and developing countries that led to poor efficiency in working, loss of information, increase in the cost for paper work and billboards and enhance incomplete work on time which led to poor performance of organization activities and low accountability and transparent in an organization.

Infrequently posting of information about the businesses is a dilemma to SMEs. Posting once a month will lead you to be forgotten by customers (Chille, 2018). Also, some posts do not focus on the intended customer and not interesting to the audience. There is lack of mean of proper communication with customers on social media platform due to lack of digital competency (Mwihaki, 2016). The absence of responses to comments on shopping-related social media sites like Facebook, Instagram, and Twitter is a problem. This implies that, there is a need of having digital skilled personnel that facilitates interaction with the audience.

Furthermore, according to Nitte (2018), the underuse of social media, particularly online platforms, applications, and media that promote engagement, cooperation, and the exchange of corporate information, continues to be a concern. Several studies have been undertaken on digital marketing to solve the challenges on digital marketing (Redjeki & Affandi, 2021; Novytska, et al., 2021; Muhammedrisaevna et al., 2021). The efficacy of digital marketing as a facilitator of marketing performance among small and medium sized businesses in Arusha, Tanzania has not been evaluated in any of the studies that were mentioned above, however. This presents literature gap. Based on YouTube, Facebook, SMS and MMS as facilitators of sales marketing performance to SMEs.

1.2 Research Objectives

- i. To determine the effectiveness of YouTube enhancing sales marketing performance of SMEs registered under TAHA in Arusha. Tanzania
- ii. To determine effectiveness of Facebook in enhancing sales marketing performance of SMEs in Arusha, Tanzania
- iii. To determine effectiveness SMS in enhancing sales marketing performance of SMEs in Arusha, Tanzania
- iv. To determine effectiveness MMS in enhancing sales marketing performance of SMEs in Arusha, Tanzania.

1.3 Research questions

- i. What is effectiveness of YouTube in enhancing sales marketing performance of SMEs in Arusha, Tanzania?
- ii. What is effectiveness of Facebook in enhancing sales marketing performance of SMEs in Arusha, Tanzania?
- iii. What is effectiveness of SMS enhancing sales marketing performance of SMEs in Arusha, Tanzania?
- iv. What is effectiveness of MMS in enhancing sales marketing performance of SMEs in Arusha, Tanzania?

1.4 Conceptual Framework

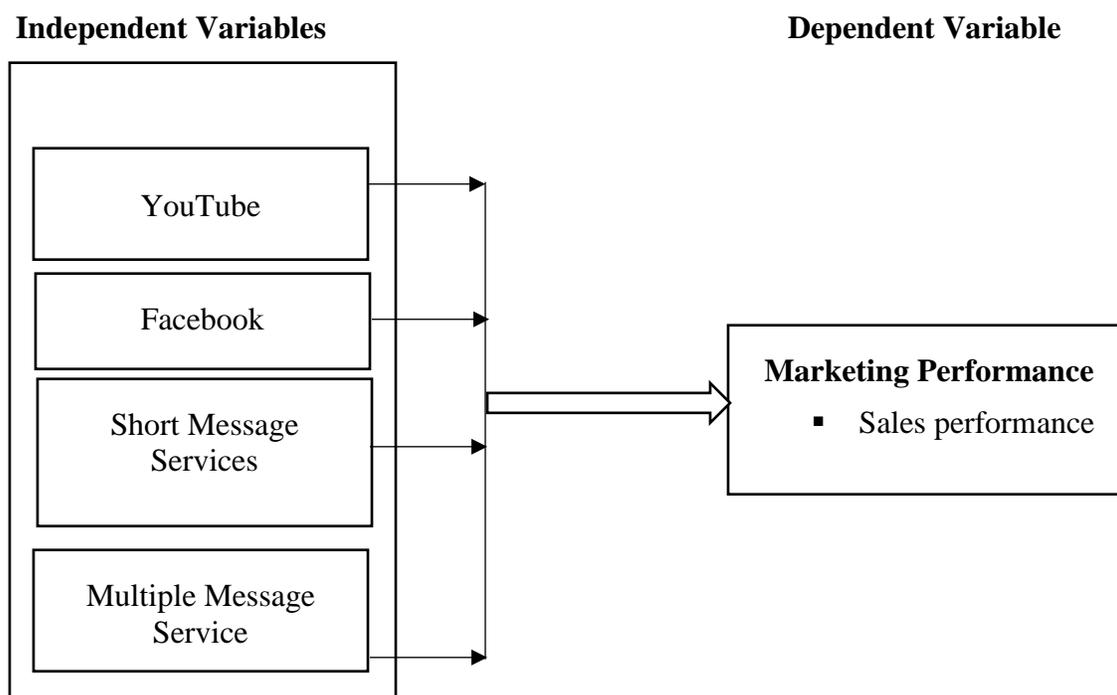


Figure 1: Conceptual Framework

Source: Author (2022)

2.1 Theoretical Review

2.1.1 Social Exchange Theory

By Homans (1958), the Social Exchange Theory was created. According to the idea, people will measure the benefits of social interactions against their costs (bad outcomes). These benefits and costs might be monetary, such as money, time, or services. The interactions between two or more parties do not take place in a vacuum. In other words, people or organizations don't often see exchanges as an event with no ongoing repercussions (Cropanzano & Mitchell, 2005). According to Cook, Cheshire, Rice, and Nakagawa (2013), relationships between the parties involved and a feeling of duty are necessary for transactions to continue.

This theory is pertinent to the present research because it offers insightful information on the choices small and medium-sized businesses (SMEs) in Arusha make about whether or not to utilize certain marketing methods. Understanding the perceived benefits (e.g., increased sales, enhanced brand image) and costs (e.g., investment in digital infrastructure, training expenses) associated with digital marketing initiatives can offer an analytical lens through which the effectiveness and efficiency of these strategies can be gauged. As SMEs weigh these factors, they make strategic decisions that impact their overall sales performance and competitive positioning within the horticultural market. The theory informs all the independent variables.

2.1.2 Diffusion of Innovation Theory

By Rogers (1962), the Diffusion of Innovation idea was created. This theory describes how, why, and at what pace new ideas and technologies proliferate as well as how users accept new technologies. The diffusion of innovation hypothesis, one of the first theories in social science, was created in the communication field to explain how an idea or product progressively gains momentum and diffuses or spreads throughout a certain population or social system (Rogers et al., 2014). As a result of this distribution, people gradually adopt a new idea, habit, or product as a component of a social system. According to Lundblad (2003), adoption is the process of altering one's behavior from that which one has previously done. Examples of this include utilizing a new product, acquiring a new skill, or participating in a new activity. If someone accepts the idea, practice, or product and sees it as innovative or imaginative, diffusion is possible (Hoffmann, 2007).

Innovative technologies are the only means by which enterprises may improve a lucrative and long-lasting competitive edge that results in high performance in a world that is always changing. The Diffusion of Innovation (DOI) theory was created by Rogers in 1962 and explains how a thought or object transforms over time in a certain demographic or social situation. The early adopters of the invention will be crucial to its adoption's success since they have a big influence on uptake (Rogers, 2003). According to the theory, the key to a smooth diffusion process is expanding consumer understanding of new technologies among the intended innovation consumers. This will be discovered by observing how other users of the technology behave. A firm benefits from adopting innovation since it improves outdated procedures, which in turn boosts performance as a whole. Innovation will help to streamline complicated procedures, reducing staff mistake rates and boosting productivity.

2.2 Empirical Review

2.2.1 Digital Marketing and sales performance

Hassan (2020) conducted a study to investigate the ways in which marketing influenced the level of successful sales achieved by electronic businesses in Mogadishu, Somalia. The research set out to determine what role, if any, marketing plays in the relative sales performance of Mogadishu's electronic enterprises. The study set out to answer three questions: (1) how marketing tactics affect sales performance; (2) how the marketing mix affects sales performance; and (3) what role marketing plays in sales performance. The study used a quantitative survey method to gather information from participants, and a questionnaire was created specifically for this purpose. The 38 employees of the four electronic businesses in Mogadishu were selected as the sample population for the study project. These businesses were included in the sample. A survey was conducted with regard to the whole population. The first objective led to the discovery that the marketing strategies used by these companies had a major bearing on their capacity to expand their customer base and generate more revenue.

Oztamura and Karakadilar (2020) conducted research to investigate the significance of social media for small and medium-sized enterprises (SMEs) as a new marketing strategy tool from the point of view of company performance. They made the observation that social media is not only useful as a communication channel for fun purposes, but also as a crucial component of marketing strategy in the world of business. They looked at a variety of aspects, such as the number of people who liked the post, how often it was updated, how in-depth and pertinent the content was, how involved people were, how the language was used, and whether or not there were any problems in punctuation or grammar. These were essential points to keep in mind since, in particular, small and medium-sized businesses (SMEs) may depend on the appropriate implementation of the social network marketing characteristics that were previously stated in order to keep their market share and generate dedicated customers. In a separate piece of research, Haque (2020) investigated the effect that digital marketing and media promotion had on the sales performance of a small and medium-sized enterprise (SME) in Yogyakarta called Bakpia Patok. In the explanatory research design of the study, we employed regression tests, correlation analyses, determination analyses, and hypothesis testing. According to the findings, the investigation into digital marketing had a significant effect on the overall performance of the sales department.

2.2.2 Social Media and Sales Performance

Kagondy (2018) investigated the impact of social media marketing on the revenue of major stores in Nairobi City County, Kenya. The research, which used a descriptive survey approach, surveyed 135 stores in Nairobi City County as its study population. The research relied on primary data gathered via the use of semi-structured questionnaires. Descriptive statistics were used to examine the data. The impact of social media marketing on the financial success of leading retailers in Nairobi City County was analysed using a regression model. The study's authors concluded that a positive relationship existed between social media marketing's efficacy and revenue growth. The majority of large merchants are using social media marketing, and regular use of the various social media platforms has a significant influence on sales, as reported by respondents. The low cost of using social media sites led to their great appeal. Due to the enormous advantages that companies get from having an online presence, the research advised major retail establishments who have not yet integrated social media marketing into their company operations to attempt to do so.

Shedafa (2020) evaluated the efficacy of social media as a promotional tool for small businesses in Tanzania's Kinondoni District. Target participants were 76 company owners in the Kinondoni District (Tanzania-Dar es salaam) with staff sizes ranging from 1 to 5 employees, 6 to 49 employees, and 50 to 100 employees. The information was gathered via conducting interviews and questionnaires. The goods and services have reached a large audience, and the research demonstrates that using social media as a marketing approach significantly improved performance in micro and small enterprises by expanding their markets, improving their communication, and increasing customer loyalty. The survey also discovered that micro and small firms with strong social media traffic, clicks, and interaction performed better in terms of sales. According to the research, policies that encourage microeconomic development are necessary since they have a favourable economic effect.

2.2.3 Mobile Marketing and Sales Performance

The research done by Chalangat (2018) on the success of agro-based small and medium companies in Kenya and the usage of mobile phone technology. A survey was employed as the study design, and techniques for gathering data included interviews and questionnaires. The sample size of the study involved 178 respondents' and Purposive sampling and random sampling was applied as sampling procedure. The study established that SMEs uses mobile for different purpose such as marketing and sales purpose, collecting information, product delivery, managing internal matters, banking services, internet accessing and data processing. In addition, the mobile helped SMEs in improving customer service, improve communication with suppliers and customers, keeping in touch with competitors and helped them to increase profit. According to the report, mobile marketing makes use of a unique set of communication technologies and protocols, including Bluetooth devices, wireless access, multimedia messaging (MMS), and short message service (SMS), to improve organizational performance.

Additionally, Chille et al. (2021) looked at how perceived trust and usability affected the adoption of mobile marketing in Tanzania's telecommunications sector. It foresaw the uptake of mobile marketing in Tanzania's telecom sector using the Technology Acceptance Model (TAM). Data from 5 municipalities, 73 wards, and 6 hamlets in Dar es Salaam were acquired using a survey approach that included structured questionnaires and multi-stage sampling with 406 respondents. Multiple linear regression analysis was used to examine quantitative data. Findings showed that adoption of mobile marketing was positively and significantly influenced by perceptions of perceived trust and simplicity of use. The research advised the telecoms providers to enhance their mobile marketing goods and services by creating better goods that are dependable and simple to use in order to meet the demands of their clients.

3.0 Research Methodology

This study employed a descriptive research methodology to investigate the links between digital marketing concepts (and technologies used) and the sales performance of SMEs agribusinesses in Arusha, Tanzania. The study targeted Small and Medium sized agribusinesses in Arusha. The main target population was agribusinesses registered under Tanzania Horticultural Association (TAHA). TAHA has total number of 705 members categorized into three groups. The first group of 46 members is comprised of big producers, exporters, and processors of horticultural-related goods. The second category is called Allied members, and there are 67 of them. This comprises agricultural input vendors as well as other industry service providers. And the third group is called Associate members and they are 592 they include smallholder farmer groups, associations and

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individuals practising horticultural activities. This study used the positivist paradigm since this was a quantitative investigation.

The sample size for this study was determined by using Yamane (1967) formula which is as follows.

$$n = \frac{N}{1 + Ne^2}$$

Where;

n = sample size

N = population size

E = sampling error at 95% confidence level

Given that N = 705 then

$$n = \frac{705}{1 + 705 \times 0.05^2} = 255$$

The sample size of the strata is calculated using the stratified random sampling formula where the sample size of the strata = $\left(\frac{\text{Sample size}}{\text{Population size}} \times \text{layer size}\right)$

$$\text{Comprehensive members sample size} = \left(\frac{255}{705} \times 46 = 17\right)$$

$$\text{Allied members sample size} = \left(\frac{255}{705} \times 67 = 24\right)$$

$$\text{Associated members sample size} = \left(\frac{255}{705} \times 592 = 214\right)$$

This study used questionnaire to collect data in which both closed-ended and open-ended questions were included in the survey. Because it reduces time and prevents prejudice between the researcher and the respondents, it is a handy approach for the researcher. The researcher provided descriptive statistics of the variables under study. Secondly, the researcher used inferential statistics to illustrate the relationship among the variables. A regression model of the form.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

Y is the sales performance.

X₁ is the independent variable You Tube

X₂ is the independent variable Facebook

X₃ is the independent variable SMS

X₄ is the independent variable MMS

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β is the regression coefficient of the variables used in the study

e is the error term

The researcher made sure that research process follows integrity and credibility, following code of ethics which is essential to abide since it recognizing the trust, confidence and responsibility for publications. Additionally, it makes an effort to protect the privacy of information held for publication, does not use inside information in their personal investments, and does not accept gifts, preferential treatment, or anything else of greater value during business dealings.

4.0 Findings and Discussion

Researcher collected data from 128 out of 255. Small farm holders 95, Comprehensive members 14 and allied members 19. Data was analysed qualitatively where frequencies and percentages were presented.

4.1 Descriptive Statistics

Based on the demographic characteristics results, the majority of respondents were male (54.7%) and female (45.3%). In addition, 74.2% of the respondents were small farmer holders, 14.8% respondents were allied members (Agro inputs) and 10.9% respondents were comprehensive (Process). This shows that there is a significant representation of all the groups from where this study was conducted. The majority of SMEs have employed digital marketing for two to five years 43.0%, six to eight years 40.6%, less than eight years 10.9%, and less than two years 5.5%. In real sense, digital marketing is related positively with experience. The study found that 128 respondents use a smartphone as one of their communication tools while conducting business. This implies that there is significant transition or inclination towards digitized, mobile-centric methods of conducting business. Their use not only facilitates seamless interactions but also potentially offers access to a plethora of digital tools and applications that can optimize business operations and customer relations.

Social media used frequently for business (Digital marketing)

The study aimed to find which social media are mostly used for digital marketing by SMEs. The results are presented in Table 1.

Table 1: Social Media Used Frequently for Business

Social Media	Frequency	Percentage
SMS	31	24.2
Facebook	21	16.4
WhatsApp	20	15.6
Instagram	18	14.1
You Tube	22	17.2
Telegram	4	3.1
LinkedIn	4	3.1
MMS	8	6.3
Total	128	100.0

Source: Research Data (2022)

Table 1 shows SMS was determined to be the most popular digital marketing platform among SMEs, accounting for 24.2 %, followed by Facebook with 16.4 %, WhatsApp with 15.6%, Instagram is 14.1%, YouTube 17.2%, Telegram 3.1%, LinkedIn 3.1%, and MMS 6.3%. These results are supported by Charlesworth (2018) argues that SMS marketing is friendly to use, reach a wide demographic, fast delivery, and strengthens customer engagement, flexible.

YouTube

The findings of the study, which can be seen in Table 2, were conducted with the intention of determining whether or not SMEs in Arusha may benefit from using YouTube to improve their sales and marketing performance.

Table 2: Effectiveness of YouTube

Statement	Responses					Mean	SD
	1	2	3	4	5		
Getting inquiries from customers through you tube	21.90%	47.70%	18.00%	7.80%	4.70%	2.26	1.04
You tube helps to connect agribusiness communities to interact and exchange ideas (Sharing of information).	24.20%	26.60%	35.90%	10.90%	2.30%	2.41	1.05
The use of YouTube enabled information to reached the entire target audience	7.00%	18.00%	7.80%	36.70%	30.50%	3.66	1.28
There is enough supplier and customer experience specifically on technical functions that allows a smooth online business practice	15.60%	28.10%	32.00%	21.90%	2.30%	2.67	1.06
You tube has increased the level of awareness to reach the new and existing customers	10.20%	13.30%	15.60%	24.20%	36.70%	3.64	1.36
There is a significant number of the visitors to you tube, number subscribers on advert, the amount of time spent on you tube.	15.60%	19.50%	25.00%	7.80%	32.00%	3.21	1.47
Social networking services: There is enough online platform which people use to build social relation on agribusiness carrier interests	10.20%	17.20%	37.50%	23.40%	11.70%	3.09	1.13
Posts focus on the intended customer and are not interesting to the audience.	33.60%	27.30%	24.20%	13.30%	1.60%	2.22	1.10
Marketers and consumers afford to buy digital marketing facilities like smartphones.	2.30%	3.10%	4.70%	68.00%	21.90%	4.04	0.78
The agribusiness SMEs are able to market the products online.	10.20%	10.90%	9.40%	45.30%	24.20%	3.63	1.25
The use of YouTube for promotion and selling of products contributed to the increase of sales.	11.70%	22.70%	22.70%	25.80%	17.20%	3.14	1.28

Source: Research Data (2022)

According to the results shown in Table 2, the vast majority of respondents do not agree with the assumption that SMEs get inquiries from customers through YouTube. The mean score for these respondents was 2.26, and the standard deviation was 1.04. With a mean score of 2.41 and a standard deviation of 1.05, the majority of respondents are neither in agreement nor disagreement

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with the assertion that communicating and exchanging ideas within the agricultural community may be facilitated by the sharing of information on YouTube. With a mean score of 3.66 and a standard deviation of 1.28, the majority of respondents believed that the use of YouTube made it possible for information to reach every member of the target demographic.

With a mean score of 2.67 and a standard deviation of 1.06, the majority of respondents continued to express indifference in response to the assumption that there is appropriate supplier and customer experience, particularly with regard to technical characteristics, that enables a flawless online business practice. With a mean score of 3.21 and a standard deviation of 1.49, the majority of respondents had a very significant disagreement with the claim that there is a considerable number of visits to YouTube, number of subscribers on ads, and amount of time spent on YouTube. The scores were calculated as follows: mean: 3.21; standard deviation: 1.49. With a mean score of 3.09 and a standard deviation of 1.13, the vast majority of people had no opinion about the assertion that social networking services, there are sufficient online platforms that people use to develop social ties on farm carrier interests. The statement has been given a mean score of 3.09. Respondents had a substantial disagreement with the notion that posts are only appealing to the intended client and are not appealing to the wider public, with a mean score of 2.22 and a standard score of 1.10.

With a mean score of 4.04 and a standard deviation of 0.78, the majority of respondents were in agreement that digital marketing facilities such as smart phones are within the price range of both marketers and consumers. The use of YouTube for product promotion and sales led to a rise in sales, with a mean of 3.14 and a standard deviation of 1.28. The respondents agreed that agriculture SMEs may sell their goods online, and that using YouTube for product promotion and sales helped to the increase.

The study shows that YouTube enhance sales marketing performance of SMEs since they are highly getting inquiries from customers through You Tube that sometimes needs elaboration. But some of the customers do not visit YouTube due to their interest. The use of YouTube enabled information to reach the entire target audience. Through YouTube, video are added with enough contents that helps to reduce enquiries from customers. Customers get a lot of good content that is solving their problems that helps to stay longer to the website. This discussion is supported by Matanu, (2017) who argues that , YouTube give the audience more content with true colour, and increases awareness and gets closer to personal connection.

Facebook

The goal of the study was to see how effective Facebook is in helping SMEs to improve their sales and marketing performance. Table 3 shows the results.

Table 3: Effectiveness of Facebook

Statement	Responses					Mean	SD
	1	2	3	4	5		
Getting inquiries from customers through Facebook	7.00%	10.20%	17.20%	56.30%	9.40%	3.51	1.03
Facebook helps to connect agribusiness community to interact and exchange ideas (Sharing of information)	2.30%	3.90%	7.80%	53.90%	32.00%	4.09	0.87
The use of Facebook enabled information to reached the entire target audience	0.80%	3.10%	14.10%	66.40%	15.60%	3.93	0.70
There is enough supplier and customer experience specifically on technical functions that allows a smooth online business practice	12.50%	17.20%	18.80%	26.60%	25.00%	3.34	1.35
Facebook has increased the level of awareness to reach the new and existing SMEs	1.60%	5.50%	7.80%	46.90%	38.30%	4.15	0.90
There is a significant number of the followers on Facebook, number viewers on advert, the amount of time spent on the Facebook.	3.90%	8.60%	18.00%	40.60%	28.90%	3.82	1.07
Social networking services: There is enough online platform which people use to build social relation on agribusiness carrier interests	7.00%	16.40%	24.20%	43.00%	9.40%	3.31	1.08
Posts focus on the intended customer and are not interesting to the audience.	13.30%	32.80%	32.80%	15.60%	5.50%	2.67	1.07
Marketers and consumers afford to buy digital marketing facilities like smartphone	9.40%	22.70%	22.70%	21.10%	24.20%	3.28	1.31
The agribusiness SMEs are able to market the products using Facebook.	4.70%	7.00%	15.60%	47.70%	25.00%	3.81	1.04
The use of Facebook for promotion and selling of products contributed to the increase of sales performance.	1.60%	2.30%	6.30%	60.20%	29.70%	4.14	0.76

Source: Research Data (2022)

With a mean score of 3.51 and a standard deviation of 1.03, Table 3 shows that the vast majority of respondents agreed to receive consumer inquiries through Facebook, which brings together

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agricultural organizations to chat and share ideas (Sharing of information). There is a 1.03 standard deviation from the mean result of 3.51. With an average score of 3.93 and a standard deviation of 0.70, 69.3 percent of respondents felt that Facebook allowed information to reach all members of the target group. The majority of respondents (mean score 3.34, standard deviation 1.35), believe that there is sufficient supplier and customer experience, especially in technology operations, to permit a smooth online business practice. This was determined using the statistics given above. Facebook has made efforts to improve its exposure in order to reach out to both new and existing small and medium-sized businesses. The average was 4.15, and there was a 0.90 standard deviation from that.

With a mean of 3.82 and a standard deviation of 1.07, there is a sizable population of Facebook users that do all three of the following: follow pages, see Facebook adverts, and spend a great deal of time on Facebook. There are a significant number of online venues where individuals may form social relationships based on their interests in agricultural careers (mean 3.31, standard deviation 1.08). With a mean score of 2.67 and a standard deviation of 1.07, it's clear that readers aren't all that invested in the content. Digital marketing technology, such as smartphones, is within reach of both marketers and customers, with a mean of 3.28 and a standard deviation of 1.31. Small and medium-sized agricultural businesses (SMEs) had a 3.81 mean Facebook marketing score, with a 1.04 standard deviation. When Facebook was utilized to promote and sell products, sales performance improved by 4.14 and 0.76 percentage points, respectively.

Short Message Service (SMS)

The goal of the study was to see how effective SMS is in helping SMEs to improve their sales and marketing performance. Table 4 shows the results.

Table 4: Effectiveness of Short Message Service

Statement	Responses					Mean	SD
	1	2	3	4	5		
Marketers and consumers afford to buy digital marketing facilities like smartphone	1.60%	3.10%	12.50%	50.00%	32.80%	4.09	0.85
Through the use of mobile phones buyers and seller can exchange information by using short message	1.60%	6.30%	7.80%	58.60%	25.80%	4.01	0.86
SMEs uses transactions like M-Pesa, Tigo Pesa, and Airtel Money during buying and selling of products	4.70%	7.00%	3.90%	50.80%	33.60%	4.02	1.04
Getting inquiries from customers through SMS.	1.60%	1.60%	2.30%	59.40%	35.20%	4.25	0.72
The use of SMS enabled information to reached the entire target audience	0.80%	2.30%	3.10%	54.70%	39.10%	4.29	0.71
SMS has increased the level of awareness to reach the new and existing customers	3.10%	2.30%	3.90%	49.20%	41.40%	4.23	0.88
Users are able to access information and provide feedback by sending texts	3.90%	3.10%	9.40%	60.90%	22.70%	3.95	0.89
Texts focus on the intended customer and are not interesting to the audience.	3.90%	4.70%	18.80%	48.40%	24.20%	3.84	0.98
The agribusiness SMEs are able to market the products through SMS.	3.10%	3.10%	2.30%	68.00%	23.40%	4.05	0.82
The use of SMS for promotion and selling of products contributed to the increase of sales.	5.50%	4.70%	4.70%	51.60%	33.60%	4.03	1.03
Marketers are able to segment the audience based on lifestyle and behaviour.	10.90%	9.40%	7.80%	50.80%	21.10%	3.62	1.23

Source: Research Data (2022)

According to table 4, which displays a mean of 4.09 and a standard deviation of 0.85 for the number of replies, the vast majority of respondents found digital marketing devices such cellphones to be rather inexpensive. The majority of respondents (4.01/0.86) agreed that information may be shared between buyers and sellers through short messages (SMS), with this statement receiving a mean score of 4.01/0.86. In addition, a large majority of SMEs (mean = 4.02, standard deviation = 1.04) said that they have made purchases and sales using mobile money services including M-Pesa, Tigo Pesa, and Airtel money. The survey's findings led to this

conclusion. Most respondents (>80%) said that they get customer inquiries through short message service (SMS). The mean score was 4.25, with a standard deviation of 0.72 demonstrating this.

The mean score was 4.29 with a standard deviation of 0.71; the vast majority of respondents felt that mass communication through SMS was made feasible. With a mean score of 4.23 and a standard deviation of 0.88, they also agreed with the assertion that SMS has enhanced awareness in order to reach new and current clients. In addition, respondents gave a mean score of 3.95 and a standard deviation of 0.89 to the claim that consumers may get information and offer comments through SMS texting.

The majority of respondents, with a mean score of 3.84 and a standard deviation of 0.98, claimed that the contents are uninteresting to the general public because they are geared at the intended client and not the general public. The mean score for SMS marketing for SMEs in agriculture is 4.05, and the standard deviation is 0.82. This indicates that SMS marketing is successful. With a mean of 3.62 and a standard deviation of 1.23, marketers are able to segment their target customers based on the lifestyles and activities that they engage in. The usage of short message service (SMS) for product promotion and sales resulted in a 4.03 percent increase in sales with a standard deviation of 1.03.

Multi Message Services (MMS)

This study set out to assess whether or not SMEs in the Arusha area may benefit from using MMS to improve their company's sales performance. Table 5 displays the findings.

Table 5: Effectiveness of the MMS

Statement	Responses					Mean	SD
	1	2	3	4	5		
Marketers and consumers afford to buy digital marketing facilities like smartphone	55.50%	28.10%	7.80%	6.30%	2.30%	1.72	1.01
Through the use of mobile phones buyers and sellers can exchange information by using MMS.	66.40%	27.30%	4.70%	0.80%	0.80%	1.42	0.69
SMEs use MMS to send short messages attached with voices, pictures or short videos.	51.60%	41.40%	3.10%	2.30%	1.60%	1.61	0.80
Getting inquiries from customers through MMS.	55.50%	34.40%	2.30%	7.00%	0.80%	1.63	0.90
The use of MMS enabled information to reach the entire target audience.	46.10%	49.20%	1.60%	2.30%	0.80%	1.63	0.71
MMS has increased the level of awareness to reach the new and existing customers.	56.30%	35.20%	1.60%	5.50%	1.60%	1.61	0.89
Users are able to access information and provide feedback by sending texts	48.40%	42.20%	5.50%	3.10%	0.80%	1.66	0.79
Texts focus on the intended customer and are not interesting to the audience.	64.10%	22.70%	7.80%	2.30%	3.10%	1.58	0.96
The agribusiness SMEs are able to market the products through mms.	43.00%	32.00%	13.30%	10.90%	0.80%	1.95	1.04
The use of MMS for promotion and selling of products contributed to the increase of sales.	51.60%	28.10%	7.80%	5.50%	7.00%	1.88	1.20
Marketers are able to segment the audience based on lifestyle and behaviour	49.20%	32.80%	7.80%	7.00%	3.10%	1.82	1.05

Source: Research Data (2022)

According to Table 5, the vast majority of respondents do not feel that digital marketing facilities, such as smart phones, are affordable for both marketers and consumers. The average score was 1.72 out of 5 with a standard deviation of 1.01. Mobile short message service (MMS) allows buyers and sellers to interact through mobile phones, with a mean of 1.42 and a standard deviation of 0.69. Small and medium-sized businesses (SMEs) often utilize MMS to send short messages that may include voice, images, or short videos, with a mean of 1.61 and a standard deviation of 0.80.

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The mean is also included in MMS. Getting messages from customers through MMS resulted in a mean score of 1.63 and a standard deviation of 0.90. A mean score of 1.63 and a standard deviation of 0.71 may be attributed to the usage of MMS, which allowed the content to reach every member of the intended audience. MMS has increased its brand awareness to the mean of 1.61 and the standard deviation of 0.89 in order to draw in new consumers and keep the ones it already has.

Customers who get information and provide comments through text message had a mean score of 1.66 and a standard deviation of 0.79, according to the statistics. Non-interesting texts have a mean score of 1.58 and a standard deviation of 0.96 because they are written with an imaginary reader in mind. Small and medium-sized farms (SMEs) may utilize mass-media-saturation (MMS) advertising, which has a mean of 1.95 and a standard deviation of 1.04. The usage of MMS for product promotion and sales led to an average 1.88 percent increase in sales, with a standard deviation of 1.20 points. A mean score of 1.82 with a standard deviation of 1.05. This indicates that respondents were divided on the question of whether or not marketers are allowed to segment their consumers based on lifestyle and behaviour.

The study revealed that MMS is insignificant in enhancing sales performance of SMEs. MMS has not increased the level of awareness to reach the new and existing customers, texts does not focus on the intended customer and are not interesting to the audience and most of the respondents shows that through the use of mobile phones buyers and sellers cannot exchange information by using MMS. The most notable benefit of MMS is multimedia content, which includes photographs, videos, and audio in business messages. MMS messages may contain photographs and videos taken with the phone or material downloaded from a computer, although certain mobile phones do not support MMS.

Furthermore, MMs is seldom utilized due to its high cost. According to Neti (2011), utilizing MMS is connected with prices that vary based on cellular plan, with some defining the MMS cost per message. Texts incur fees to both the sender and the receiver, which causes some company owners to be concerned about loss.

4.2 Regression Analysis

The results of the regression analysis are shown below to illustrate the relationship between the various variables. Data on the model's ANOVA results and regression coefficients are included here. Table 6 displays the overall model summary.

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793a	0.629	0.615	0.48657

a. Predictors: (Constant), MMS, Facebook, SMS, YouTube

Source: Research Data (2022)

Table 6 show R value was 0.793 that indicated the relationship between digital marketing and sales performance. Where R square showed the coefficient of 0.629 for variables which are YouTube, Facebook, Small Message Service and Multiple Message Service explained by 62.9% of sales performance. The other digital marketing which accounts to 37.1% were not involved in this study. Table 7 presents ANOVA results.

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Table 7: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	41.408	4	10.352	43.726	.000 ^b
	Residual	24.385	123	0.237		
	Total	65.794	127			

a. Dependent Variable: Sales Performance

b. Predictors: (Constant), MMS, Facebook, SMS, YouTube

Source: Research Data (2022)

ANOVA was used to determine if there is a link between MMS, Facebook, SMS, YouTube, and sales performance. Quantitatively, the null hypothesis (Ho) of the study was based on whether MMS, Facebook, SMS, YouTube channels help to increase sales performance and alternative hypothesis (Ha) was if MMS, Facebook, SMS, YouTube channels does not help to increase sales performance. Statistic F allows you to test the null hypothesis at a chosen significance level using a one-tailed F distribution test.

The ANOVA findings in Table 7 reveal that the general model was statistically significant, indicating that the independent variables of MMS, Facebook, SMS, and YouTube were strong predictors of sales success. This was corroborated by a F statistic of 43.726 and a reported p-value (0.000), which was less than the standard significance limit of 0.05. Then, we conclude that there is enough information that MMS, Facebook, SMS, YouTube channels help to increase sales performance. It is true that, customers has their interests on different channels (MMS, Facebook, SMS, and YouTube). Sometimes, it is difficult for customers to visit all the channels that is why some respondents has not responded to other channels. But, to those channels visited has increased awareness and as a result it has increased sales performance.

The above discussion is supported by Singh (2012) who argues that selection of the channel to used depends on Price, place, landing pages, global reach and the nature of customers' preference. So, communication is made possible and effective due to resilience of customer and supplier that agrees on which channel to use. Furthermore, digital marketing allows us to engage with prospective consumers and has demonstrable outcomes. They can also communicate messages, pictures, and narration in natural colour. The regression coefficient findings are shown in Table 8.

Table 8: Regression Coefficients

Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.688	0.254		2.707	0.008
	YouTube	0.184	0.078	0.208	2.368	0.020
	Facebook	0.047	0.088	0.053	0.53	0.597
	SMS	0.442	0.101	0.465	4.38	0.000
	MMS	0.361	0.027	0.373	13.152	0.006

Source: Research Data (2022)

$$Y = 0.688 + 184 + 0.047X_2 + 0.442X_3 + 0.361 X_4$$

Where:

Y is the sales performance.

X₁ is the independent variable YouTube

X₂ is the independent variable Facebook

X₃ is the independent variable SMS

X₄ is the independent variable MMS

β₀ is the regression coefficient of the variable used in the study?

Table 8 displays the regression model, the independent variables, and the sale performance on Facebook, YouTube, SMS, and MMS at constant 0.688 and p-value = 0.008 0.05. The research results especially demonstrate that there was a positive and significant link between YouTube effectiveness and sales performance (β=0.184, p=0.020), implying that YouTube effectiveness improves the sales marketing performance of SMEs in Arusha, Tanzania. Furthermore, the research findings indicate a positive but insignificant association between Facebook and the sales marketing performance of SMEs in Arusha, Tanzania (β =0.047, p=0.597). This means that if Facebook marketing is boosted by one unit, sales performance will improve by 0.047 units while all other parameters remain unchanged.

Furthermore, the findings indicate a favourable and substantial association between SMS and the sales marketing performance of SMEs in Arusha, Tanzania (β =0.442, p=0.000). This means that if SMS marketing is enhanced by one unit, sales performance will rise by 0.442 units while all other aspects remain unchanged. Finally, there was a positive and significant link between MMS and sales marketing performance of SMEs in Arusha, Tanzania (β =0.361, p=0.006). This means that if MMS marketing is enhanced by one unit, sales performance will rise by 0.361 units when all other aspects remain unchanged. This shows that Facebook, You Tube, SMS and MMS shows that they are related and increases sales performance at different degrees of performance. Ryan (2014) who found out the digital marketing has positive impact on sales improvement of SMEs. There is no single factor that can highly increase sales performance without considering other factors. The relationship of variables does exist but customers have their preference regarding to contemporary technology and nature of customers.

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These results are in line with those found by Oztamura and Karakadilar (2020), who argue that social media is now an integral part of business marketing strategies as well as a means of communication for entertainment. The writers state that social media is more than just a fun way to keep in touch with friends and family. The research shows that these qualities are crucial for small and medium-sized businesses (SMEs) in particular to maintain their position and generate customer loyalty through effective use of social network marketing. Small and medium-sized firms (SMEs) from the United States and Turkey were chosen at random to operate in the same sector, and their Facebook and Twitter profiles were analyzed to determine their relative degrees of success. Furthermore, the results corroborate Kazungu (2017)'s conclusion that micro-firms have been able to reach a large consumer base, cater to their needs, and boost their brand's visibility in the marketplace.

5.0 Conclusion

Generally, digital marketing is a powerful tool that makes easy reach of business information specifically for those dealing with agribusinesses. Digital marketing is measured by the number of the visitors to a specific website, number of click on advert, the amount of time spends on the website specifically on Facebook, YouTube, SMS and MMS. These channels are used by customers and suppliers depending on their preference and agreed nature of communication. Digital marketing has increased customer relationship, marketing management and seemed to be cost reduction strategy for those dealing with agribusinesses.

The study also concludes that digital marketing enhances flexibility if some posts are seen to be less competitive in the agribusinesses sector. Furthermore, digital marketing makes reach of information to be easy and very faster, the customer who is online tends to get information immediately provided that network is available. Also, digital marketing has reduced volume and improved quality of information. Then, in this contemporary world, digital marketing is inevitable as its importance is accelerating growth of agribusiness due to increase in sales.

Based on the findings, while YouTube holds potential for SMEs in agribusiness as a marketing tool, its effectiveness appears to be varied. The platform's capacity to provide enriched content does enhance customer engagement and reduces queries, likely due to comprehensive video content. Although most respondents affirmed the accessibility of digital marketing tools and acknowledged the role of YouTube in boosting sales, there remains skepticism regarding its efficiency in specifically targeting customers and ensuring seamless online business interactions. Despite some reservations, the overarching sentiment suggests that YouTube facilitates a broader reach to target audiences.

The study also concludes that, Facebook has emerged as a significant tool for SMEs in agribusiness, proving its efficacy in enhancing sales and marketing endeavors. The platform not only facilitates enhanced customer inquiries but also fosters a dynamic space for the agribusiness community to connect and share insights. With most respondents acknowledging the vast reach and potential of Facebook in accessing both new and existing audiences, it underscores the platform's prowess in digital marketing. This is further amplified by the considerable number of Facebook users, coupled with their engagement durations, which offer a ripe opportunity for SMEs.

Moreover, the efficacy of Short Message Service (SMS) as a significant tool for SMEs in the realm of sales and marketing is evident from the data. SMS serves as a bridge, ensuring that buyers and

sellers are interconnected, making the exchange of information efficient. A significant number of respondents highlight the ease with which they can make transactions, such as with M-Pesa, Tigo Pesa, and Airtel Money, demonstrating the integral role of SMS in the modern commercial ecosystem. Furthermore, the power of SMS as an outreach tool is indicated by its ability to ensure that vital information reaches its intended audience. Not only does this enhance awareness levels among both new and existing customers, but it also provides an avenue for real-time feedback, enhancing customer engagement and satisfaction. However, it's crucial to note that while SMS does target specific customer segments, there is a perception that the content might not always resonate with the wider audience. This signals the importance of tailoring messages to ensure they are engaging and relevant. It's clear that SMS marketing is perceived as effective, particularly in the agribusiness sector practiced by SMEs. Additionally, the capability of marketers to segment their audience based on distinct attributes like lifestyle and behavior further elevates the strategic value of SMS in targeted marketing.

Finally, based on the findings, it is evident that Multi Message Services (MMS) are not deemed effective by a majority of respondents in enhancing the sales performance of SMEs in the Arusha region. While MMS offers the unique advantage of multimedia content transmission, its limitations, including the cost of usage and lack of universal support across all mobile devices, hinder its broad adoption. The apparent disconnect between its potential benefits and its real-world application in the context of SMEs suggests that businesses in this region may benefit from exploring alternative or supplementary digital communication strategies.

6.0 Recommendations

The study recommends SMEs to make sure that there is proper landing of page that is specific for dealing with digital marketing. SMEs Management is advised to have a qualified and trusted personnel that can make and post proper information. SMEs should set the strategy of increasing the quality of picture so as to display the true visibility when using digital marketing.

Individuals dealing with digital marketing that intends to increase sales need to have efficient digital facilities that are compatible for digital marketing. Also, there is a need of trying to streamline the usage of MMS and Facebook since it was seen to be insignificantly used even if it is very strong tool for advertisement. Furthermore, individuals need to understand market knowledge so as to avoid problems that could be developed due to lack of digital marketing competencies that could leads to poor sale performance.

The government should layout policies so as to strengthen the control of data security arena (Facebook, YouTube, SMS and MMS) so as to make digital marketing more effective and reliable for the increase of sales performance. The government should go on struggling to make sure that digital marketing streamlines the growth of the country's economy by establishing reasonable rules and regulations of using digital showground. The study recommends the owners of digital tool to have strong administration so as to control unethical digital marketing usage. Unethical personnel can post some posts that does not bring health to agribusinesses practitioner hence distort the real intention.

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