

GREEN OFFICE AND SUSTAINABILITY OF STAFF PRODUCTIVITY IN MODERN OFFICES

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Abstract

The study focused on Green Office and Sustainability of Staff productivity in Modern offices. A green office is a practical environment system for the staff working in an office. Green office is an environmental service for offices with the goal of bringing an environment, which is good for the health, for conservation of energy, diminishing emission of carbon dioxide in the atmosphere and the ecological footprint of the offices. The office managers have to ensure a sustainable office environment for their workers to enable them give in their best. Sustainability stands for people, planet and prosperity or profit. Once the office is natural friendly, productivity is sure. The benefit of green office to the organization was also look into, the concept of office, types of modern office was discussed, meaning of sustainability in the context of this work was looked into, the productivity and green office was discussed, the principle of green office and features of green office was discussed. The study suggest among others that green office design enable the office company owners and managers to eliminate waste and make save cost because workers will not only work but work with focus and healthy due to the fresh energy gains from natural environment. The implementation of green office will open door for a new business invention and conclusion was proffered.

Keywords: Green office, Sustainability, Staff and Productivity in Modern Offices

Introduction

The healthy work environment is more than just a profit. Bringing nature into the workplace and getting more plants and flowers will possibly makes the office more pleasant and consequently, decrease the people's stress. Plants help great for filtering the air and as such providing cleaner air with finest humidity, and purified oxygen, which is why integrating them indoors is very important. When a person's physiological stress is lowered their work efficiency improves. Productivity in an office is what keeps on any profitable and non-profitable organizations moving. The low output of organizations are sometime caused by the environmental effect, of which inability of some organizations to build in the green office design is one among the environment factors capable of decreasing the productivity and reduces level of output to an extent in an office organization. The problems are not that workers or staff performs their office duties in unfriendly environment but they endanger their lives as well in the same office where they spent almost eight to nine hours daily.

An office is a place where employees spend more than eight hours per day and that's why everyone deserves a satisfactorily and beautifully appealing office, and not just that, we also need a healthy workspace, and by choosing to have plants we automatically are choosing better air quality. Office can be view as a space where the workers of business organizations stay to perform administrative activities so to support and actualize the goals of the organization. Office is that part of the business enterprise which is devoted to the direction and coordination of its various activities. Paul-mgbeafulike (2023) opines office as the center point of any business activity. Office is like the brain in a human body; where human physical activities are been

regulated and controlled by the brain, so is the activities of office, people in an organization are as well regulated and controlled from the office. Operationally, office is a place where business activities are carried out and should be properly designed with natural things to make it look lively.

Office however has different types which is traditional office and modern office. The traditional office can be referred to as a room or sets of rooms used for profit and non-profit business, Professional and non-professional work are perform in a traditional office. Traditional office space may lack innovative and likely have less flexibility than a modern office. A modern office is smart; it integrates technology as a business advantage and makes business day-to-day processes easier, faster, and more sophisticated to improve efficiencies and outcomes. These difference between traditional office and modern office are antiquated, include digital communications, managed IT services, business process outsourcing, and office equipment and technology. Modern office according to Feige, Wallbaum, Janser, and Windlinger, (2013) have some of the key traits which include light decor, many open spaces, creative touchdown spaces, hybrid zones, and acoustic furniture. In modern office multiple furniture layouts that are designed to break down the barriers between workers, and there tend to be more collaborative spaces for workers to work together on bigger and sophisticated projects. All these factors in both traditional and modern office are to increase productivity but the flexibility in modern office offers the office workers the opportunity to increase their organizational productivity. The main purpose of modern office environment is to support its occupants in performing their job effectively and efficiently. Mary, William, Bonnie and Dianne (2007) categorized Modern office into four types. Home Office which is a space within a person's home that is used to perform office tasks. Many people at this 21st century work from home with the use of technologies such as e-mail, internet, fax, etc., Virtual Office; the term which describes something that has a conceptual form but no physical form that you can see or touch. The Virtual Office has no physical form but allows you to perform work activities as you would in a traditional office setting. Mobile Office which is very much like traditional office, but they are temporary offices set up at construction sites and manned by office staff. Another type of mobile office is the non-territorial workspace. Non-territorial workspaces are available on an assignment basis. They are not assigned to anyone permanently. This type of workspace is often found in professional organizations, the fourth one is green office; which can be refers to the mentality and practices that help to reduce the environmental impact of our office activities and make a real difference.

The purpose of the green office is to reduce the different types of hazards that have been created by energy. A green office can mean a number of different things to different organizations and people especially ranging all the way from simple decreasing, supply, purchase and increasing the number of eco-friendly alternative to the more advanced actions such as switching energy providers and eliminating waste through a variety of means. According to Vink (2009), Green office premises hold a key position in energy consumption and in sustainable solution. Agomuo (2005) states that green office is a practical environmental management system for offices, the building in which human lives in harmony with nature. Green office is type of office that has a considerable amount of plant and green areas, usually with every employee being in visible distance of a Plant. Vink, (2009) agrees that making or designing offices to look green are not just good for environment but can have positive impact on staff performance and productivity. Working in greener office spaces had significant higher cognitive functioning scores when performing some tasks. You can as well believe that workers work with ease when their office spaces were well-ventilated registered below average levels of indoor pollutants and carbon emissions. The greener office will not only increase productivity in organization but health of workers will be guaranteed as Well.Biron, Brun, Ivers, and Cooper, (2006) emphases that Green building advocates have stated that improved productivity is related to green buildings,

specifically due to enhanced indoor environmental quality. Chadburn, Smith, and Milan, (2017) opines that plants in office spaces produce higher morale and lesser headaches among employees. The Authors opinion t directly challenges the well-known notion and widely accepted business philosophy that clean, minimalist offices are often more productive. That is to say that it encourages more work involvement, making workers more physically, emotionally, and cognitively engaged in their work environment. For organization to become greener, they must adopt supportable practice which will reduce environmental impact in the same business organization. This can be achievable by encouraging plantations of green plants round the vicinity of the offices.

Green office according to Thatcher and Milner (2016) is a practical step or measures to solve the impact of daily office activities to the environment. The authors further explain green office to be a structure that is environmentally responsible with limited use of available resources, as a result, it can be said that green offices are built to have efficient energy system, thereby incorporating recycled content. A green office means a sustainable place with a sustainable strategy not only plants will contribute in that direction but as well as other small act with bigger impact. It is incorporating element of nature into the office space, such as plants, natural light and allow them being greenery. This green office if put in place will go a long way in reducing environmental impact to the highest extent possible. Operationally Green office is a practical environmental management system for offices, the building in which human lives in harmony with nature. OVG (2010) opined that green office is one that has a considerable amount of plant and green areas usually with every employee being in visible distance of a plant. To main the green office it is expected that it will starts from the design and construction stage and extends to daily operation. Having a green culture at work will help pass the culture to our home, to our streets, city, and to our country and that is the chain that will make our world better. To establish an effective green office the following should harmonized:

- a. set up committee to compete the assessment of getting the green office effect
- b. formulate an environmental program
- c. take decision and action on how to save energy
- d. consider the environmental aspects of procurement
- e. communicate, instruct and train staff on the benefit of making the office green
- f. fill in the consumer habit questionnaire (voluntary)
- g. arrange for office inspection
- h. use a logo of green office
- i. formulates the aims and goals of the office.

Operationally, green office is simply design office spaces to have that of natural environment, having green plantations in office to give workers natural oxygen. The green plants in the office will give the workers the energy to work with ease in office space assign to them, thereby increase their output or productivity. Breathing of fresh air can boost workers' productivity and as such save organizations from spending on workers illness and workers absents from work. It provides workers with the ideal working environment. The main basic principles of the green office according to Holmgren, Kabanshi, and 'Orqvist (2017) are as following:

- a. to bring all round improvement in the working atmosphere and environment of the concerned organization
- b. to reduce the negative impact caused by office on the environment such as using office resources efficiently
- c. to motivate and inspire employees to practice environmentally good habits

Holmgren et al (2017) went further to sate the following as main features of green office;

- a. Green office and reduction in energy consumption; the green office's activities such as switching off unnecessary light will lead to less consumption of energy.
- b. Green office and reduction in transportation; Most business also requires some traveling, but sustainable organizations having green office avoid unnecessary travel by bringing an alternative solution such as through technological innovation in communication: telephone, email, Skype, video conferencing and other forms of internet communications. This will save time, travel expenses as well as the reduction of carbon emission thereby helping to improve environmental situation.
- c. Green office and reduction in paper consumption; As paper is made from wood, the mass scale production of paper needs the destruction of the forest, thereby resulting to massive ecological impacts such as endangered species, water resources, climate and people. Reduction in its use saves its impact on the ecology.
- d. Green office and reduction in water consumption Water footprint of human consumption has been exceeding at an increasing rate beyond the sustainable levels globally. As a result, steps should be taken care of to save water through the practice of green office at workplace
- e. Green office and reducing waste generation ; Another feature of green office is to reduce the generation of waste products in the office in order to save natural resources and minimized the effect of environmental pollution.

Benefits of green offices

There are some benefits of having green office spaces for office workers according to Nurick, and Thatcher (2021)

1. **Enhances Cognitive Function;** Changing to a green workspace can help boost cognitive thinking among employees. Recent studies show significant improvements in various tasks such as data usage, strategy, and emergency response. The addition of greenery in the workplace can give your workers a sense of calm and quietness. Instead of watching walls, some elements on green effect can help them relax and inspire their minds, allowing them to focus and handle their tasks better.
2. **Reduces Stress Levels:** A green workspace with different types of indoor plants can assist employees reduce their stress levels. The natural touch plants impart in any space can be a stress-relieving element, allowing office workers to carry out their tasks more efficiently. Green plants produce oxygen and absorb carbon dioxide, thus purifying the air and creating a more productive work environment. Engage office workers in quality initiatives, and making this sustainable endeavor both enjoyable and engaging. The shift to a green office will ensure healthier employees that are more productive, making it beneficial to the company.
3. **Encourages a Conducive Work Environment:** Green plants, good ventilation, and natural light can greatly help in improving the quality of air in a workspace. As business organizations adopt the green office trend, implementing these sustainable practices may help reduce employee sick days and even lower staff turnover. Green office improves a healthier indoor environment, it reduces headaches, fatigues and respiratory (Tanabe, Yanai, and Sasaki,(2010). Improving the air quality in the workplace can help improve workers overall mental health.
4. **Positive impact on the environment:** Implementing more sustainable practices like boosting recycling, improving energy efficiency and printing less can help to reduce a business's environmental footprint as well as lower their carbon emissions. Creating more sustainable office spaces is going to be critical in the fight against catastrophic climate change.
5. **Charming and absorbent talent with sustainable office spaces:** Creating a greener office space is one way that companies can demonstrate to their workers that they are

genuinely committed to becoming more supportable. It helps to drive down costs, increase sales and give a business organization a competitive advantage over less environmentally friendly competitors.

Sustainability

Sustainability of staff should be given priority as a result of the input and role the staff play in the growth of any organization. Sustainability is the ability to maintain or support a process continuously over time. In business and policy contexts, sustainability seeks to prevent the depletion of natural or physical resources, so that they will remain available for the long term. Sustainability of staff productivity adds greater emphasis on the life support systems, such as the physical office environment that must be maintained for economic production and staff to be healthy. "Sustainability is development which meets the needs of the present without compromising the ability of future generations to meet their own needs" (White 2013). Sustainability in the context of this study is natural environments that will enhance staff productivity, such as planting live shrubs in the office environments, using flowers to demarcate offices, using energy blubs, creating easy flow of fresh air and cross ventilation within office, cutting waste and pollution exposing to natural light among others., .Sneddon, Howart, and Norgaard (2006) opines that improving office environment and elevating human needs and can improve the long-time viability of the staff and as such enhance staff productivity in business organizations,

Staff Productivity

Staff refers to all the employees at a work place such School, Sea Port, Supermarket or business organization, industries, judiciary, and hospital among others. Staff is a collective word for an enterprise's workforce, all workers or a particular group. The term has different meaning to different people but for the sake this work, staff regards to all worker in business or enterprise. Workers, employees and staff are same and can be interchangeable use as far as they work either to earn salary or not. For the staff to be actively productive, the working environment must be naturally friendly. Costa and Freitas, (2012), opines that productivity is linked to the efficiency of a productive process, being this efficiency relative to the best or worst use of resources. Productivity as being the capacity to produce starting from a certain quantity of resources, where productivity is measured by the relation between the level of production and the productive resources applied to it. For the sake of this work, productivity involves the implementation of environmentally friendly practices and technologies in order to minimize resource consumption, waste generation, and pollution. Productivity focuses on improving the efficiency of processes and products, as well reducing their environmental impact. If the work environments become friendly to the workers thereby having natural air, energy light, cross ventilation facilities possibility of the workers to give in their best becomes high. Findiastuti, Anityasari, and Singgih, (2011) states that having green office enable the workers to be giving out their best and ensuring high output. Productivity therefore aims to achieve sustainable development by promoting economic growth while preserving the environment for future generations. The staff or workers will only be effective where the work environment is friendly. The green office effect is to reduce the environmental impact says by Furlow, (2010).The environmental factors of office play a big role on how employees or staff performs. Elements of green architecture can help staff focus on task assign to them. An office workers mental health can impact their focus, just as a physical illness would. Whether it's occasional stress or a diagnosed disorder, green offices are improving symptoms that may interfere with work and happiness. Being in a positive mental state impacts the ability to stay productive. Natural elements can relax the mind and keep people centered in their environment. Exposure to natural light also affects mental health, increasing the body's ability to produce mood-boosting hormones.

Conclusion

We will easily agree that nature is what is needed especially at this era of climate change and technology. Therefore, bringing green office design into business offices is inevitable at this age where all organization is focusing in high productivity. Going green will not only make the office beautiful but also grant the staff or workers quality energy to become productive for the sake of the growth of the business organizations.

Suggestions

1. The green office design should be incorporated into curriculum of office technology and management education (OTME) and office technology and management (OTM), because the two courses train students that take office position at their graduation.
2. The green office design enables the office organizations owners and managers to eliminate waste and save cost because workers will not only work, but work with focus and healthy because the fresh energy gains from natural environment therefore forming green office terms might be helpful in maintaining natural working spaces in offices.
3. The implementation of green office will open door for new business inventions.

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SOCIAL MEDIA: A MARKETING TOOL FOR DIGITAL MARKETING OF SMALL AND MEDIUM ENTERPRISES (SMEs)

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Abstract

This study investigated the utilization of social media platforms as a tool for the digitalization of marketing by SME managers in Anambra state. The study adopted a descriptive survey research design. Two research questions guided the study and two null hypotheses were tested. The population comprised 2754 registered SMEs owners in Anambra State out of which 100 SMEs managers were randomly selected. The instrument for data collection was a structured questionnaire titled "Social Media Marketing Tool Questionnaire" (SMMTQ) which was validated by three experts. Cronbach alpha was used to determine the reliability of the instrument and it yielded a reliability coefficient of 0.88. The researchers and two research assistants collected data for the study using the direct approach method and a 91% return rate was recorded. Mean and standard deviation were used to answer the research question while a t-test was used in testing the hypotheses at 0.05 level of significance. This study revealed that SME managers in Anambra State utilized Facebook marketing tools to a high extent. Based on the findings, it was recommended among others that SME managers should acquaint themselves with the state-of-the-art marketing technologies powered by social media to create opportunities to reach target customers and generate new ideas for business growth. The government should provide adequate infrastructure like electricity, internet connections, and buildings that support the utilization of social media platforms

Keywords: Social Media, Marketing tool, Digital marketing, SMEs, Entrepreneurs

Introduction

Small and medium enterprises (SMEs) are a veritable tool for economic growth and development. They play a key role in promoting prosperity by creating new jobs and increasing a region's economic prosperity (Mills and McCarthy, 2016). Small and medium enterprises operate in a complex and unpredictable business environment, faced with the constant challenge of competing and providing customer value against established business organizations due to their size and economic capacity (Lee, Kim, & Kim, 2011). SMEs must increase or maintain a healthy sales and profit level to ensure their survival. Thus, there is a drastic need for SMEs to apply social networks, online advertising campaigns, and different virtual approaches to boost their companies' developmental growth, which is in line with adapting to new and innovative ways to improve and adapt to rapid transformational growth (Ainul et al., 2020).

In the recent past, the Internet has changed not only people's relationships by creating new platforms for social engagement but also people's ability to contribute and carry out entrepreneurial day-to-day activities. The introduction of the internet in the 1960s has propelled many firms to network via multiple computers, reaching out to each other for the sole purposes of expansion and growth. In this regard, virtually all management domains and employees in both large and medium firms, and small and medium enterprises now access computers via the internet to constantly create awareness. Organizations have continued to prioritize the need to boost their brand productivity, increase their customer base, and realize more turnover by applying effective digital marketing strategies (Kamal, 2016).

Digital marketing has become a new phenomenon that brings together customization and mass distribution to accomplish marketing goals. Technological convergence and the multiplication of devices have led to an opening up of how we think about marketing on the Internet and have pushed the boundaries towards a new concept of digital marketing—user-centered, more measurable, ubiquitous, and interactive (Piñeiro-Otero & Martínez-Rolán 2016). Digital marketing is the practice of promoting the goods or services of businesses online utilizing digital technology, such as display advertisements, mobile ads, and other digital media like Facebook and Google ads. (Sahem, 2023). All marketing initiatives that make use of a digital platform, such as the internet, computers, or mobile devices, are categorized as digital marketing.

In recent times, firms of different classifications in almost all industrial sectors are constantly enriching their domain with digital tools (Bokša, Šaroch & Bokšová, 2020). Digitalization is perceived to be a major topic in all aspects of society, with a keynote on the effects it poses on political, economic, and social elements (Isensee, Teuteberg, Griese & Topi, 2020). According to Li, Su, Zhang, and Mao (2017), a brand without an effective digital marketing strategy is like a car without tires. Its efficiency and essence are bound to be limited. The turn of the century experienced lots of business brands ditch the Analog medium of conducting business and embrace diverse digital tools, to solidify their presence in the business environment and protect their brands with a view of increasing their customer base, making a significant impact on small and medium-sized companies and large companies (Lee et al., 2011). The application of digital tools in business activities has been found to improve business competitiveness and opportunity base for SMEs to compete on closer terms with larger organizations (Chapman et al., 2000).

SMEs Brand building and projection through digital tools involves the application of digital marketing strategies, ensuring a move from traditional marketing methods (Eggers et al., 2020). The purpose is not only to sell products and services but also to build relationships with customers.

Social media platforms and applications are often considered useful digital tools for SMEs. They enable entrepreneurs to easily identify changes and opportunities in business, through interactions and communications on the network. Social media offers opportunities to reach target customers and generate new ideas for the growth of any business (Zafar, Yasin, and Ijaz, 2012). Social media are a great opportunity to establish significant relationships and create ways of social interaction defined through dynamic exchanges between their members. Social media is booming in terms of the number and variety of platforms and users. Thus, one can find audiovisual platforms such as YouTube, Vimeo, and SoundCloud; image platforms such as Flickr, Picassa, Pinterest, or Instagram; general social networks such as Facebook, Twitter, Google+ or specialized ones such as LinkedIn; news or bookmark aggregators such as Digg or Delicious; blogs; and wikis, etc., a vast digital arena where they become the new Web winners.

Statement of the Problem

This research delves into the need for SMEs to position their brand in a manner that ensures continued growth and maintains a competitive advantage in the market, thus not creating an avenue for its competitors to grow more to gain a massive edge in the market. Over the years, numerous SMEs have strived to achieve consistent digital growth with new innovative concepts and ideas with the intent of establishing their presence in the corporate world. Some have managed to make a significant impact; unfortunately, most of them have had a hard time establishing themselves. Evidence shows that only 51% of newly established SMEs survive over the first 5-year window. (SAB Office of Advocacy, 2012, Ripsas, et. al., 2018). It becomes very challenging for SMEs to compete with well-existing profitable companies' marketing strategies. According to Montgomery (2018), 17% of failed SME companies link their failure to a lack of comprehensive digital marketing strategy leading to poor marketing performance.

With these rapid changes in business environment and processes, it has become paramount for SMEs to follow the trends by changing their advertising platforms to remain relevant and competitive in this modern time. In the past, SMEs had predominantly relied on traditional communication tools. However, the emergence of social media has brought about a completely new set of digital tools that are not only relevant for large multinational firms but also for Small and Medium Enterprises (SMEs). This process involves building effective interactions with their target customers by regularly updating their activities and events, creating their brand image through digital networking, and stimulating quality partnerships with members from the online community. SMEs have growth potential and opportunities to add value to customers through creative products and services with great value propositions, delivered on the digital network, making it the ultimate marketing platform in this scenario. The utilization of social media as a marketing tool, therefore becomes imperative for SMEs to widen their reach by having a presence where people are increasingly hanging out. However, it seems that the extent to which SMEs utilize social media as a marketing tool is low and in most cases non -existence. This could be a contributory factor to their lack of competitiveness and consequently short lives. This situation prompted this study to provide empirical evidence on the extent of utilization of social media as a marketing tool for digital marketing among SMEs in Anambra state.

Research Aims

The main purpose of this study is to ascertain the extent of utilization of social media as a marketing tool for digital marketing by SME managers in Anambra state. Specifically, the study intends to ascertain the extent of utilization of:

1. Facebook as a marketing tool for digital marketing by SMEs
2. Instagram as a marketing tool for digital marketing by SMEs

Research Questions

The following research questions guided the study:

1. To what extent do Small and Medium Enterprises (SMEs) in Anambra state utilize Facebook as a marketing tool for digital marketing?
2. To what extent do Small and Medium Enterprises (SMEs) in Anambra State utilize Instagram as a marketing tool for digital marketing?

Research Hypotheses

The following null hypotheses were tested at a 0.05 level of significance.

1. There is no significant difference in the mean responses of male and female SME managers on their extent of utilization of Facebook as a marketing tool for digital marketing.
 2. There is no significant difference in the mean responses of male and female SME managers on their extent of utilization of Instagram as a marketing tool for digital marketing.

Methods

The study adopted a descriptive survey design. Descriptive survey design generates quantitative data, which can be statistically analyzed to identify patterns, trends, and relationships. This is justified because it aligns with the research's comprehensive scope, the need for objective data collection, and the goal of assessing the current state of SMEs', social media and digital marketing in Anambra state. The participants of this study consist of all the 2,745 legally registered SMEs who are currently involved in entrepreneurship business in Anambra state. SME managers in Anambra state were considered appropriate for this study because Anambra is a hub of various entrepreneurial ventures and establishments ranging from construction, trading or merchandise, manufacturing, and service business. In addition, the popular Onitsha main market which is the largest market in South-East Nigeria is residence in the state. A simple

random sampling technique was used to select 100 SME managers from the major markets in the 6 urban catchment areas (Onitsha, Nnewi, Ogbaru, Idemili, Awka, and Aguata) of the state. A structured questionnaire was used for data collection. The questionnaire which is titled "Utilization of Social Media as a Marketing Strategy by SME Managers in Anambra State" consists of two parts, 1 and 2. Part 1 contains items designed to collect demographic data of respondents such as gender and area of operation. Part 2 contains 2 sections A to B. A contains eight items on the utilization of Facebook by SME managers in Anambra state. Section B contains six items on the utilization of Instagram by SME managers in Anambra state. A total of 20 items were developed for this study and 14 were valid after face and content validation. The instrument was a five-point rating scale with the following options: Very High Extent (VHE), High Extent (HE), Medium Extent (ME), Low Extent (LE), and Very Low Extent (VLE). The instrument was subjected to face validation by three research experts. Two lecturers in the Department of Technology and Vocational Education and a lecturer in Measurement and Evaluation, Department of Educational Foundations all from the Faculty of Education. The experts were given copies of the instruments, together with the topic, purpose of the study, research questions, and hypotheses. The major corrections of the experts were incorporated in the final draft of the instrument. The data was collected using the direct delivery method. A total of 100 questionnaires were distributed and 95 were collected after completion which represents a 95% retrieval rate. Completed copies of the questionnaire were collected from the respondents on the spot. The distribution and retrieval of the research instrument was conducted within 2 weeks. Data collected was analyzed using descriptive statistics of arithmetic mean to answer the research questions. Standard deviation was used to find the mean spread whether mean scores are homogeneous or heterogeneous. The mean responses were weighted with a real limit of numbers as follows:

Response Options	Rating	Real Limit Of Numbers
Very High Extent (VHE)	5	4.50-5.00
High Extent (HE)	4	3.50-4.49
Medium Extent (ME)	3	2.50-3.49
Low Extent (LE)	2	1.50-2.49
Very Low Extent (VLE)	1	0.50-1.49

The items with mean scores between 0.50-1.49 were considered very low extent. Items with mean scores between 1.50-2.49 were considered low extent, items with mean scores between 2.50-3.49 were considered medium extent, items with mean scores between 3.50-4.49 were considered high extent while items with mean scores between 4.50-5.00 was considered very high extent.

The null hypothesis formulated was tested using an independent sample t-test at a 0.05 level of significance. Decisions were taken based on values of associated probabilities denoted by p. When the p-value was found to be equal to or less than 0.05 alpha levels, the noted difference was said to be significant, therefore the null hypothesis was rejected. However, if the p-value is found to be greater than 0.05, the noted difference was insignificant, therefore the null hypothesis was accepted.

Results

Research Question 1

To what extent do Small and Medium Enterprises (SMEs) in Anambra state utilize Facebook as a marketing tool for digital marketing in Anambra state?

Table 1: Mean Ratings and Standard Deviation Scores of Respondents on the extent of utilization of Facebook social media platform in Anambra State
(N: 95)

S/N	Facebook Social Media platforms	\bar{x}	SD	Decision
1	Posting pictures of my brand on my Facebook page.	4.54	0.92	Very High Extent
2	Creating an online store.	4.51	0.67	Very High Extent
3	Creating Facebook ads for my brand.	4.16	0.95	High Extent
4	Post videos of my brand on Facebook.	4.31	0.74	High Extent
5	Creating Facebook promotional content for my brand using Facebook.	4.13	0.83	High Extent
6	Use Facebook to foster my relationship with customers.	4.25	0.70	High Extent
7	Working together with employees to promote my brand through Facebook.	4.19	0.75	High Extent
8	Reaching out to new customers via my Facebook page.	4.52	0.70	Very High Extent
Cluster Mean and SD		4.33	1.04	High Extent

Table 1 illustrates the ratings given by SMES managers regarding the utilization of Facebook as a marketing tool for digital marketing in Anambra State. The table shows that SME managers utilize items 1, 2, and 8 with mean scores of 4.54, 4.51, and 4.52, respectively, to a very high extent, while SME managers utilize items 3–7 with mean scores ranging from 4.13 to 4.31. This indicates that the Facebook social media platform has gained popularity among SME managers as a marketing tool for digitalizing their marketing, thereby widening their reach and customer base.

Furthermore, the cluster mean of 4.33 indicates that SME managers in Anambra State utilize Facebook social media platforms as a marketing tool for digital marketing to a high extent. The narrow range of standard deviations suggests that SME managers' opinions on the extent of utilization of Facebook as a marketing tool were consistent and homogeneous.

Research Question 2

To what extent do Small and Medium Enterprises (SMEs) in Anambra state utilize Instagram as a marketing tool for digital marketing in Anambra state?

Table 2: Mean Ratings and Standard Deviation Scores of Respondents on the extent of utilization of Facebook social media platform in Anambra State
(N: 95)

S/n	Extent of utilization Instagram social media platforms	\bar{x}	SD	Decision
9	I utilize Instagram social media platform for my brand	3.64	1.15	high extent
10	I utilize Instagram to create awareness for my brand.	3.46	1.10	Moderate extent
11	I usually post marketing content for my brand on Instagram.	3.43	1.10	Moderate extent
12	I use Instagram to attract more customers to my brand.	3.57	1.14	high extent
13	Instagram has helped my brand to attract business partners.	3.25	1.07	moderate extent
14	I use Instagram to improve the goodwill of my brand.	3.57	1.17	high extent
Cluster mean and SD		3.49	1.12	Moderate extent

Table 1 illustrates the ratings given by SMES managers regarding the utilization of Instagram as a marketing tool for digital marketing in Anambra State. Data presented in Table 2 show that SME managers utilize items 9, 12, and 14 with mean scores ranging from 3.57 – 3.64 to a high extent while SME managers utilize items 10, 11 & 13 with a mean score from 3.25 - 3.46 to a moderate extent. This indicates that while some SMEs in Anambra have fully embraced and adopted Instagram as a marketing tool for their business some are still at their early stage of adoption and utilization. Additionally, the cluster mean of 3.49 suggests that all SME managers in Anambra state moderately utilize Instagram as a marketing tool for digital marketing. This implies that the surveyed SME managers have adopted the utilization of Instagram as a marketing tool for digital marketing and, hence, strive to achieve consistent digital growth with new innovative concepts and ideas with the intent of establishing their presence in the corporate world. The standard deviation scores fall all the items in Table 2 are similar, indicating a high level of agreement and consistency among the respondents. The narrow range of standard deviations suggests that SME managers' opinions on the extent of utilization of Instagram as a marketing tool were consistent and homogeneous.

Hypothesis 1

There is no significant difference in the mean responses of male and female SME managers on their extent of utilization of Facebook as a marketing tool for digital marketing.

Table 3

Summary of t-test Analysis of Mean Ratings of male and female SME managers on the extent of utilization of Facebook as a marketing tool for digital marketing

Facebook	N	Mean	SD	DF	t-value	p-value	Decision
Male	48	4.31	.70	93	.228	.820	Accept H ₀
Female	47	4.34	.47				

The analysis of data from the table suggests that there is no statistically significant difference between the mean ratings of male and female SME managers in Anambra State on their extent of utilization of Facebook as a marketing tool for digital marketing. This is supported by the t-

test results, which yielded a t-value of 0.228 with a degree of freedom (df) equal to 93 and a p-value of 0.820.

Based on the acceptance of the hypothesis, it can be concluded that there is no significant variation in the mean responses between male and female SME managers. In other words, the gender of SME managers in Anambra State does not significantly influence their extent of utilization of Facebook as a marketing tool for digital marketing.

Hypothesis 2

There is no significant difference in the mean responses of male and female SME managers on their extent of utilization of Instagram as a marketing tool for digital marketing.

Table 4

Summary of t-test Analysis of Mean Ratings of male and female SME managers on the extent of utilization of Instagram as a marketing tool for digital marketing

Instagram	N	Mean	SD	DF	t-value	p-value	Decision
Male	48	4.31	1.19	93	.850	.398	Accept H ₀
Female	47	4.34	.83				

The analysis of data from the table suggests that there is no statistically significant difference between the mean ratings of male and female SME managers in Anambra State on their extent of utilization of Instagram as a marketing tool for digital marketing. This is supported by the t-test results, which yielded a t-value of 0.850 with a degree of freedom (df) equal to 93 and a p-value of 0.398. Based on the acceptance of the hypothesis, it can be concluded that there is no significant variation in the mean responses between male and female SME managers. In other words, the gender of SME managers in Anambra State does not significantly influence their extent of utilization of Instagram as a marketing tool for digital marketing.

Discussion of Findings

Extent of Utilization of Facebook as a marketing strategy

The study findings demonstrate that SME managers in Anambra State recognize the special significance of the projection of business activities through effective digital marketing strategies with the most prevalent marketing tool (Facebook) in this modern technological era. This is in line with the findings of Adoyi et al. (2022) which revealed that there is a significant and positive relationship between the use of Facebook and brand awareness. The study also stated that social media represents a potential vehicle to help SMEs create better brand awareness, build strong customer relationships, and increase sales. According to Punawirawan (2015), positive reviews on Facebook posts by customers will make the reader recommend the product to others more than negative reviews. A positive recommendation has the strongest positive advertising effect (Baker et al., 2016). Also not very surprising is the connection between credible reviews and higher purchase intentions (Jiménez et al., 2013). Detailed information on Facebook makes reviews for search products more credible. Reviews for experience goods are more credible than reviews for search goods if the reviewer agrees with the original review (Jiménez and Mendoza, 2013). Firms and brands on Facebook should bear in mind that consumers rely heavily on average ratings (de Langhe, 2016). In addition, Haque et al. (2013), Chigora (2016), Oestreicher-Singer and Zalmanson (2010) opined that Facebook has an effect on brand awareness toward a product or service as a result of widespread community participation and reflection on a product or service in online media. This implies that advertising on Facebook improves brand recognition, raises customer awareness of a specific brand, and acts as a tool that facilitates information exchange quickly and easily between customers and SMEs.

Extent of utilization of Instagram as a marketing strategy

The study demonstrates that digital platforms provide an excellent ability to grow an SME brand. The development of corporate identity in modern times is an important strategic requirement for SMEs to grow their brand marketing methods and processes. Digital Marketing is the avenue of electronic communication that is used by marketers to endorse goods and services in the marketplace. These findings highlight the positive significance and opportunities presented by digitalization, with specific attention on brand building and communication in the SMS business environment. According to Oyekan (2020) whose study sought to analyze the pattern of Instagram usage for advertising among youth online marketers in Niger State, SME managers were moderately ready to use Instagram and they moderately accepted the implementation of Instagram social media platforms. SME managers have realized the usefulness and the ease of use of Instagram social media platforms which in turn have influenced their acceptance of Instagram as a marketing tool for digital marketing. This study's finding is supported by the documentation of Ismail (2017), Lee, Yen, and Hsiao (2014), Phau and Teah (2009), and Von Hippel (2005) who asserted that Instagram has a positive influence on brand loyalty on products and services of businesses.

Conclusion and Implication

The demand for e-commerce has increased in recent years due to the convenience of social media platforms and the importance of the active participation of customers in the trading process for effective buying and selling. The new generation of customers with distinct purchasing profiles compared to other generations requires the use of varied and creative commercial resources to support their capabilities and motivation for purchasing power.

The findings of this study have several implications that may assist SME managers, business owners, customers, and future researchers.

The findings of this study have created insight into the extent of utilization of social by SME managers. SME managers are therefore inspired to change their marketing strategy according to technological progress.

In the past, the marketing strategy and marketing materials were in traditional form as in walk-in- customers. Hence, in efforts to cater for 21st-century customers, SME managers need to increase their technical skills so that their marketing would be efficient, effective, and enjoyable, not necessarily within the marketplace. This study shows the poor extent of social media utilization which is empowered by ICT as a marketing tool. Consequently, upon purchasing, customers will lack the purchasing skills, knowledge, and attitude to function effectively in the modern world of technological advancement. Wider coverage, increased customer quota, and practice of modern and quality purchases are some of the goals of an SME manager. Social media allows wider coverage and flexible access to quality markets.

The findings of this study also show that the current marketing tool of SME managers in the marketplace is void of contents that integrate e-commerce as a marketing strategy. Therefore, strategy planners should upgrade the commercial activity to include contents that integrate e-commerce as a marketing strategy.

Recommendations

Based on the findings of the study, the following recommendations were made:

1. SME managers should regularly organize in-service training to train and update SME owners on current trends in the utilization of social media platforms in the marketplace.
2. There should be adequate provision of infrastructure like electricity, internet connections, and buildings that support the utilization of social media platforms. Social Media platforms should

be utilized as a marketing strategy by SME managers in the marketplace to equip business owners with the requisite digital skills needed for jobs in 21st-century labor.

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