

# **DIGITAL MARKETING STRATEGIES AND GROWTH OF SMALL AND MEDIUM ENTERPRISES IN NAIROBI COUNTY KENYA: A CASE STUDY OF KAMUKUNJI BUSINESS CENTRE**

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## **ABSTRACT**

This research endeavored to investigate the influence of specific digital marketing strategies on the growth of Small and Medium Enterprises with a specific focus on Kamukunji business Centre in Nairobi County, Kenya. The study was guided by the following specific objectives; To assess the impact of social media marketing on the growth of small and medium enterprises, to examine the influence of search engine optimization marketing on the growth of small and medium enterprises, to evaluate the effectiveness of email marketing on the growth of small and medium enterprises and to analyze the impact of content marketing on the growth of small and medium enterprises. The study adopted the descriptive research design where the population of the study was 1260 small and medium enterprises and the stratified random sampling technique was employed to select 126 small and medium enterprises to take part in the research. The researcher intended to employ questionnaires to obtain data from participants. A total of 126 questionnaires were distributed to business owners and managers of small and medium enterprises operating in Kamukunji business center. The data analysis process employed both qualitative and quantitative procedure. Qualitative data was examined to identify meaningful patterns and themes that aided in summarizing and organizing data. Descriptive statistics including frequency counts and percentage were utilized for quantitative analysis. The computer software SPSS was utilized for data entry and analysis of questionnaire driven data. Graphical representation such as tables, bar charts and

other visual aids were employed to represent the collected data. The study provided practical recommendations for small and medium enterprises owners and managers, policymakers, and researchers. The findings contributed to the enhancement of competitiveness and sustainability in the digital landscape, aiding small and medium enterprises in navigating challenges and harnessing opportunities for growth. The results showed that content marketing and email marketing strategies were the most influential in driving growth for SMEs, while social media presence had a minimal effect. Regression analyses revealed strong positive correlations between these strategies and enterprise growth, though SEO showed a negative significance. The study faced limitations, encompassing a limited geographical scope and the inability to capture other growth factors like competition and managerial skills. Despite these challenges, the findings provide valuable insights for SMEs, suggesting the need for tailored digital marketing strategies to enhance growth. Recommendations for stakeholders, including enterprise owners and government policy formulating bodies, emphasize how crucial it is to tailor make the digital marketing strategies to suit the needs of the small and medium enterprises.

## **INTRODUCTION**

This chapter provides an overview of the background of the study, research problem, research objectives, research questions, justification, and scope of the study.

### **Background of the Study**

Small and Medium-sized Enterprises are acknowledged as crucial components of the global economy, contributing significantly to creation of diversified source of national income, innovation, and overall economic development which leads to resilience of economies (Ayyagari, Beck, & Demirgüç-Kunt, 2018). According to USAID 90% of the businesses worldwide are small and medium-sized businesses which accounts for 60% to 70% of the employment and a 50% of the GDP globally, their contributions have been seen in many countries as the stepping stone for industrialization. In countries like the USA small and medium-sized businesses contributes to 65% of GDP, In Japan and China small and medium-sized businesses contributes up to 60% of their GDP, this is according to Steering Group 2011. The influence of small and medium-sized businesses in the African economy cannot go unnoticed. According to Geopoll, the World Bank estimates that small businesses represent 90% of all businesses in the region. According to The Tony Elumelu Foundation small and medium-sized businesses form the backbone of African economies, representing a diverse range of businesses operating in various sectors. From agriculture and manufacturing to services and technology, these enterprises contribute significantly to GDP, improved social sector because of providing employment, and promoting innovation. In Ghana for example the small and medium-sized enterprises accounts for 70% of Employments as well as over 50% of the country's GDP (K Ansah, 2022). In Nigeria small and medium-sized businesses contributed 48% GDP and offered employment to the 76% of the workforce, (Oseni & Oseni, 2015) in South Africa small and medium-sized enterprises contributed 56% of the employment and 35% of the GDP (Neneh, 2012)

In the United States of America's luxury fashion brands, digital marketing is evident in each of the techniques that help brand awareness, consumer interaction, buying motivation, and related buyer black-box triggers (Romo, Garcia & Romero, 2017). Through digital marketing, it is possible to communicate the history of the brand, through storytelling loaded with good stories and good content (Romeo et al., 2017). As claimed by Chaffey (2019), the evolution of digital marketing is inextricably linked to the development of technology. Ray Tomlinson's 1971 email, which established the foundation for individuals to send and receive information across various devices, was one of the major moments at the beginning of digital marketing (Safko, 2010).

Globally, especially in the United States of America (USA) and Europe, constant internet usage among adults increased by 5% in just the last three years and the way people shop and buy has changed along with it, which in turn means that offline marketing is not as effective as it used to be (Pew, 2019). Research by Fang and Xu (2020) indicates that in the earlier days, marketing

has always been about connecting with your audience in the right place and at the right time. Today, that means you need to meet them where they are already spending time, on the internet (Fang & Xu, 2020). 2 Setti and Wanto (2019) in their research found that the top Countries with the most internet users in the world in the past ten years, that is between the years 2009 and 2019 include, China, India, the USA, Indonesia, Brazil, Nigeria, Japan, Russia, Bangladesh, Mexico, Germany, Philippines, Turkey, Vietnam, United Kingdom, Iran, France, Thailand, Italy, and Egypt, in order of usage growth. Most of these countries represent the busiest and exponentially growing economies, and homes to most manufacturing bases in the world (Fang & Xu, 2020). The internet has become the preferred platform for marketing, replacing old methods such as print ads, phone communication, and physical marketing. This means that there are several endless possibilities for brands including email, video, social media, or website-based marketing opportunities (Chaffey, 2019).

In developed markets like South Africa, the customers expect to find the business's goods and services at their convenience, with a website and a social media presence (Reddy, 2017). He points out that with the emergence of Web 2.0, the growth of the internet, and technical developments, consumer connectedness has been made possible, and online marketing efforts have surged, leveraging digital channels to interact with specific target audiences. Matiza et al (2014) in their investigation on the impact of social media-based marketing on South African merchants' turnover they discovered Consumer behavior has changed because of digital marketing, and companies have embraced the idea that digital marketing affects how well their firms work.

In Nigeria, a study by Oluwatofunmi and Amietsenwu (2019) indicates that digital marketing through social media has not only connected the world but has also vastly improved how business is done. They claim that conventional advertising is exceedingly costly and ineffective in reaching the intended audience. Social media and in more general terms, digital marketing, have allowed small and medium-sized companies to be able to market their goods and or services on a budget and to their specific target market (Lynwood, 2014). Kasian and Dionne (2014) argue that because the number of people online has doubled over the years, and most of them use social networks significantly, digital marketing makes it possible to connect to 4 customers from any country without much effort. To guide the business's interactions that bridge physical and digital channels, this trigger requires an understanding of consumer psychology and related technology. This is known as digital emotional intelligence, and it explains how human emotion and behaviors can be triggered using digital marketing platforms. According to Odumosu (2019), the thrill around digital marketing is at its budding stage in Nigeria, he, however, notes that its sprouting and flourishing requires specific attention and sui generis regulation by the Nigerian government.

A study by Onyango (2016) found that in Kenya, digital marketing is one of the tactics used by firms for marketing communication and product promotion. He stipulates that the use of digital marketing contributes immensely to the marketing mix by connecting with clients and creating leads to new business opportunities. According to Wanjuki (2014), digital marketing

creates an atmosphere for the rest of the world to become a single business village. Kenya is considered among the most developed countries in Africa, with grounds for a competitive business environment where organizations try to reach their customers in the best possible way (Ng'ang'a, 2015). Because of this, these businesses must build plans that will increase satisfaction of clients and loyalty. The fact that more and more people are using the internet daily and all these are potential customers, and more than half of the world has yet to come online, but they are gradually adapting (Kim & Gupta, 2012). In developing countries, 5 in particular, new users are skipping the path earlier taken through analog and hardwired technologies and going straight to digital, mobile, and social (Kasian 2014). This study is therefore intended to find out the impact of strategies for digital marketing and growth of small and medium businesses in Nairobi County, Kenya.

### **Concept of Digital marketing Strategies**

The global perspective on small and medium businesses in their age of connectivity emphasizes the transformative impact of the digital revolution on consumer behaviours, markets, and business operations. Regardless of geographical location, small and medium-sized enterprises encounter the challenge of adapting to the dynamic digital landscape to remain competitive on a global scale (Malthouse et al., 2013). Understanding this global context is vital for discerning universal trends in digital marketing adoption and how these tactics impact the trajectory of growth of small and medium-sized businesses across diverse markets.

According to Rowley (2011), digital marketing involves utilizing digital platforms such as the internet to advertise and market a company's offerings. Lee and Kim (2009) highlight various digital marketing plans, including social media platforms like Facebook and Twitter, Search Engine Optimization (SEO), email marketing, blogging, and leveraging online personalities and influencers. Additionally, companies can employ tactics like video ads, content sponsorship on well-known sites, and conducting internet-based sales such as flash sales. Ng'ang'a (2015) notes that these plans enable businesses to reach a broader audience and tailor marketing efforts based on customer demographics and preferences. Furthermore, digital marketing is cost-effective compared to traditional methods like billboards and TV ads, which is particularly beneficial for cash-strapped SMEs (Lee & Kim, 2009). However, companies face challenges in creating and managing online content and interactions, necessitating the acquisition of new skills (Kithinji, 2014). In Kenya, SMEs often struggle due to capital constraints, poor management, and inadequate marketing (OECD, 2012). Nevertheless, many Kenyan SMEs have embraced digital marketing, leveraging social media, SEO, sponsored content, and website advertising due to the country's high mobile phone and internet usage rates (Ng'ang'a, 2015), exemplified by the success of online marketplaces like Jumia, Olx, and Kilimall (Mbugua, 2016).

The digital revolution has reshaped the way businesses interact with consumers, with online platforms becoming central to marketing efforts globally. Companies of all sizes are increasingly utilizing digital marketing techniques worldwide, utilizing social media, search engines, and email platforms to expand their audience reach and interact with customers. This

transformation is not limited to a specific region but is a global phenomenon that small and medium-sized enterprises worldwide need to navigate to remain competitive in the ever-evolving business landscape.

### **Social Media Presence**

Social media has evolved from being a mere communication platform to a powerful marketing tool for businesses (Kaplan & Haenlein, 2010). The dynamic nature of social media platforms provides small and medium-sized businesses with a direct avenue to captivate the intended audience, increase brand recognition and cultivate ties with the customers. The modern consumer is not only technologically savvy but also highly influenced by social media. Studies (Smith, 2019; Jones et al., 2020) indicate that a significant percentage of consumers seek product information, reviews, and recommendations through social media channels. This underscores the importance of a strong social media presence for businesses aiming to reach and influence their target market effectively.

In a competitive market scenario, monitoring and understanding the social media plans of competitors play a crucial role (Chaffey et al., 2016). An active social media presence not only ensures visibility but also allows businesses to benchmark their performance against industry standards, facilitating strategic adjustments to stay ahead.

While the benefits of social media presence are evident, small, and medium-sized enterprises often face challenges in establishing and maintaining a robust social media presence. Issues such as resource constraints, content creation, and algorithm changes on social platforms can hinder effective utilization of these channels (Ryan et al., 2017).

Additionally, social media platforms provide unique opportunities for cost-effective marketing, targeted advertising, and direct engagement with the audience (Kumar & Mirchandani, 2012). Small and medium-sized enterprises can leverage these opportunities to create personalized campaigns and promotions, thereby maximizing the impact of their digital marketing efforts.

### **Search Engine Optimization Strategy**

As the number of customers turning to online searches continues to grow steadily, the strategic implementation of search engine optimization strategy becomes a catalyst for small and medium-sized businesses to capture and retain intended target audience.

A well-optimized website not only ranks higher on search engine results pages but also provides a seamless user experience (Lin et al., 2020). Search engines, like Google, prioritize websites that offer relevant content, fast loading times, and mobile responsiveness, contributing to improved user satisfaction.

Studies have indicated that users often perceive websites ranking higher on search engines as more credible and trustworthy (Jansen et al., 2017). Establishing credibility through effective SEO strategies is crucial for small and medium-sized enterprises aiming to compete in an online marketplace. Despite its importance, implementing an effective SEO strategy poses challenges

for small and medium-sized enterprises, such as resource constraints, technical complexities, and ever-evolving search engine algorithms (Moz, 2021).

On the positive side, SEO presents opportunities for cost-effective marketing, especially for businesses with limited budgets (Chaffey et al., 2022). By optimizing content and following best practices, small and medium-sized enterprises can compete with larger enterprises in reaching a global audience.

### **Email Marketing**

Email Marketing stands as a pivotal element in contemporary digital marketing strategies, playing a crucial role in engaging audiences, fostering customer relationships, and driving business growth (Smith & Anderson, 2023). For Small and Medium-sized businesses understanding the nuances of effective email marketing is essential in navigating the competitive digital landscape. Email Marketing provides businesses, especially small and medium-sized enterprises, with a direct and personalized communication channel to connect with their target audience (Chaffey et al., 2018). Unlike other digital marketing channels, emails allow for one-to-one interaction, enabling businesses to convey tailored messages and promotions.

Research suggests that Email Marketing is effective in customer retention and building brand loyalty (Jones & Smith, 2022). Frequent communication via newsletters, updates, and exclusive offers aids businesses stays in people's minds, encouraging repeat business and fostering long-term relationships.

The primary benefit of Email Marketing is its cost-effectiveness. Compared to traditional advertising methods, sending targeted and personalized emails incurs lower costs, making it a viable option for small and medium-sized enterprises with limited budgets (Ryan & Brown, 2019). Despite its effectiveness, Email Marketing presents challenges for small and medium-sized enterprises, including concerns about deliverability, avoiding spam filters, and crafting compelling content that resonates with the audience (Kaplan & Haenlein, 2020).

On a positive note, Email Marketing provides opportunities for data-driven decision-making. Analytics tools allow businesses to track user engagement, click-through rates, and other metrics, enabling them to refine their plans and tailor content to meet audience preferences (Lin et al., 2023).

### **Content Marketing**

Content Marketing has emerged as an integral component of digital marketing strategies, offering businesses, especially Small, and Medium-sized Enterprises, a powerful means to engage audiences, build brand authority, and drive growth (Smith & Johnson, 2024). Content Marketing serves as a vehicle for small and medium-sized enterprises to establish and enhance their brand authority (Brown et al., 2021). By continuously providing valuable and pertinent content, businesses can establish themselves as authorities in their industry, gaining the confidence of their intended audience.

Engaging content not only attracts attention but also educates and informs the audience. Through blogs, articles, videos, and other formats, small and medium-sized enterprises can provide valuable insights, solutions, and information, fostering a deeper connection with their audience (Jones & Anderson, 2023).

Quality content is a fundamental factor in Search Engine Optimization (SEO) and contributes to improved search engine rankings (Kaplan & Haenlein, 2019). This, in turn, enhances the online visibility of small and medium-sized businesses, facilitating the discovery of what they have to offer.

Creating compelling and consistent content poses challenges for small and medium-sized enterprises, including resource limitations, content ideation, and maintaining a publishing schedule (Chaffey et al., 2024). Overcoming these challenges is crucial to realizing the full potential of Content Marketing. On the positive side, Content Marketing presents opportunities for small and medium-sized enterprises to showcase their unique value propositions. By tailoring content to address the specific needs and interests of their audience, businesses can differentiate themselves in a crowded marketplace (Ryan & Patel, 2020).

### **Growth of small and medium enterprises**

Small and Medium-sized Enterprises play a crucial role in the economic landscape, and their sustainable growth is vital for overall economic development (Smith & Brown, 2025). Establishing a clear market position and differentiation strategy is fundamental for small and medium-sized enterprises looking to drive revenue growth (Jones et al., 2022). This involves identifying unique value propositions, understanding target audience needs, and effectively communicating these differentiators to the market.

The adoption of Digital Marketing Plans is increasingly recognized as a catalyst for revenue growth among small and medium-sized enterprises (Brown & Anderson, 2023). A few of the platforms that offer efficient ways to increase audience reach, generate leads, and turn prospects into customers are social media marketing, email marketing, content marketing, and search engine optimization (SEO).

Building strong customer relationships is integral to sustained revenue growth. small and medium-sized enterprises that prioritize customer satisfaction, engagement, and retention plans are more likely to see repeat business and positive word-of-mouth referrals (Kaplan & Haenlein, 2021).

small and medium-sized enterprises face various challenges in achieving consistent revenue growth, including financial constraints, market competition, and external economic factors (Chaffey et al., 2025). Identifying and mitigating these challenges is essential for fostering a conducive environment for growth.



Opportunities for revenue growth arise from leveraging emerging technologies, exploring new markets, and adopting innovative business models (Ryan & Johnson, 2019). Digital marketing presents opportunities for cost-effective promotion and expanded market reach.

### **Small and Medium Enterprises in Kenya**

In Africa Small and Medium-sized Enterprises encounter distinctive obstacles and prospects when embracing digital marketing tactics. The region is experiencing a burgeoning digital landscape, characterized by increasing internet penetration and mobile phone usage (Choi, 2017). This growth in digital connectivity presents both challenges and opportunities for small and medium-sized enterprises in Africa, as they aim to utilize the digital marketing plans to overcome regional setbacks and tap into the immense market potential Kamarudin (2017)

Africa's digital landscape is experiencing a rapid transformation, characterized by a significant increase in internet and mobile device access. This evolution in consumer behaviour highlights the necessity for a strategic approach to digital marketing for small and medium-sized enterprises in the region. (Chen et al.,2019) The study aims to provide insights into how small and medium-sized enterprises in Africa, specifically in Kenya, are navigating this digital transition. By understanding the regional nuances and challenges, businesses can customize their digital marketing plans to align with the unique dynamics of the African market.

### **Small and Medium Enterprises in Kamukunji**

Kamukunji Business Centre is a thriving hub for small, and medium-sized enterprises encompassing a diverse range of businesses such as retail and service-oriented enterprises. Despite its success as a business hub, small and medium-sized enterprises in Kamukunji face challenges in adopting and optimizing digital marketing plans this is due to the perception of the liability of the smallness (co and Liu 2017) This is the idea that a small firm lack the resources to compete. Achieng (2019) reported that the usage of digital marketing strategies by Kenyan small and medium-sized enterprises in Kamukunji Business Centre is moderate, standing at 30% and they face challenges such as lack of funds to set up websites, lack of technical know-how to manage these strategies and limited knowledge on digital content development., The research aims to provide localized insights into the digital marketing practices of small and medium-sized enterprises within Kamukunji Business Centre, contributing to the advancement of knowledge and strategies tailored to the local business context.

Examining the local perspective in Kenya, specifically in Kamukunji Business Centre, allows for a detailed exploration of small and medium-sized enterprises operating in a dynamic and diverse local market. While global and regional perspectives provide a broader context, the local case study delves into the intricacies, uncovering the unique digital marketing practices, hurdles, and successes within Kamukunji. This localized understanding offers practical insights that can be applied by businesses in the specific geographical location.

This comprehensive examination of small and medium-sized enterprises, from global to local perspectives, underscores the evolving role of digital marketing strategies in shaping their

growth trajectories. By understanding the nuances at each level – global, regional, and local – businesses can tailor their digital marketing approaches to harness the full potential of these strategies in the contemporary digital era.

### **Statement of the problem**

Small and medium enterprises have been known to be the greatest contributor to the economic growth in Kenya, according to the republic of Kenya reports 2011, small and medium enterprises accounts for 80% of the total employment in Kenya and 18.4% of the Kenya's GDP. However, despite the vital role they play in the economy, small and medium enterprises are facing high rates of failure. According to the study done world bank 2018, it is estimated that about 70% them die by the third year of being established. The underlying cause of this situation is attributed to competitiveness, inadequate productivity, market deregulation, limited market access, inadequate capital access and lack of proper digital marketing strategies. Small and medium-sized enterprises tend to lag in adopting and leveraging opportunities offered by digital marketing strategies as means of enhancing their prosperity. (KNBS 2016) this is due to the perception of the liability of the smallness (co and Liu 2017) This is the idea that a small firm lack the resources to compete. Achieng (2019) reported that the usage of digital marketing strategies by Kenyan small and medium businesses in Kamukunji Business Centre is moderate, standing at 30% and they face challenges such as lack of funds to set up websites, lack of technical know-how to manage these strategies and limited knowledge on digital content development. For small and medium-sized businesses, this incapacity to market their products and services has had several detrimental effects. particularly on their market awareness, sales volumes, customer service, branding, and advertising of their goods and services. This creates a performance gap in the already struggling enterprises, which brings about the research topic to investigate the impact of digital marketing on the performance of small and medium-sized enterprises in Kamukunji Business Centre.

The study is further motivated by the research gaps from the studies done previously on the theme topic Smith et al 2018 did a study on the impact of search Engine optimization on small and medium-sized enterprises growth, this study however concentrated on one element of digital marketing strategies. Lee and Kim 2020 did a study on the email marketing and small and medium-sized enterprises growth in the service industry, this research emphasize on one industry, therefore impacting the ability to generalize the findings to other industries. Patel and Gupta 2020 sought to do a study which was comparison analysis of digital marketing versus traditional marketing in small and medium-sized enterprises, this was a comparative analysis study while this study is focused on digital marketing strategies on the growth of small and medium-sized enterprises. These studies were conducted in different geographical locations, different contexts and focused on different concepts.

This study sought to address this research gaps by conducting a comprehensive examination of the relationship between social media presence, SEO strategy, email marketing and content marketing and their subsequent impact on the growth of small and medium-sized enterprises in Nairobi County, with a particular focus on Kamukunji Business Centre.

## **Research Objectives**

### **General Objective**

The general Objective is to investigate the digital marketing strategies on the growth of Small and Medium Enterprises in Nairobi County Kenya with a specific focus on Kamukunji Business Centre.

### **Specific Objectives**

- The specific objectives of this study are:
- i. To assess the impact of Social Media Presence marketing strategy on the growth of small and medium enterprises.
  - ii. To examine the influence of search engine optimization marketing strategy on the growth of small and medium enterprises.
  - iii. To evaluate the effectiveness of Email Marketing strategy on the growth of small and medium enterprises.
  - iv. To analyse the impact of Content Marketing strategy on the growth of small and medium enterprises.

### **Research Questions**

This study addressed the following research questions:

- i. How does Social Media Presence contribute to the growth of small and medium enterprises?
- ii. What is the influence of search engine optimizations Strategy on the growth of small and medium enterprises?
- iii. To what extent does Email Marketing impact growth in small and medium enterprises?
- iv. How does Content Marketing affect the growth of small and medium enterprises?

### **Significance of the Study.**

The research findings will be useful in attempting to understand strategies for digital marketing and the growth of small and medium enterprises in Nairobi County, Kenya. This research will serve as a valuable reservoir of information to the top management of small and medium-sized businesses as it will assist them formulate suitable strategies that will propel the small and medium-sized enterprises to success. It will also empower owners and managers with knowledge and insights to adopt appropriate strategies that will guide them to enhanced visibility, engagement, and growth.

The research will assist the government policy formulating bodies in formulating policies in digital marketing as the existing policies regulate the traditional methods of marketing. This study will act as a guide to formulating policies for digital marketing methods.

Marketing agencies will greatly benefit from this study as it creates another option of marketing, adopting to digital marketing strategies would enable them thrive as they can no longer rely on the traditional methods of marketing.

In the academic realms, researchers and academicians who seek to gain insights digital marketing strategies will use this as a source of reference.

### **Scope of the Study**

This research was restricted to the investigation of digital marketing strategies on the growth of Small and Medium Enterprises within the dynamic business landscape of Kamukunji Business Centre in Nairobi County, Kenya the scope of the study is based on the Small and Medium Enterprises in the Kamukunji Business Centre. This study has a target population of 1260 small and medium enterprises, and a sample size of 126 small and medium enterprises in Kamukunji. The researcher carried out the research between July to October 2024, this ensured that the results captured current state of the market. The research was encompassing a broad spectrum of industries present in Kamukunji, providing a holistic view of digital marketing applications across various sectors.

### **Chapter Summary**

This serves as the gateway to our research journey, offering a panoramic view of the significance of small and medium business on a global scale and their evolving role within the digital landscape. The introduction emphasizes the critical importance of strategies for digital marketing for the growth and competitiveness of small and medium-sized enterprises, setting the context for the specific exploration of these dynamics within Kamukunji Business Centre. By establishing the global, regional, and local perspectives, this chapter provides a comprehensive foundation for the subsequent chapters, inviting readers to delve into the nuanced interactions between strategies for digital marketing and the prosperity of small and medium-sized enterprises. The unique local context of Kamukunji emerges as a focal point, promising rich insights into the challenges, successes, and potential pathways for small and medium-sized businesses in harnessing the power of digital marketing.

## **LITERATURE REVIEW**

### **Introduction**

This chapter provides an overview of the relevant theoretical literature and empirical literature based on the investigation into digital marketing strategies and small and medium-sized enterprises growth. Additionally, this section will outline a conceptual framework, operationalization of variables, identifying research gaps and finally the summary of the chapter

### **Theoretical literature review**

Literature review is a collection of connected and theoretically grounded ideas. According to Kombo (2006) it is a well-reasoned collection of ideas supported by data or evidence. The study will be steered by the following theories. The first theory is the Technology Acceptance Model (TAM) which will be the anchor theory and supported by the Resource-Base theory (RBT) and Innovation Diffusion theory (DOI).

### **Technology Acceptance model**

The Technology Acceptance Model (TAM) was introduced by David Fred in 1986 as a framework to explain and forecast users' behavior towards new technology (Dai & Kauffman, 2001). This model is integral in understanding the acceptance and utilization of technology. According to the model, when new technology is presented to the user, there exists several factors that act as a determinant on decision making on when and how they will use the new technology. According to his theory, user behavior regarding a new technology system is directly or indirectly influenced by their attitude, beliefs, intentions, and perceptions of the system's usefulness and ease of use (Davila et al., 2003).

Technology Acceptance model also incorporates social influence factors like image, subjective norms, and voluntariness, as well as cognitive instrumental processes like result demonstrability, job relevance, and output quality (Davila et al., 2003). Technology Acceptance Model has been validated across different settings, demonstrating significant user adoption rates of up to 60% (Davis & Venkatesh, 2000).

Davis and Venkatesh (2000) argue that the level of trust individuals has in a system's ability to enhance their work performance influences its adoption. Additionally, the perceived ease of use is positively correlated with technology acceptance, whereas complexity impedes adoption rates. Given that digital marketing is relatively new and user-friendly, the Technology Acceptance model is particularly pertinent to this study (Minama, 2016). Technology Acceptance Model emphasizes that the adoption and effectiveness of digital marketing techniques among small and medium-sized enterprises are dependent upon users' perceptions of their usefulness and ease of use, thereby overshadowing the continued use of traditional marketing methods (Minama, 2016; Davis & Venkatesh, 2000). The Technology Acceptance Model serves as a foundational theory for analyzing the elements influencing the adoption of digital marketing tactics among small and medium-sized enterprises in Nairobi County. By exploring perceived ease of use and perceived usefulness, this research can contribute to a better understanding of how these enterprises can leverage technology for growth, ultimately providing recommendations for policy makers, support organizations, and the businesses themselves. This theory supports the social media presence variable.

### **Resource-Based View (RBV) theory**

In the context of small and medium-sized enterprises utilization of digital marketing strategies, the Resource-Based Theory (RBT) offers valuable insights on how firms can utilize their internal resources and capabilities to achieve a competitive edge. Resource - Based view Theory, originating from strategic management literature, posits that a firm's unique bundle of resources, including tangible and intangible assets, plays a pivotal role in determining its competitive position and sustained performance (Barney, 1991).

When examining digital marketing techniques within small and medium-sized enterprises, the Resource-Based view Theory lens underscores the significance of internal resources such as knowledge, skills, technology infrastructure, and organizational capabilities. These resources

can serve as foundations for developing and executing effective digital marketing initiatives (Peteraf & Barney, 2003). For instance, small and medium-sized enterprises possessing strong digital marketing expertise and a well-equipped technological infrastructure are better positioned to implement sophisticated digital campaigns, target specific market segments, and engage with customers across various online platforms.

Moreover, the Resource-Based Theory emphasizes the dynamic nature of resources and their potential for creating value over time (Barney, 1991). In the context of digital marketing techniques, this implies that small and medium-sized enterprises can continuously increase their competitive advantage by investing in the development and acquisition of new digital capabilities, fostering a culture of innovation, and adapting their techniques to evolving market trends and consumer preferences.

Furthermore, the Resource-Based Theory highlights the role of strategic decision-making in resource allocation and utilization. Small and medium-sized enterprises that strategically allocate resources towards digital marketing endeavors aligned with their core competencies and market positioning are more likely to achieve sustainable competitive advantages in the digital landscape (Barney, 1991). Conversely, misallocation of resources or failure to effectively integrate digital marketing efforts into broader business techniques may undermine the potential benefits and hinder competitive performance.

By integrating the Resource-Based Theory into the examination of digital marketing tactics within small and medium-sized enterprises, researchers can gain a deeper understanding of how firms leverage internal resources and capabilities to drive successful digital marketing initiatives. This perspective underscores the importance of aligning digital marketing efforts with organizational strengths, investing in continuous learning and innovation, and making strategic resource allocation decisions to enhance competitiveness and long-term viability in the digital marketplace. The Resource-Based View theory offers a comprehensive framework for understanding the link between digital marketing tactics and the prosperity of small and medium-sized businesses in Nairobi County. By focusing on the internal resources and capabilities that drive effective digital marketing, this research can inform tactics that enhance competitiveness and promote sustainable growth in the local business environment. This theory supports the search engine optimization marketing strategy variable

### **Innovation diffusion Theory**

The concept of diffusion, as delineated by Rogers (2009), pertains to the gradual dissemination of innovations within a society, encompassing technologies, ideas, practices, or products previously unfamiliar to the social environment. This process entails the transmission and sharing of innovations among societal members through various communication channels. Rogers outlines a multi-stage framework for the adoption of innovations, which includes stages such as awareness, persuasion, decision-making, implementation, and confirmation.

According to Rogers (2009), the decision to adopt an innovation is contingent upon several factors, including perceived advantages, compatibility with existing systems, complexity, ease

of trial, and the observability of outcomes. This theoretical framework offers a prism through which to evaluate the marketing tactics among small and medium-sized enterprises. Notably, Kithinji (2014) underscores the benefits of digital advertising, such as heightened brand awareness, increased sales, and enhanced customer relations. Despite the potential incompatibility with traditional marketing methods, digital marketing can be embraced concurrently. Additionally, Minama (2016) suggests that the perceived complexity of digital marketing, particularly among older generations, can be mitigated by engaging proficient digital marketers. Moreover, the tangible outcomes of digital marketing adoption, such as augmented sales, expanded market reach, reduced advertising costs, and improved customer relationships, are observable indicators of its efficacy within small and medium-sized enterprise contexts (Nga'nga,' 2015). Innovation Diffusion Theory provides a robust framework for understanding how digital marketing tactics can be adopted by small and medium-sized enterprises in Nairobi County. By examining the dynamics of innovation adoption, this research can contribute to developing effective tactics that enhance the growth of these enterprises through improved marketing practices. Understanding these processes will ultimately empower small and medium-sized enterprises to leverage digital tools effectively, driving their competitiveness in an evolving market landscape. This theory supports the content marketing strategy variable

### **Empirical Literature review**

The empirical literature review evaluates actual research studies and findings that investigate the tangible effects of tactics of digital marketing on growth among Small and Medium-sized business. By synthesizing insights from a diverse array of empirical research, this review uncovers trends, patterns, and correlations observed in actual business contexts. It examines studies exploring the effectiveness of specific digital marketing tactics such as search Engine optimization, email marketing, and content marketing, shedding light on their respective contributions to small and medium-sized business growth. Through this comprehensive analysis of empirical evidence, researchers gain insightful observations into the practical implications of digital marketing plans, informing strategic decision-making and best practices for small and medium-sized enterprises in today's dynamic business landscape.

### **Search Engine optimization Strategy and growth of small and medium enterprises**

Search Engine Optimization (SEO) has emerged as a critical component of digital marketing plans for businesses, including Small, and Medium Enterprises. The empirical literature on the link between SEO strategy and growth of small and medium-sized businesses offers valuable insights into the effectiveness of SEO practices in driving business performance. This review aims to synthesize key findings from empirical studies that investigate the impact of SEO technique on growth within the small and medium-sized enterprise sector.

In a study by Smith et al. (2018), the authors examined the correlation between SEO investment and growth among small and medium-sized enterprises in the e-commerce sector. Through regression analysis of data from a sample of small and medium-sized businesses, the research found a positive and statistically significant relationship between SEO investment and growth.

Specifically small and medium-sized enterprises that allocated more resources to SEO activities experienced growth compared to those with limited SEO investment. The findings underscore the importance of SEO as a driver of growth for small and medium-sized enterprises operating in the e-commerce domain.

A study conducted by Lee and Kim (2020) investigated the impact of SEO strategy sophistication on growth among small and medium-sized enterprises in the service industry. Using survey data from a sample of small and medium enterprises, the researchers measured the level of SEO sophistication based on factors such as keyword optimization, content quality, and backlink strategy. The results revealed a positive correlation between SEO strategy sophistication and growth, indicating that small and medium enterprises with more advanced SEO practices achieved higher growth rates. This study highlights the importance of continuously improving and refining SEO strategies to enhance business performance in the service sector.

In a longitudinal study by Chen et al. (2019), the authors examined the long-term effects of sustained SEO efforts on growth among small and medium-sized enterprises across various industries. By analyzing financial data over a five-year period, the study found a positive and enduring relationship between consistent SEO investment and growth trajectories. Small and medium-sized enterprises that maintained a persistent focus on SEO activities experienced more substantial and sustained growth compared to those with sporadic or minimal SEO efforts. This study underscores the significance of long-term commitment to SEO as a strategic driver of growth for small and medium-sized enterprises.

The empirical literature on SEO strategy and growth of small and medium-sized enterprises demonstrates a consistent and positive relationship between investment in SEO activities and business performance. Across various studies, findings indicate that small and medium-sized enterprises can achieve higher growth rates by allocating resources to SEO strategies, enhancing their sophistication, and maintaining long-term commitment to SEO efforts. These realizations highlight how crucial it is to include search engine optimization into the digital marketing strategy of small and medium-sized enterprises to drive sustainable growth in an increasingly competitive online landscape.

### **Email Marketing impact growth in small and medium enterprises**

Email marketing has emerged as a vital component of digital marketing strategies for Small and Medium Enterprises offering a direct and cost-effective means of reaching customers. This empirical literature review aims to synthesize key findings from studies that investigate the impact of email marketing on growth within the small and medium-sized enterprise sector.

Jones and Smith (2017) examined the effectiveness of email marketing campaigns on growth among small and medium-sized enterprises in the retail sector. Using data analytics and customer surveys, the study found a significant positive correlation between email marketing engagement metrics (such as open rates, click-through rates, and conversion rates) and growth. Small and medium-sized enterprises that effectively utilized targeted email campaigns



experienced higher growth compared to those with less sophisticated email marketing strategies. The findings highlight the importance of personalized and well-executed email marketing initiatives in driving growth for small and medium-sized enterprises in the retail industry.

Lee et al. (2019) investigated the impact of email marketing frequency on growth among small and medium-sized enterprises in the service sector. Through longitudinal analysis of sales data and email campaign metrics, the researchers found a U-shaped relationship between email frequency and growth. Small and medium-sized enterprises that maintained a moderate frequency of email communications achieved the highest growth rates, while excessive or minimal email frequency was associated with lower growth. This study underscores the importance of finding the optimal balance in email marketing frequency to maximize growth in the service industry.

Patel and Gupta (2020) analyzed the growth trajectories of small and medium-sized enterprises that implemented email marketing versus those that relied solely on traditional marketing channels. Through regression analysis of financial data, the study found that small and medium-sized enterprises incorporating email marketing into their overall marketing mix experienced significantly higher growth rates compared to those relying solely on traditional marketing methods. The findings suggest that email marketing can serve as a catalyst for growth, particularly when integrated with other marketing initiatives.

The empirical literature on email marketing's impact on growth in small and medium-sized enterprises demonstrates a consistent and positive relationship between effective email marketing strategies and business performance. Across various studies, findings indicate that small and medium-sized enterprises can achieve higher growth rates by employing targeted, personalized, and well-timed email marketing campaigns. Additionally, finding the optimal balance in email frequency and integrating email marketing with other marketing channels can further enhance growth for small and medium-sized enterprises. These realizations highlight the importance of email marketing as a valuable tool for driving growth and enhancing competitiveness within the small and medium-sized enterprise sector.

### **Social media Marketing and growth of small and medium enterprises**

Social media marketing has become a critical component of strategies for digital marketing for the growth of businesses especially small and medium-sized enterprises. The empirical literature on how social media marketing and growth of businesses offers valuable insights into the effectiveness of social media marketing in driving an enterprise to growth. This review will integrate key findings from empirical studies that investigate social media marketing and growth of small and medium-sized enterprises.

In a study by Sufian et al (2020) the researcher explored the impact of social media marketing on small online businesses sales performance. This study was done in Malacca city in Malaysia. According to the research findings, social media affects the sales performance of the small

online businesses. However, the study employed exploratory research design while in our study we are employing descriptive research.

A study conducted by wang, Pauleen, Zhang (2016) investigated how social media marketing had impacts business to Business communication and improve business performance in small and medium-sized enterprises in China. The study found a positive and statistically significant relationship between social media and business performance especially small and medium-sized enterprises. This finding suggests that social media marketing can serve as a catalyst for small and medium-sized enterprise growth when integrated with other strategies for digital marketing.

### **Content Marketing and growth of small and medium enterprises**

Content marketing has become increasingly integral to the strategies digital marketing of Small, and Medium-sized Enterprises offering a means to engage audiences, build brand authority, and drive conversions. This empirical literature review aims to synthesize key findings from studies that investigate the impact of content marketing on growth within the small and medium-sized enterprise sector.

Brown et al. (2018) examined the relationship between content marketing efforts and growth among small and medium-sized enterprises in the technology sector. Through qualitative analysis of content strategies and financial data, the study found a positive correlation between the quality and relevance of content produced and growth. small and medium-sized enterprises that consistently published high-quality, informative content tailored to their target audience experienced higher growth compared to those with less effective content marketing plans. The discoveries emphasize the importance of content relevance and quality in driving growth for small and medium-sized enterprises in the technology industry.

Lee and Chang (2019) investigated the impact of content format diversity on growth among small and medium-sized enterprises in the consumer goods sector. Through regression analysis of sales data and content engagement metrics, the researchers found that small and medium-sized enterprises that diversified their content formats (e.g., blog posts, videos, infographics) achieved higher growth rates compared to those with more limited content formats. The study highlights the importance of varying content formats to cater to diverse audience preferences and enhance growth in the consumer goods industry.

In a longitudinal study by Patel and Sharma (2020), the authors examined the long-term effects of content marketing investment on growth trajectories of small and medium-sized enterprises across various sectors. Using financial data spanning multiple years, the study found a positive and enduring relationship between sustained content marketing efforts and growth. small and medium-sized enterprises that consistently invested in content creation, distribution, and promotion experienced more substantial and sustained growth compared to those with sporadic or minimal content marketing activities. The findings underscore the significance of long-term

commitment to content marketing as a strategic driver of growth for small and medium-sized enterprises.

The empirical literature on content marketing and growth of small and medium-sized enterprises demonstrates a consistent and positive relationship between effective content marketing strategies and business performance. Across various studies, findings indicate that small and medium-sized enterprises can achieve higher growth rates by producing high-quality, relevant content tailored to their target audience, diversifying content formats to cater to diverse preferences, and maintaining long-term commitment to content marketing efforts. These insights underscore the importance of content marketing as a valuable tool for driving growth and enhancing competitiveness within the small and medium-sized enterprise sector.

While all three theories offer valuable perspectives, the anchor theory for this research lies in the Technology Acceptance Model (TAM). As expounded by Davis (1989), TAM's emphasis on individual perceptions, intentions, and behavioral aspects aligns seamlessly with the study's focus on small and medium-sized enterprise owners and managers in Kamukunji. It serves as the primary lens for dissecting the motivations and obstacles influencing the adoption of digital marketing strategies and their subsequent impact on business growth. TAM's individual-centric approach resonates with the study's aim to uncover the personal and organizational dynamics at play within the unique business environment of Kamukunji.

### **Summary of Research Gaps**

The table below presents a comprehensive overview of research gaps identified in existing literature on strategies for digital marketing and their impact on growth among Small and Medium-sized Enterprises. Each study is summarized by its author, publication year, title, key findings, and the specific research gap addressed. By systematically analyzing these gaps, the table highlights areas where further investigation is warranted to deepen our understanding of the relationship between digital marketing tactics and small and medium-sized enterprise growth. This synthesis serves as a foundation for this study, which aims to address these gaps by examining the integration of various strategies for digital marketing and their longitudinal effects on growth in the small and medium-sized enterprise. Through this research, we seek to contribute valuable insights to both academia and industry, informing effective digital marketing practices for small and medium-sized enterprise

**Table 1: Summary of Research gaps**

<b>Author</b>	<b>Year</b>	<b>Title</b>	<b>Methodology and Findings</b>	<b>Research Gap</b>	<b>Focus on Current Study</b>
Smith et al.	2018	Impact of SEO on small and medium enterprise Growth	surveys were distributed to many small and medium-sized enterprises to collect data on their use of SEO strategies, the extent of their online presence, and measurable business growth indicators such as revenue increase, customer acquisition, and website traffic. SEO investment positively correlates with revenue growth among small and medium enterprises in the e-commerce sector.	Did not incorporate other digital marketing strategies.	Investigate digital marketing strategies and growth of small and medium enterprises
Wang et al	2016	Social media marketing effects on B2B communication and business performance	The investigation of this study revealed a positive correlation and statistically significant relationship between social media marketing, business communication and business performance	The research dwell on only one aspect of digital marketing strategies	The study is focused on the digital marketing strategies and growth of small and medium enterprises
Lee and Kim	2020	Email Marketing and small and medium enterprise Growth	The analysis revealed a significant positive correlation between consistent email marketing and sales growth in small and medium enterprises. Businesses that frequently engaged with	Contextual variations. Did not incorporate other digital marketing strategies	The study is focused on digital marketing strategies and growth of small and medium businesses

			customers through targeted email campaigns saw an average sales increase of 15% over a year. Email marketing sophistication is positively associated with growth among small and medium enterprises in the service industry.		
Patel and Gupta	2020	Comparative Analysis of Digital vs. Traditional Marketing in small and medium enterprises	The analysis revealed that small and medium enterprises employing digital marketing experience higher growth compared to those relying solely on traditional methods. Despite the benefits, the study also identified challenges such as the need for continuous content creation and the risk of emails being marked as spam.	Comparative analysis with traditional and digital marketing	digital marketing and growth of small and medium enterprises
Chen et al.	2019	Long-term Effects of Digital Marketing on small and medium enterprise Revenue	conducted a study to explore the impact of digital marketing strategies on the growth of small and medium enterprises. The methodology used in this research involved a combination of qualitative and quantitative approaches, including surveys and case studies of various small and medium enterprises that had adopted digital marketing practices.	longitudinal studies	Descriptive research on digital marketing strategies on growth of small and medium enterprises.

Brown et al.	2018	Content Marketing Impact on small and medium enterprise Growth	The quality and relevance of content marketing positively influence growth among small and medium enterprises in the technology sector.	Lack of examination on the integration of content marketing with other digital marketing strategies	Assess digital marketing strategies and growth of small and medium enterprises
Sufian et al	2020	Social media marketing and sales performance	Investigated the impact of social media marketing on sales performance of small online businesses. According to the research findings, social media marketing had an impact on the sale sales performance of small online business	Did not incorporate other digital marketing strategies	Investigating digital marketing strategies on growth of small and medium enterprise
Zhang et al	2016	Social media marketing on B2B communication and business performance	Investigated how social media marketing had impact on business-to-business communication and performance of business.	Did not incorporate other digital marketing strategies	Investigating digital marketing strategies on growth of small and medium enterprises

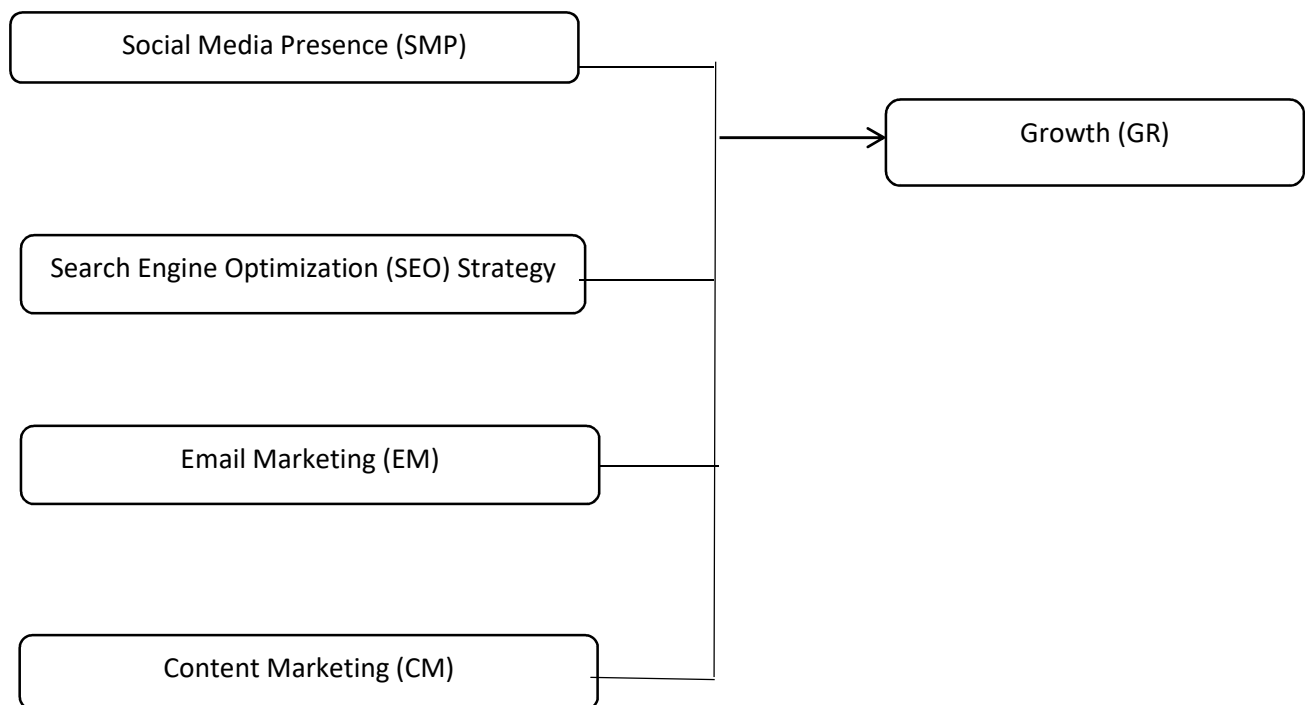
### Conceptual Framework

The conceptual framework illustrates the relationship between digital marketing strategies and the growth of Small and Medium Enterprises, focusing on Social Media Presence, Search Engine Optimization Strategy, Email Marketing, and Content Marketing.

#### Independent Variables

#### Dependent Variable

Figure 1: Conceptual Framework



## Operationalization of variables

The table below outlines the steps to quantify key variables like SEO, email marketing, and content marketing, along with revenue metrics such as sales revenue and profit margins. By defining measurement scales and data collection methods, we ensure validity and reliability in assessing the impact of digital marketing on small and medium enterprise growth. This meticulous approach aims to provide insights into effective marketing practices in the digital landscape

*Table 2: Operationalization of variables*

<b>Variable</b>	<b>Indicators</b>	<b>Measure/ Scale</b>	<b>Tools of Analysis</b>
Social Media marketing.	Revenue contribution from social media Customer engagement and brand awareness Lead generation and customer acquisition Social media analytics practices Importance of active social media presence	Ordinal Likert	Frequencies, percentages, and multiple linear regression
Search Engine Optimization	Budget allocation for SEO Impact on growth Revenue attribution to SEO Revenue increases post-SEO implementation Tracking effectiveness of SEO activities	Ordinal Likert	Frequencies, percentages, and multiple linear regression
Email Marketing	Customer engagement from email campaigns Sales increase due to email marketing Improvement in customer relationships Cost-effectiveness of email marketing	Ordinal Likert	Frequencies, percentages, and multiple linear regression
Content Marketing	Revenue growth from content marketing Customer engagement and sales from content Impact of content diversification Sustained revenue from long-term content marketing	Ordinal Likert	Frequencies, percentages, and multiple linear regression



<b>Variable</b>	<b>Indicators</b>	<b>Measure/ Scale</b>	<b>Tools of Analysis</b>
	Brand authority and conversion rates		
Growth	Revenue growth Customer engagement and sales Impact of content diversification on SME growth Sustained revenue growth from content marketing Brand authority and conversion rates for SMEs	Ordinal Likert	Frequencies, percentages, and multiple linear regression

### **Chapter Summary**

This chapter provided a comprehensive overview of the digital marketing strategies employed by small, and medium enterprises in Nairobi County, Kenya, with a focus on their growth and development. It began by highlighting the critical role of small and medium enterprises in the local economy, noting their contributions to employment and innovation. The chapter outlined the significance of adopting digital marketing tools in enhancing visibility and customer engagement

## **RESEARCH METHODOLOGY**

### **Introduction**

In this chapter, important aspects including the research's focus population, its design, sample size determination, preliminary study, validation of data collection tools, ethical considerations, data instruments, pre-test of research tools, and the procedure for data collection are outlined.

### **Research Design**

According to Kothari (2014), research design serves as a detailed plan that directs a research study towards achieving its goals by gathering responses to inquiries. It plays a crucial role in determining the most suitable technique to address the research problem at hand. Descriptive design research aims to gather information that articulates existing phenomena by examining individuals' actions, perspectives, behavior, or beliefs. Bunyasi (2015) highlights that descriptive design is suitable for understanding the connections between variables. Consequently, the researchers opted for a descriptive design as the optimal approach to fulfill their objectives.

### **Target Population**

Mugenda and Mugenda (2013) provided a definition of population as a complete assembly of events or objects sharing specific observable characteristics, which collectively align with

specifications. The study's target population is anticipated to encompass approximately 1260 small and medium-sized enterprises. In this context, the target population refers to the small and medium-sized enterprises operating within Kamukunji.

**Table 3: Target Population**

Category	Target population	Percentage (10)
Furniture store owners	60	6
Wholesale and retail stores owners	270	27
Cosmetic owners	150	15
Restaurant owners	110	11
Clothing store owners	220	22
Bookshop owners	60	6
Ppharmacies owners	90	9
Electronic shops owners	100	10
Salon and barber shops owners	120	12
Hardware owners	80	8
Total	1260	126

*Source: Nairobi City Council Licensing department (2024)*

### Sample and Sampling Technique

A sample is a subset of individuals selected from a larger population to participate in a study (Cooper & Schindler, 2014). Given the substantial size of the population, a sampling method was employed to manage the data collection process efficiently. The sample size refers to the number of participants included in the study and is crucial for ensuring that the findings are representative and statistically significant (Nosek et al., 2015).

The sampling procedure involves the method of selecting a subset from the larger population for the study (Kothari & Gaurav, 2014; Payne & Payne, 2004). This process includes defining the population, establishing the sampling frame, choosing a sampling method, determining the sample size, selecting sample units, and collecting data from these units (Kothari & Gaurav, 2014). Quantitative research typically employs probability (random) sampling methods, whereas qualitative research often utilizes non-probability (non-random) techniques (Cohen, Manion & Morrison, 2007; Creswell & Plano-Clark, 2007; Teddlie & Tashakkori, 2009). Teddlie and Tashakkori (2009) noted that in mixed methods research, sampling decisions are influenced by the study's goals, generalizability, underlying assumptions, and rationale. For this study, a two-step sampling procedure was used.

For this research, the total population consists of 1,260 individuals. To determine the appropriate sample size, a 10% sampling technique was applied, which is a common practice in research to achieve a manageable yet representative subset of the population (Saunders et al., 2007; Kerlinger, 1986; Kothari, 2009). This resulted in a sample size of 126 respondents. The 10% representation is based on the principle that a sample should be large enough to provide reliable insights while remaining feasible to analyze (Saunders et al., 2019). The selected sample size of 126 was calculated to ensure adequate coverage and reliability of the study's findings.

**Table 4: Sample Size**

Category	Target population	Percent	sample
Furniture store owners	60	10	6
Wholesale and retail store owners	270	10	27
Cosmetics shop owners	150	10	15
Restaurant owners	110	10	11
Clothing store owners	220	10	22
Bookshop owners	60	10	6
Pharmacy owners	90	10	9
Electronic shops owners	100	10	10
Salon and barbershops owners	120	10	12
Hardware store owners	80	10	8
<b>Total</b>	<b>1260</b>	<b>100</b>	<b>126</b>

### **Data Collection Instruments**

The primary data collection relied on questionnaires, which are widely recognized as a fundamental method for gathering information. These questionnaires consist of written inquiries, prompting respondents to provide their answers within designated spaces. The researcher employed semi-structured questions during interactions with small and medium-sized enterprise owners/managers. These questions were crafted to elicit pertinent data that aligns with the study's variables. Utilizing electronic media, particularly email, facilitated the distribution of pre-prepared questionnaires to the interviewees. Closed-ended questions was predominantly employed to capture the perspectives, opinions, and attitudes of the respondents, in accordance with the guidance provided by Kothari (2014).

### **Pilot Study**

Prior to the primary investigation, a pilot study is conducted to ensure that the research instruments are functioning correctly. It involved a meticulous effort to ensure clarity in the questionnaire and to remove any ambiguity present in the survey instrument. By involving a subset of participants, representing approximately 10% of the sample, the researcher anticipates gaining invaluable insights into the questionnaire's comprehensibility and relevance. According to Walliman (2005) a questionnaire should be pre-tested on a small group of individuals, ideally those like the intended sample, the pilot sample consisted of 13 individuals representing that is 10% of the sample size. The information obtained was not included the main study but was reliable when compared to the overall study. The findings from the pilot study were used to refine the questionnaire so that it could capture all necessary responses from the main study.

### **Validity and Reliability Test**

Validity refers to the credibility of a research tool and is closely intertwined with both its design and methodology. It hinges on the sufficiency and appropriateness with which data collection instruments accurately depict the situation or phenomenon under examination. Assessing the validity of a questionnaire involves evaluating its precision (Saunders et al., 2012). To uphold this principle of instrument validity, input from supervisors and peers was solicited and incorporated into the instrument. Mugenda and Mugenda (2013) have suggested that content validity can be assessed by engaging an expert who plays a pivotal role in crafting the instrument and wording it to ensure a high standard of quality is attained.

Reliability refers to the level of consistency or stability of the instruments when the test is administered repeatedly. (Kothari, 2014). In this study, a pilot study was conducted to assess the reliability of the questionnaires, respondents received their questionnaires by hand and the information gathered was examined to determine the reliability of the questions.

### **Data Collection Procedure**

Prior to starting the research, the researcher acquired a letter from the university to formally request authorization from the National Commission for Science, Technology, and Innovation (NACOSTI) to conduct the study, the researcher then reach out to small and medium-sized enterprise owners and managers to conduct the study. Upon receiving permission, the researcher compiled a list of potential respondents and will schedule appointments with them accordingly. The respondents were briefed on the purpose of the study and its potential significance to their institutions. The questionnaires were administered physically, with research assistants facilitating their distribution and collection.

### **Data Analysis and Presentation**

Once all the questionnaires were collected, a data cleaning process was carried out to identify any inaccurate, incomplete, or unreasonable responses. This aimed to improve data quality by

correcting any identified errors and omissions. Mugenda & Mugenda (2003) argue that data obtained in raw form from the field is difficult to interpret unless it undergoes cleaning, coding, and analysis. The data analysis process included both quantitative and qualitative methods. Quantitative data was analysed through inferential and descriptive statistics, while qualitative data was reviewed to uncover significant patterns and themes that helped summarize and organize the information. Descriptive statistics, including frequency counts and percentages, was utilized for quantitative analysis. The computer software SPSS was utilized for data entry, and analysis of the questionnaire-derived data. Graphical presentations such as tables was employed to present the collected data, enhancing its comprehensibility, and facilitating analysis.

The regression model assumes the below expression:

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

Where: Y = Growth of small and medium enterprises

X<sub>1</sub> = Social Media Presence

X<sub>2</sub> = SEO Strategy

X<sub>3</sub> = Email Marketing

X<sub>4</sub> = Content Marketing

$\beta_0$  = the intercept (value of Y when X = 0)

$\beta_1$  to  $\beta_4$  = the regression coefficient

$\varepsilon_i$  = error term

### **Ethical Consideration**

The researcher addressed the ethical considerations inherent in the proposed academic research. Ethical conduct was paramount in the research endeavors, ensuring the integrity, respect, and protection of all parties involved. By adhering to ethical principles, the researcher upheld the trust of participants, institutions, and the broader academic community.

### **Informed Consent**

The researcher obtained informed consent from the participants, as it is a fundamental ethical requirement. Participants were adequately informed about the purpose of the research, their rights, and any potential risks or benefits associated with their participation. This included ensuring that participants understood the voluntary nature of their participation and have the right to withdraw from the study at any time with no consequences.

### **Privacy and Confidentiality**

Respecting the privacy and confidentiality of participants was essential for maintaining trust and safeguarding their rights. There were measures in place to preserve participants' data, making certain that personal data is safely maintained and that only authorized people may access it. The data collected were made anonymous or use of pseudonym to avoid participants identification.

### **Transparency and Integrity**

It was crucial to maintain transparency and integrity during the research as it was essential for upholding the credibility and trustworthiness of research findings. The researcher accurately reports methods, results, and interpretations, avoiding any form of manipulation or misrepresentation of data. Any competing interests were openly disclosed to ensure the impartiality and objectivity of the research.

### **Voluntary Participation**

The researcher affirmed to the participants the need to observe the principle of voluntary consent or willingness to participate in the data collection. This was conducted through word of mouth and accompanied by a letter from the University. The respondents will be allowed to withdraw from taking part in the study any time without giving notice.

### **Anonymity**

Respondents' anonymity means that the identities of those individual participating in the study are unknown to the researcher especially using anonymous surveys. The study ensured that the use of questionnaires was not capture respondent's identity and that all sensitive data relating to the respondent were avoided at all costs.

### **Chapter Summary**

This chapter outlines the methodology that was used for this study. It covers the research design, target population, sample size, sampling methods, research instruments, and procedures. Furthermore, it discusses elements such as the questionnaire, pilot study, data analysis, presentation, and ethical considerations.

## **RESEARCH FINDINGS AND DISCUSSION**

### **Introduction**

This chapter explains and analyses the study's findings based on the data collected. The chapter will detail the results derived from the sample population, offering an interpretation of the data within the context of the research objectives. Through descriptive and inferential statistical analysis, the chapter aims to provide a comprehensive understanding of the relationships between the variables examined. The discussion will also compare these findings with existing literature, thereby highlighting the study's contributions to the field, and identifying areas for further research.

### **Discussion**

#### **Response rate**

The researcher distributed a total of 126 questionnaires to the targeted respondents to respond and return them for analysis.

**Table 5: Questionnaire Response Rate**

Category	Frequency	Percentage
Returned	105	83
Not returned	21	17
<b>Total</b>	<b>126</b>	<b>100</b>

Table 5 shows that out of 126 questionnaires distributed, 105 respondents filled and returned the questionnaires, 21 respondents did not return the questionnaires.

The response rate of this research was 83%. According to Kothari (2014), a response rate of above 50% is acceptable and a good indicator of analysis and for drawing conclusions in a study.

The 21 questionnaires which were not responded to were from respondents chose not to take part in the research.

### **Reliability and validity**

To test the validity and reliability of the research questionnaires, a pilot study was carried out using 10% of the sample size, as commonly practiced in research methodology. The sample used for the pilot study consisted of 13 respondents, which is 10% of the sample size of 126 respondents. Given that the sample size was 126 the 13 respondents in the pilot study represent approximately 10% of the sample size. This proportion is significant enough to provide preliminary insights into the effectiveness of the research tools, allowing for necessary adjustments before the full-scale study. Conducting the pilot study with this subset ensured that the final questionnaires were both valid and reliable, facilitating accurate and consistent data collection from the larger sample.

**Table 6: Reliability Test Results**

Variable	No. of items	Cronbach's Alpha
Social media presence	5	0.963
Search engine optimization	5	0.979
Email marketing	4	0.973
Content marketing	5	0.978

The table 6 shows that social media presence variable had a Cronbach's alpha of 0.963, Search Engine optimization variable had a Cronbach's alpha of 0.979, email marketing variable had a Cronbach's alpha of 0.973 and the marketing variable has a Cronbach's alpha of 0.978. The reliability test values exceed 0.7 which is the lower level of acceptability which means that the instrument was reliable, additionally, the instrument was tested by discussions with the supervisor during the making of the questionnaire to ensure that the instrument has adequate items.

## Background Information

This section presents the background data of the respondents who participated in this study, the background data captures the respondent's gender, the age bracket they are in, the education background and the period of employment in their current position

### Gender of Respondents

The study aimed to determine what percentage of male and female respondents took part in this study.

The findings are as shown in table 7

*Table 7: Gender Respondents*

Gender	Frequency	Percentage
Male	55	52
Female	50	48
<b>Total</b>	<b>105</b>	<b>100</b>

The data in table 7 shows that many respondents were male 52% while the female respondents were 48%. This result demonstrated that both genders were fairly represented in this study. The gender distribution of the respondents indicates a slightly higher representation of male. This suggests a gender imbalance in the ownership or management of small and medium-sized enterprises within the study area, with men being more prominently involved in these roles. Kothari (2009) Low female respondents could be because of the strain associated with managing a business and taking care of a household responsibilities which impedes the development and success of businesses owned by women

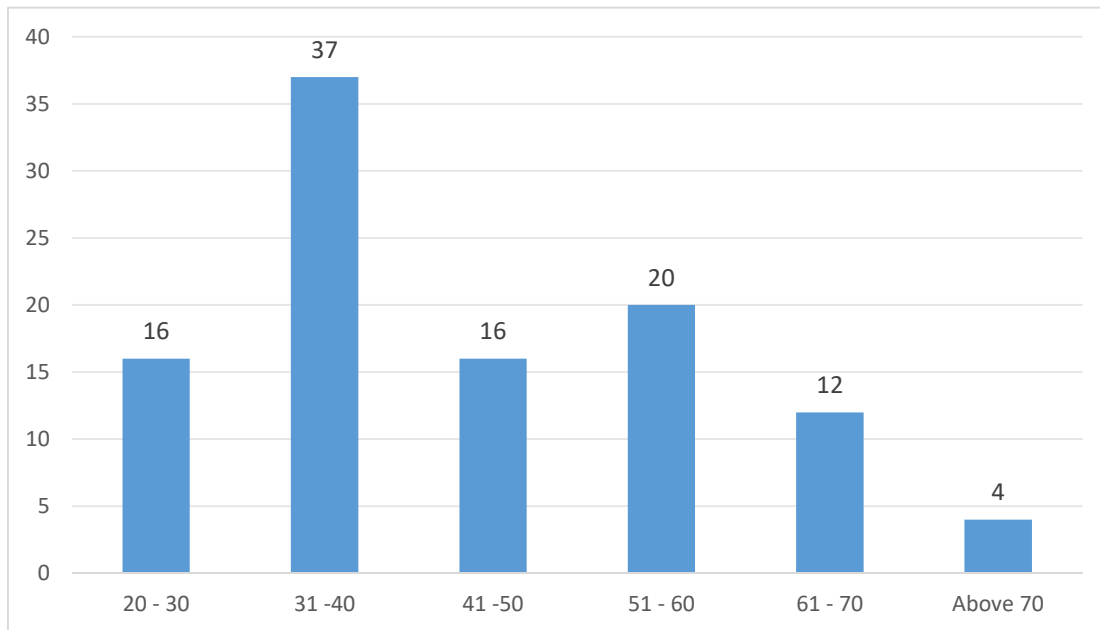
This could reflect broader societal trends in business leadership, where men may have greater access to resources, networks, or opportunities within the small and medium-sized enterprise sector.

The relatively strong representation of female respondents, however, highlights the significant role women play in the small and medium-sized enterprise sector. Their insights will be valuable in understanding how strategies for digital marketing are being utilized across gender lines. The gender diversity among respondents ensures that the study will capture a range of perspectives, potentially revealing differences in how male and female business leaders' approach and implement strategies for digital marketing.



## Age Bracket of Respondents

Figure 2: Age of Respondents

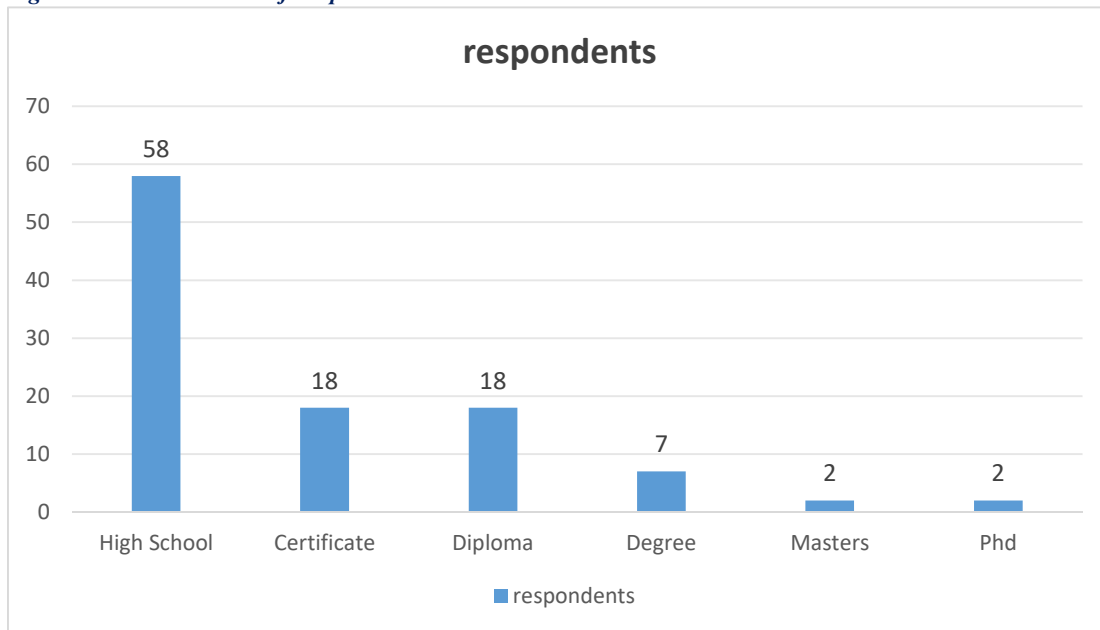


The age distribution of respondents shows a significant presence of individuals aged 40 and above, this indicates that a large proportion of the business owners or managers are likely seasoned entrepreneurs who may have more traditional views on business practices. Their approach to digital marketing might be more conservative, potentially relying on established methods unless they have made efforts to adapt to newer technologies. The presence of this older age group suggests that the study's findings will include perspectives that may emphasize tried-and-tested business tactics, with varying levels of engagement with digital tools.

In contrast, the age groups of 20-30, and 31-40, which together make up a substantial portion of the respondents, are likely more open to adopting digital marketing tactics, having grown up in an era of technological change. The age groups of 20-30, and 31-40, which together make up a substantial portion of the respondents could also that majority of young people who are unable to gain formal employment dominate the small and medium-sized enterprise Nitcher and Goldman (2009)

## Respondents Education Level

Figure 3: Education Level of Respondents



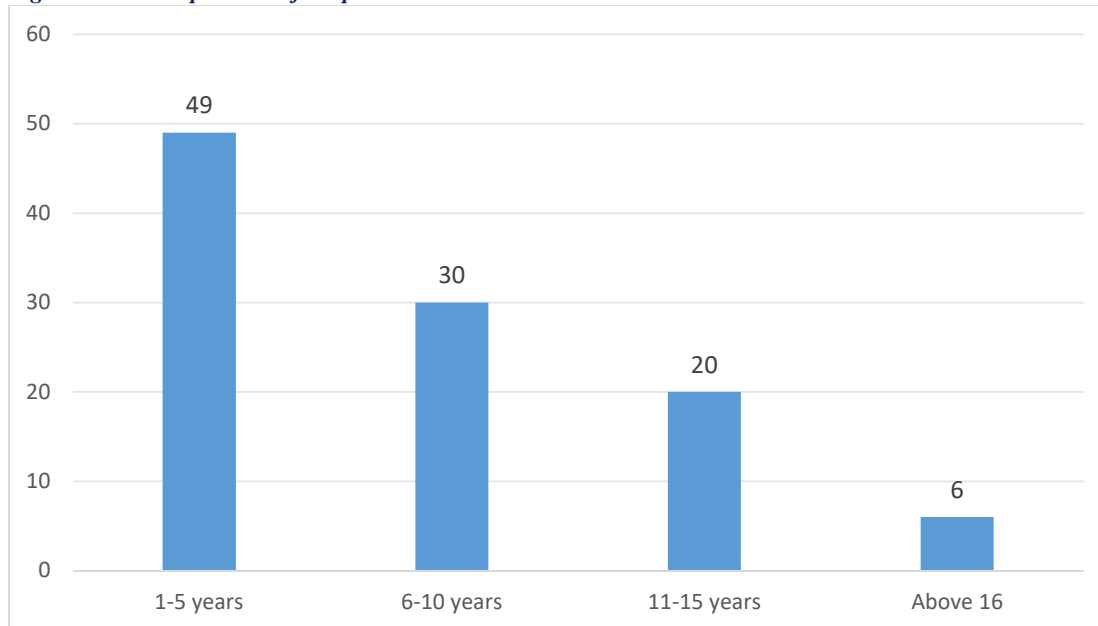
The education levels of the respondents in this study, which examines strategies for digital marketing and the growth of small and medium-sized enterprises in Kamukunji Business Centre, Nairobi County, reveal a wide range of academic backgrounds. Bryman and bell (2011) one of the most crucial factors that might influence how one views the world and how they interpret any given phenomenon is their education level.

Most respondents (55%) have a high school education, suggesting that their understanding of digital marketing may be largely practical and based on experience rather than formal training. A significant portion also holds diplomas (17%) and certificates (17%), indicating some exposure to specialized knowledge, which could influence their ability to engage with and implement strategies for digital marketing.

A smaller group of respondents hold higher education degrees, with 7% having a degree, and 1.9% each holding a master's degree and a PhD. These individuals are likely to have a deeper understanding of strategic digital marketing concepts, which could contribute more sophisticated insights into the study. The overall diversity in educational backgrounds among the respondents suggests that the application of digital marketing tactics in Kamukunji varies, with potential differences in how these plans are understood and utilized. This underscores the need for tailored digital marketing training that can address the varying levels of education among SME owners, ensuring that all can effectively leverage these plans for business growth.

## Respondents Work Experience

Figure 4: Work Experience of Respondents

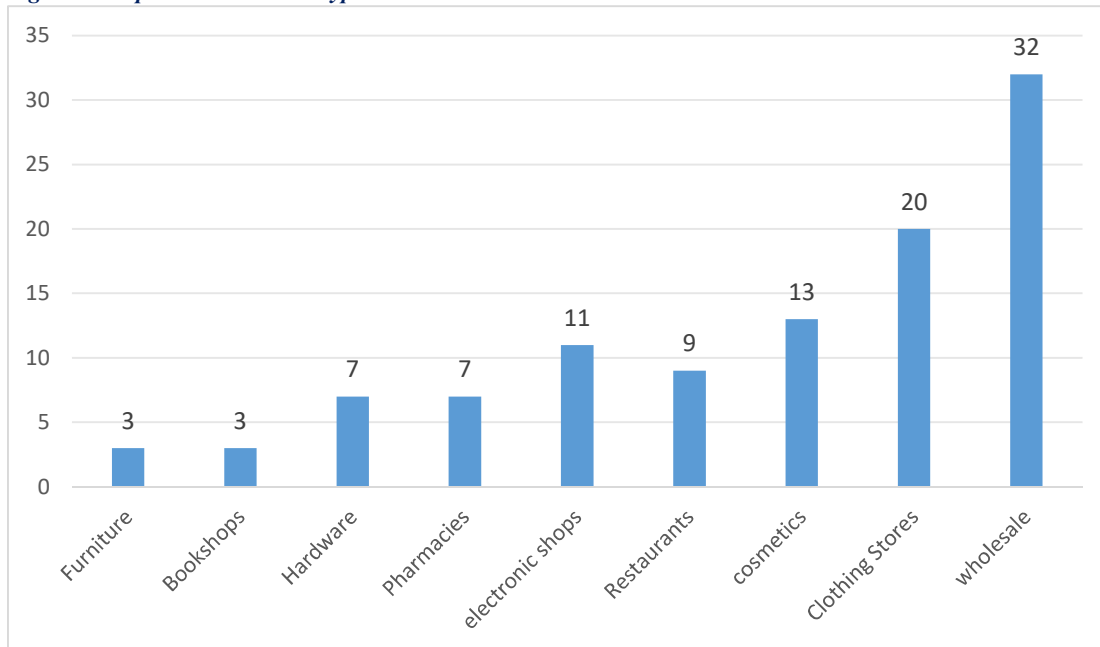


The work experience distribution among respondents shows that a significant proportion (47%) have between 0 and 5 years of experience. This suggests that many SMEs in Kamukunji Business Centre are likely managed by relatively new entrepreneurs who may be in the early stages of their business careers. This group's insights will be particularly valuable in understanding how less experienced business leaders are adopting and adapting to digital marketing plans. Bryman and bell (2011) One of the most crucial factors that might influence how someone views the world and how they interpret phenomenon is the number of years they have worked in a certain company

On the other hand, 29% of respondents have between 6 and 10 years of experience, and 19% have between 11 and 15 years of experience, indicating a strong presence of more seasoned business operators. Only 6% have over 16 years of experience, reflecting a smaller group of highly experienced business leaders. The diversity in work experience ensures that the study captures a wide range of perspectives on how digital marketing is leveraged by both novice and experienced business operators. This mix of experience levels will enrich the analysis by highlighting different challenges and opportunities faced by SMEs at various stages of their growth.

## Respondents Business Type

Figure 5: Respondent Business Type



The findings from the respondent distribution across various business types in Kamukunji Business Centre reveal significant diversity in the study sample. With 30% of the respondents involved in wholesale and retail operations, it is evident that this sector is a dominant force in the business landscape. The prominence of this business type suggests that digital marketing plans tailored to wholesale and retail stores could have a substantial impact on the overall business growth in the area. The reliance on visibility and competitive pricing in these sectors makes them particularly responsive to effective online marketing practices.

Additionally, the representation of other business types, such as clothing stores (19%), cosmetics shops (12%), and restaurants (9%), indicates a varied approach to digital marketing needs. These sectors, which often require direct consumer engagement, may benefit from personalized marketing plans and social media presence to attract and retain customers. The diversity of business types in the study ensures that the research findings are comprehensive, reflecting the unique challenges and opportunities different small and medium-sized enterprises face in leveraging digital marketing for growth.

## Study main variables

### Social Media Presence strategy and Growth of Small and Medium Enterprise

Table 8: Respondent Views on social media Strategy

SOCIAL MEDIA PRESENCE STRATEGY	1 SD	2 D	3 N	4 A	5 SA	MEAN	SD
Our business's social media presence significantly contributes to our overall revenue growth.	5	6	30	31	33	2.229	1.986
We have seen a notable increase in customer engagement and brand awareness due to our social media activities.	3	10	17	38	37	2.086	1.846
Our social media marketing strategies have led to measurable improvements in lead generation and customer acquisition.	4	12	18	30	41	1.124	1.932
We consistently analyze social media metrics to refine our strategies and enhance our business growth.	6	13	10	32	44	2.095	1.952
Maintaining an active and engaging social media presence is a key factor in sustaining our business growth.	5	6	12	32	50	1.895	1.713
<b>AVERAGE</b>						<b>2.09</b>	<b>1.89</b>

The first objective of this research was to evaluate the effects of social media presence on the growth of small and medium-sized enterprises. The social media presence variable was assessed by letting the respondents use a five-level agreement scale to assess the impact of social media presence on the growth of the enterprise. The respondents answered a set of five questions to assess the impact of social media presence on small and medium-sized enterprises. The first question sought to find out whether the enterprise social media presence significantly contributed to the overall revenue growth. A substantial majority of respondents, specifically 64 out of 105, either strongly agree or agree that their business's social media presence significantly contributes to the enterprise growth. 33 respondents strongly agreed and 31 respondents agreed. Conversely, the data also indicates that 6 respondents remain neutral, suggesting that their experience with social media marketing may not yet reflect its potential benefits or they might be in the early stages of implementation. Additionally, 11 respondents, comprising 6 who disagree and 5 who strongly

disagree, do not perceive a significant impact of social media on their growth. With a standard deviation of 1.986, the mean for this research question was 2.229

The second question for the variable social media presence strategy, sought to find out whether they had seen notable increase in customer engagement and brand awareness due to social media activities, a total of 75 respondents, with 37 strongly agreeing and 38 agreeing, observing a notable increase in customer engagement and brand awareness due to their social media activities. This suggests that for these businesses, social media has played a significant role in enhancing their interaction with customers and strengthening their brand awareness. However, a portion of 13 respondents, including 10 who disagree and 3 who strongly disagree, do not recognize a significant impact of social media on these aspects. Additionally, 17 respondents remain neutral, indicating that their experiences with social media might not yet reveal clear benefits or that they may not have fully leveraged social media for these purposes. With a standard deviation of 1.848, the average of this study question was 2.086.

The third question of this variable sought to find out whether social media presence strategy led to a measurable improvement in lead generation and customer acquisition. Of the 105 respondents, 71 acknowledge that their social media marketing strategies have led to measurable improvements in these areas, with 41 strongly agreeing and 30 agreeing. This indicates that a significant proportion of businesses have experienced tangible benefits from their social media efforts. Conversely, 16 respondents, including 12 who disagree and 4 who strongly disagree, do not perceive measurable improvements from their social media marketing strategies. Additionally, 18 respondents are neutral, suggesting that the impact of social media on lead generation and customer acquisition might not be fully clear or that they are in the early stages of leveraging social media effectively. With a standard deviation of 1.932, the average score of this study question was 1.124

The fourth question of the variable social media presence sought to find out whether consistently analyzing social media metrics to refine their strategies and enhancing enterprise growth. Of the 105 respondents, 76 respondents recognize the importance of this practice, with 44 strongly agreeing and 32 agreeing that they consistently analyse social media metrics to improve their strategies and drive business growth. This reflects a substantial portion of businesses that actively engage in monitoring and optimizing their social media efforts. On the other hand, 19 respondents, including 13 who disagree and 6 who strongly disagree, do not see the value in regularly analysing social media metrics for refining their strategies. Additionally, 10 respondents remain neutral, suggesting that they may not have fully integrated this practice into their operations or do not yet see its impact on business growth. with a standard deviation of 1.952, the average score for this study question was 2.095

The fifth question on this variable sought to find out whether maintaining an active and engaging social media presence is a key factor in sustaining enterprise growth, out of 105 respondents, 82

respondents believe that an active and engaging social media presence is crucial for sustaining business growth, with 50 strongly agreeing and 32 agreeing. This reflects a significant number of businesses that recognize the importance of social media engagement for enterprise growth. 12 respondents are neutral, suggesting that they may not have a clear view of the impact of social media on their business growth or might not have fully leveraged it. Additionally, 11 respondents including 5 who strongly disagree and 6 who disagree, do not consider maintaining an active social media presence as a key factor in sustaining their enterprise growth. With a standard deviation of 1.713, the average score for this study question was 1.895

With a standard deviation of 1.89, and a mean of 2.09, social media presence strategy variable had an impact on the growth of small and medium-sized enterprises. This conclusion is consistent with the study carried out by Mwangi (2014) the study investigated how social media affected Kenyan small business growth. The research examined whether sales volume of the business increased, the study also sought to find out whether the brand awareness of the business was improved, the study also looked at whether the customer loyalty improved and lastly the study examined whether customer base increased. The study showed a significant positive effect on growth of small businesses as a result social media marketing.

Macharia (2021) Investigated the effects of social media on sales growth of small and medium-sized enterprises in the fashion industry. The results of the study showed that social media marketing had a positive significant effect on the sales growth of the small and medium-sized enterprises in the fashion industry

Kinya (2015) explored social media marketing and entrepreneurship growth. The research findings indicate that social media platforms provide enhanced market accessibility and customer relationship management, hence exerting a noteworthy influence on the expansion of small and medium-sized-sized businesses.

## **Search Engine Optimization and Growth of small and medium enterprises**

*Table 9: Respondent Views on Search Engine Optimization Strategy*

<b>SEARCH ENGINE OPTIMIZATION (SEO) STRATEGY</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>	<b>MEAN</b>	<b>SD</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>		
Our annual marketing budget allocates a significant portion to SEO activities.	5	10	18	37	35	2.171	1.957
SEO has had a significant impact on our overall revenue growth	5	8	5	43	44	1.924	1.724
A substantial percentage of our total revenue growth can be attributed to our SEO efforts.	6	11	13	39	36	1.262	1.971
We have observed a significant increase in revenue since implementing SEO strategies.	7	9	13	38	37	2.024	1.957
We effectively track the revenue generated from our SEO activities through conversion tracking and customer feedback.	9	6	8	37	45	2.019	1.887
<b>AVERAGE</b>						<b>1.88</b>	<b>1.89</b>

The second objective of this research was to analyse the impact of search engine optimization strategy on the growth of small and medium-sized enterprises. The search engine optimization strategy variable was assessed by letting the respondents use a five-level agreement scale to examine the impact of search engine optimization strategy on the growth of the enterprise. The respondents answered a set of five questions to examine the influence of search engine optimization on small and medium-sized enterprises. The first question of the variable search engine optimization sought to find out whether their annual marketing budgets allocates a significant portion to search engine optimization activities. A notable 72 respondents allocate a significant portion of their annual marketing budget to SEO, with 35 strongly agreeing and 37 agreeing, highlighting the perceived value of SEO in boosting online visibility and supporting business growth. In contrast, 15 respondents, comprising 10 who disagree and 5 who strongly disagree, do not prioritize SEO in their budgets. Furthermore, 18 respondents remain neutral,



indicating uncertainty or a lesser focus on SEO. With a standard deviation of 1.957, the average for this study question was 2.171

The second question for the variable search engine optimization sought to find out whether SEO had a significant impact on the enterprise overall revenue. A significant proportion, with 87 respondents, recognize the substantial effect of SEO, including 44 who strongly agree and 43 who agree. This suggests that these businesses have experienced notable benefits from their SEO efforts. Conversely, 13 respondents, including 8 who disagree and 5 who strongly disagree, do not perceive a significant impact of SEO on their growth. Additionally, 5 respondents remain neutral, which may reflect uncertainty or variable experiences with SEO. With a standard deviation of 1.724, the average score for this study question was 1.924

The third question of the variable search engine optimization strategy sought to find out whether a substantial percentage of their revenue growth can be attributed to the search engine optimization efforts. A total of 75 respondents acknowledge that a significant portion of their revenue growth can be attributed to SEO, with 36 strongly agreeing and 39 agreeing. This suggests that for these businesses, SEO plays a crucial role in driving substantial revenue gains. Conversely, 17 respondents including 11 who disagree and 6 who strongly disagree, do not attribute a significant percentage of their revenue growth to SEO. Additionally, 13 respondents are neutral, indicating uncertainty or a less clear impact of SEO on their revenue. With a standard deviation of 1.971 the average score for this study question was 1.262

The fourth question of the variable search engine optimization sought to find out whether enterprises observed significant increase in revenue since the implementation of search engine optimization strategies. A total of 75 respondents have observed a significant increase in revenue since implementing SEO strategies, with 38 agreeing and 37 strongly agreeing. This indicates that a notable proportion of businesses have seen positive financial outcomes from their SEO efforts. Conversely, 16 respondents including 7 who strongly disagree and 9 who disagree, have not observed a significant revenue increase attributed to SEO. Additionally, 10 respondents are neutral, suggesting mixed experiences or uncertainties about the impact of SEO. With a standard deviation of 1.912 the average score for this study question was 2.083

The fifth question of the variable search engine optimization strategy sought to find out whether enterprises effectively tracked the revenue generated from the search engine optimization activities through conversion tracking and customer feedback. A total of 82 respondents effectively track revenue through conversion tracking and customer feedback, with 37 agreeing and 45 strongly agreeing. This suggests that these businesses are actively measuring the outcomes of their SEO efforts. In contrast, 15 respondents including 9 who strongly disagree and 6 who disagree, do not effectively track their SEO-generated revenue. Additionally, 8 respondents were neutral, which may reflect uncertainty or a lack of comprehensive tracking practices. With a standard deviation

of 2.6113, the average score for this study question was 2.809. With an average mean score of 2.019 and a standard deviation of 1.887, the search engine optimization strategy's effect on enterprise growth is evident. This suggests that the approach influenced the expansion of small and medium-sized businesses.

This conclusion is consistent with the study carried out by Murugi (2022) The study sought to find out whether Search engine marketing led to competitive advantage and improved performance of registered tours and travel agencies. The results of the study showed that search engine optimization marketing had a positive and significant effect on improved performance of registered tours and travel agencies.

Mutinda (2022) examined the effects of search engine marketing on the performance of Kenya’s top 100 medium-sized companies. Search engine marketing was found to have significant effect on the performance of Kenya top 100 medium-sized sized companies. the study also revealed that search engine marketing gets the attention of the audience at the right time exactly when the audience is actively looking

### **Email marketing strategy and Growth of small and medium enterprises**

*Table 10: Respondent Views on Email Marketing Strategy*

	SD	D	N	A	SA	MEAN	SD
	1	2	3	4	5		
<b>EMAIL MARKETING</b>							
Email marketing campaigns have increased our customer engagement.	8	7	11	44	35	2.133	1.947
Our sales have increased because of email marketing.	11	6	4	45	39	2.095	1.966
Personalized email marketing has improved our customer relationships.	8	9	7	42	39	2.095	1.937
Email marketing is a cost-effective strategy for our business.	4	9	6	38	48	1.886	1.690
<b>AVERAGE</b>						<b>2.05</b>	<b>1.89</b>

The third objective of the objective of the study was to evaluate the effectiveness of email marketing on the growth of small and medium-sized enterprises. The email marketing variable was assessed by letting the respondents use a five-level agreement scale to evaluate the effectiveness of email marketing on the growth of the enterprise. The respondents answered a set of four questions to evaluate the effectiveness of email marketing on small and medium-sized enterprises. The first question sought to find out whether email marketing campaigns have increased customer engagement in the enterprise. A total of 79 respondents report that email marketing campaigns have increased their customer engagement, with 44 agreeing and 35 strongly agreeing. This suggests that a significant portion of businesses sees value in email marketing for

enhancing customer interaction. Conversely, 15 respondents including 8 who strongly disagree and 7 who disagree, do not observe an increase in customer engagement from their email marketing efforts. Additionally, 11 respondents remain neutral, indicating that they may have mixed results or uncertainties about the effectiveness of their campaigns.

With a standard deviation of 1.947, the average score for this study question was 2.133

The second question of the variable email marketing sought to find out whether sales of the enterprise increased because of email marketing. A total of 84 respondents reports an increase in sales due to their email marketing efforts, with 45 agreeing and 39 strongly agreeing. This suggests that a significant proportion of businesses have realized positive sales outcomes from their email campaigns, indicating that email marketing can be an effective tool for driving revenue growth when executed well. In contrast, 17 respondents including 6 who disagree and 11 who strongly disagree, do not see a direct correlation between email marketing and increased sales. Additionally, 4 respondents remain neutral, which may reflect mixed results or uncertainties about the effectiveness of their email marketing strategies. With a standard deviation of 1.966, the study question's mean score was 2.095.

The third question of the variable email marketing sought to find out whether personalized email marketing has improved the customer relations in their enterprises. A total of 81 respondents believe that personalized email marketing has improved their customer relationships, with 39 strongly agreeing and 42 agreeing. This suggests that a significant number of businesses find personalized approaches beneficial for building stronger connections with their customers. In contrast, 17 respondents including 9 who disagree and 8 who strongly disagree, do not perceive improvements in customer relationships from personalized email marketing. Additionally, 7 respondents were neutral, indicating uncertainty or mixed results regarding the impact of personalization. With a standard deviation of 1.937, the study question's mean score was 2.095.

The fourth question of the variable email marketing sought to find out whether email marketing was a cost-effective strategy for the enterprise. A total of 86 respondents considers email marketing to be a cost-effective strategy, with 48 strongly agreeing and 38 agreeing. This indicates that a significant portion of businesses recognizes the value of email marketing relative to its cost, viewing it as an efficient tool for their marketing efforts. Conversely, 13 respondents including 9 who disagree and 4 who strongly disagree, do not view email marketing as cost-effective. Additionally, 6 respondents remain neutral, which may reflect varying evaluations of the cost versus benefits of their email marketing activities. With a standard deviation of 1.690, the study question had a mean score of 1.886. With an average mean score of 2.50 and a standard deviation of 1.89, the email marketing strategy's effect on enterprise growth is evident. This suggests that the strategy had some influence on small and medium-sized enterprise growth.

The study's conclusions are consistent with what other researchers found in their different investigations Jeshurun (2018) sought to investigate the effectiveness of email marketing to

businesses. The research showed that email marketing positively supported business by increased brand awareness, however the research revealed that its effectiveness in boosting value equity and relationship equity were not clear.

	SD	D	N	A	SA	MEAN	SD
<b>CONTENT MARKETING</b>							
Our business has experienced significant revenue growth because of our content marketing efforts.	6	12	7	42	38	2.105	1.927
High-quality, relevant content that we produce regularly contributes to increased customer engagement and sales.	8	7	9	39	42	2.048	1.892
Diversifying our content formats (e.g., blog posts, videos, infographics) has positively impacted our business growth.	10	11	2	36	46	2.076	1.990
Our long-term commitment to content marketing has led to more sustained revenue growth compared to sporadic efforts.	10	4	9	41	41	2.057	1.912
Investing in content marketing has enhanced our brand authority and driven higher conversion rates.	4	12	16	37	36	2.152	1.937
<b>AVERAGE</b>						<b>2.04</b>	<b>1.88</b>

Kusumah (2023) examined the effectiveness of email marketing to the growth of customer numbers in business. The research revealed that email marketing significantly impacted the growth of customer numbers in business.

### **Content marketing and Growth of small and medium enterprises**

*Table 11: Respondent Views on Content marketing Strategy*

The fourth objective of the study to analyze the impact of content marketing on the growth of small and medium-sized enterprises. The content marketing variable was analyzed by letting the respondents use a five-level agreement scale to analyze the impact of content marketing on the growth of the enterprise. The respondents answered a set of five questions to assess the impact of content marketing on small and medium-sized enterprises. The first question sought to find out whether the enterprise had experienced significant revenue growth because of content marketing efforts.

A total of 80 respondents reports significant revenue growth due to their content marketing efforts, with 42 agreeing and 38 strongly agreeing. This indicates that a substantial number of

businesses have experienced considerable financial benefits from their content marketing strategies, recognizing their effectiveness in driving revenue. However, 18 respondents, including 12 who disagree and 6 who strongly disagree, do not perceive a significant increase in revenue from their content marketing activities. Additionally, 7 respondents are neutral, which may reflect mixed results or uncertainties about the impact of content marketing. With a standard deviation of 1.927, the study question had a mean score of 2.105.

The second question of the variable content marketing sought to find out whether high quality, relevant content produced regularly increased customer engagement and sales. A total of 81 respondents believes that the high-quality content they produce regularly contributes to increased customer engagement and sales, with 39 agreeing and 42 strongly agreeing. This suggests that a notable segment of businesses finds value in producing relevant content as a driver of customer interaction and sales growth. On the other hand, 15 respondents, including 8 who strongly disagree and 7 who disagree, do not see a significant contribution from their content to engagement and sales. Additionally, 9 respondents are neutral, indicating uncertainty or mixed experiences regarding the impact of their content efforts. With a standard deviation of 1.892, the study question's mean score was 2.048.

The third question of the variable content marketing sought to find out whether diversifying content formats for example blog posts, videos, and infographics positively impacted enterprise growth. A total of 82 respondents believes that using various content formats, such as blog posts, videos, and infographics, has positively impacted their business growth, with 36 agreeing and 46 strongly agreeing. This suggests that many businesses find value in diversifying their content to drive growth. However, 16 respondents including 5 who strongly disagree and 11 who disagree, do not see a positive effect from such diversification. Additionally, 2 respondents are neutral, indicating mixed results or uncertainty. With a standard deviation of 1.735, the study question's mean score was 1.838.

The fourth question of the variable content marketing sought to find out whether long term commitment to content marketing led to more sustainable revenue growth compared to sporadic efforts. A total of 82 respondents believes that a consistent, long-term approach to content marketing has led to more sustained revenue growth, with 41 strongly agreeing and 41 agreeing. This suggests that a portion of businesses see significant benefits from maintaining a steady content marketing strategy. 14 respondents including 4 who disagree and 10 who strongly disagree, do not perceive a substantial advantage in sustained content marketing over intermittent efforts. Additionally, 9 respondents are neutral, which may reflect uncertainty or mixed results regarding the impact of long-term versus sporadic content marketing. With a standard deviation of 1.912, the study question's mean score was 2.057.

The fifth question of the variable content marketing sought to find out whether investing in content marketing enhanced brand authority and drove higher conversion rates, A total of 73 respondents

believe that content marketing has significantly enhanced their brand authority and driven higher conversion rates, with 36 strongly agreeing and 37 agreeing. This suggests that many businesses see substantial benefits from their content marketing investments. However, 16 respondents including 4 who strongly disagree and 12 who disagree, do not perceive a significant impact on their brand authority or conversions. This study question had mean score of 2.152 with a standard deviation of 1.937. Additionally, 16 respondents are neutral, reflecting uncertainty or mixed results. Averaging 2.04 and with an average standard deviation of 1.88, the content marketing variable was related to enterprise growth. Thus, the growth of the firm is impacted by the content marketing strategy.

The study’s conclusions are consistent with what other researchers found in their different investigations. Monika (2020) the study investigated content marketing and the impact it has on increasing customer number. The study found that an increase in interest of their products because of content marketing, the study concluded that content marketing offers an alternative means to growing the clientele base. Jafaroka (2022) investigated on the effects of content marketing on brand royalty and purchase intention, the study found that content marketing has a positive effect on brand royalty and purchase intentions

**Growth of small and medium enterprises**

*Table 11: Respondent Views on Growth of Small and Medium Enterprise*

<b>Growth of Small and medium enterprises</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>	<b>MEAN</b>	<b>SD</b>
Our digital marketing strategies have led to significant revenue growth over the past year.	11	3	7	46	38	2.077	1.927
The number of our customers has significantly increased due to our digital marketing efforts in the last year.	6	9	6	45	39	2.029	1.836
We have gained a larger share of the market compared to our competitors using digital marketing.	9	8	8	35	45	2.057	1.937
Our brand has become more widely recognized in the market because of our digital marketing strategies.	7	9	5	44	40	2.038	1.867
We have expanded our operations, such as opening new branches or increasing production capacity, due to the success of our digital marketing campaigns in the last year.	11	4	3	50	37	2.067	1.917
<b>AVERAGE</b>						<b>2.05</b>	<b>1.90</b>

This section sought to find out some aspects of growth of small and medium enterprises this was assessed by letting the respondents use a five-level agreement scale to articulate the level of agreement on the aspects of growth on small and medium-sized enterprises. The first question sought to find out whether strategies for digital marketing led to significant revenue growth over the past year. A substantial majority of respondents, specifically 84 out of 105, either strongly agree or agree that strategies for digital marketing led to significant revenue growth over the past year. 38 respondents strongly agreed and 26 respondents agreed. This suggests that for a significant portion of small and medium-sized enterprises, strategies for digital marketing have led to significant revenue growth over the past year, supporting the notion that strategies for digital marketing can lead to significant revenue growth for small and medium-sized enterprises. Conversely, the data also indicates that 7 respondents remain neutral, suggesting that their experience with strategies for digital marketing may not yet reflect its potential on the revenue growth of the enterprises or they might be in the early stages of implementation. Additionally, 14 respondents, comprising 3 who disagree and 11 who strongly disagree, do not experience revenue growth in their enterprises because of using strategies for digital marketing. With a standard deviation of 1.927, the average response for this research topic was 2.027.

The second question, sought to find out whether there was a significant increase in the number of customers in their enterprise because of digital marketing efforts, a total of 75 respondents out of 105, with 39 strongly agreeing and 45 agreeing, observed a notable increase in the number of customers in their enterprises because of digital marketing efforts. This suggests that for these enterprises digital marketing effort has played a significant role in increasing the number of customers in their enterprises. However, a portion of respondents, totaling 15, including 9 who disagree and 6 who strongly disagree, do not see a significant increase in customers in the enterprises because of digital marketing. Additionally, 6 respondents remain neutral, indicating that their experiences with digital marketing might not yet reveal clear benefits or that they may not have fully leveraged on digital marketing for the enterprise growth. With a standard deviation of 1.836, the average result for this research topic was 2.029.

The third question sought to find out whether enterprises have gained a larger share of the market compared to their competitors because of using strategies for digital marketing. Out of the 105 respondents, 80 acknowledge that their enterprises have gained a larger share of the market because of using strategies for digital marketing with 45 strongly agreeing and 35 agreeing. This indicates that a significant proportion of businesses have experienced tangible benefits from using strategies for digital marketing. Conversely, 17 respondents, including 8 who disagree and 9 who strongly disagree, do not gain a market share because of using strategies for digital marketing. Additionally, 8 respondents are neutral, suggesting that the impact of digital marketing on gaining market share might not be fully clear or that they are in the early stages of leveraging digital marketing effectively. With a standard deviation of 1.937, the average result for this research topic was 2.057.

The fourth question sought to find out whether enterprise brand became more widely recognized in the market because of digital marketing efforts. Of the 105 respondents, 84 respondents acknowledge that their brand became more widely recognized in the markets because of the digital marketing efforts, with 40 strongly agreeing and 44 agreeing. On the other hand, 16 respondents, including 9 who disagree and 7 who strongly disagree, do not see the impact of digital marketing for their increased brand recognition. Additionally, 5 respondents remain neutral, suggesting that they may not have fully integrated this practice into their operations or do not yet see its impact of digital marketing on their brand recognition. With a standard deviation of 1.867, the study question's average outcome was 2.038.

The fifth question sought to find out whether enterprise expanded their operations due to the success of their digital marketing campaign, out of 105 respondents, 87 respondents believe that they expanded their operations due to the success of their strategies for digital marketing, with 37 strongly agreeing and 50 agreeing. This reflects a significant number of businesses that recognize the importance digital marketing products in the expansion of operations in their business. 4 respondents are neutral, suggesting that they may not have a clear view of the impact of strategies for digital marketing on the growth of the enterprise or might not have fully leveraged it. Additionally, 15 respondents including 11 who strongly disagree and 4 who disagree, do not acknowledge the impact of digital marketing in their enterprises. The study question had an average result of 2.067 and a standard deviation of 1.917

The growth of small and medium enterprise has an average result of 2.05 and an average standard deviation of 1.90.

## **Inferential Statistics**

### **Social media Presence strategy and growth of small and medium enterprises**

*Table 12: Model Summary of Social Media Marketing Strategy*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.874 <sup>a</sup>	.765	.762	.53432	1.980
a. Predictors: (Constant), social media marketing					
b. Dependent Variable: growth					

The research aimed to assess the social media presence variable on small and medium enterprise growth. The growth of small and medium-sized businesses was the dependent variable in the regression analysis, which was conducted with the social media presence variable as the independent variable. The results showed a relationship  $R=0.874$ , indicating a strong and positive correlation between the two variables.



With an R2 of 0.765, it can be inferred that a unit change in the social media presence strategy variable accounts for roughly 76.5% of the variation in the growth of small and medium-sized businesses.

**ANOVA results for social media presence variable**

*Table 13: Anova Results for Social Media Marketing Strategy*

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.547	1	95.547	334.663	.000 <sup>b</sup>
	Residual	29.407	103	.286		
	Total	124.954	104			
Dependent Variable: growth						
Predictors: (Constant), smp						

The growth of small and medium-sized businesses is significantly impacted by social media presence, as indicated by the F value and its associated probability of 0.000. This relationship was found to be significant at the 0.005 level, indicating that the significance model of this model is a good fit because it significantly predicts the dependent variable.

**Regression coefficients for social media presence variable**

*Table 14: Regression Coefficients for Social Media Marketing Strategy*

Regression coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.060	.121		.494	.622		
	smp	.956	.052	.874	18.294	.000	1.000	1.000
a. Dependent Variable: growth								

The table show the results of the coefficients for the social media presence variable and the growth of small and medium-sized enterprises. The findings of this research variable suggests that social media presence variable has a significant result on the growth of small and medium-sized enterprises social media presence variable values were 0.956 which shows that a unit increase in social media presence on average increases the growth of small and medium enterprises growth by 0.956 units. The T value for social media presence variable 0.494 and P value of 0.662. Since the P value of social media presence variable is more than 50%, we can conclude that social media presence variable has a positive significant (significant level 0.00) influence on the growth of small and medium enterprises.

## Search Engine optimization and growth of small and medium enterprises

Table 15: Model Summary for Search Engine Optimization Strategy

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.912 <sup>a</sup>	.832	.830	.45140	2.081
a. Predictors: (Constant), seo					
b. Dependent Variable: growth					

Examining how search engine optimization tactics affect small and medium-sized business expansion was the goal of the study. The study conducted a regression analysis wherein the dependent variable was the growth of small and medium-sized firms, and the independent variable was the search engine optimization method.

The results of the regression study demonstrated a substantial and positive association between search engine optimization technique and the expansion of small and medium-sized businesses, with a relationship value of R=0.912. The R2 value of 0.832 indicates that a unit change in search engine optimization technique can account for 83.2% of the variation in small and medium firm growth.

### ANOVA results for search engine optimization strategy

Table 16: Anova Results for Search Engine Optimization Strategy

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.966	1	103.966	510.235	.000 <sup>b</sup>
	Residual	20.987	103	.204		
	Total	124.954	104			
a. Dependent Variable: growth						
b. Predictors: (Constant), seo						

The variable related to search engine optimization technique has a considerable impact on the growth of small and medium-sized businesses, as indicated by the f value and its corresponding probability of 0.000. The significance model of this model is a good match because it significantly predicts the dependent variable, and the probability value of 0.000 was judged to be significant at the 0.005 level.

### Regression coefficients for search engine optimization strategy

Table 17: Regression Coefficients for Search Engine Optimization Marketing Strategy

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.115	.097		1.186	.238		
	seo	.925	.041	.912	22.588	.000	1.000	1.000
a. Dependent Variable: growth								

The findings of the coefficients for the strategy variable of search engine optimization and the expansion of small and medium-sized businesses are displayed in Table 18. According to the study's findings, the search engine optimizations technique variable significantly affects the expansion of small and medium-sized businesses.

A unit increase in search engine optimizations strategy, on average, boosts the growth of small and medium-sized businesses by 0.925 units, according to the search engine optimization strategy variable values of 0.925. T value (1.186) and P value (0.238) of the search engine optimization approach

### Email Marketing strategy and growth of small and medium enterprises

Table 18: Model Summary for Email Marketing Strategy

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.959 <sup>a</sup>	.920	.919	.31171	1.847
a. Predictors: (Constant), email					
b. Dependent Variable: growth					

The goal of the study was to determine how well email marketing contributes to the expansion of small and medium-sized businesses.

Email marketing approach was used as the independent variable in the regression analysis, and the growth of small and medium-sized businesses was used as the dependent variable. The results of the regression study demonstrated a substantial and positive association between email marketing strategy and the expansion of small and medium-sized businesses, with a relationship value of R=0.959. With an R<sup>2</sup> of 0.92, it can be inferred that a unit change in email marketing approach accounts for around 92% of the variation in variable growth in small and medium firms.

### ANOVA results for email marketing strategy variable

Table 19: Anova Results for Email Marketing Strategy

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114.946	1	114.946	1183.029	.000 <sup>b</sup>
	Residual	10.008	103	.097		
	Total	124.954	104			
a. Dependent Variable: growth						
b. Predictors: (Constant), email						

The link between the email marketing strategy variable and the growth of small and medium-sized businesses is demonstrated by the f value and its corresponding probability of 0.000.

Given that the dependent variable is significantly predicted by the significance model, which is a good match, the probability value of 0.000 was determined to be significant at the 0.005 level.

### Regression coefficients for email marketing strategy variable

Table 20: Regression Coefficients for Email Marketing Results

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.082	.065		1.266	.208		
	email	.953	.028	.959	34.395	.000	1.000	1.000
a. Dependent Variable: growth								

The table show the results of the coefficients for email marketing strategy variable and the growth of small and medium enterprises. The findings of this study variable suggests that email marketing strategy variable has a significant result on the growth of small and medium enterprises

Email marketing strategy variable values were 0.953 which shows that a unit increase in email marketing strategy on average increases the growth of small and medium enterprises growth by 0.953 units. The T value search engine optimization strategy variable 1.266 and P value of 0.208 Since the P value for email marketing strategy variable is less than 50%, we can conclude that an increase in mean index of social media presence strategy should increase growth of small and medium enterprises by a positive mean index of 95.3%.

## Content marketing and growth of small and medium enterprises

Table 21: Model Summary for Content Marketing on Small and Medium Enterprises

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.944 <sup>a</sup>	.891	.890	.36377	2.472
a. Predictors: (Constant), content					
b. Dependent Variable: growth					

The study sought to analyze the impact of content marketing variable on the growth of small and medium enterprises. The regression analysis was done with content marketing strategy as the independent and growth of small and medium enterprises as the dependent variable. The regression analysis revealed a relationship  $R=0.944$  which showed that there was a strong and positive correlation and revealed that content marketing strategy and the growth of small and medium enterprises were related.

The  $R^2$  has a value of 0.891 which means that 89% of variation in variable growth can be explained by a unit change in content marketing strategy.

## ANOVA results for content strategy variable

Table 22: Anova Results for Content Marketing Strategy

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.324	1	111.324	841.264	.000 <sup>b</sup>
	Residual	13.630	103	.132		
	Total	124.954	104			
a. Dependent Variable: growth						
b. Predictors: (Constant), content						

The f value and its associated probability of 0.000 shows that email marketing strategy variable significantly affects the growth of small and medium enterprises. The probability value of 0.000 was found to be significant at 0.005 level therefore the significance model of this model is a good fit because it significantly predicts the dependent variable.

### Regression coefficients for content marketing variable

Table 23: Regression Coefficients for Content Marketing Strategy

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.088	.077		1.145	.255		
	content	.945	.033	.944	29.005	.000	1.000	1.000

a. Dependent Variable: growth

The table 24 show the results of the coefficients for content marketing strategy variable and the growth of small and medium enterprises. The findings of this study variable suggests that content marketing strategy variable has a significant result on the growth of small and medium enterprises Content marketing strategy variable values were 0.088 which shows that a unit increase in search engine optimization strategy on average increases the growth of small and medium enterprises growth by 0.088 units. The T value for content marketing strategy variable 1.145 and P value of 0.255

Since the P value for content marketing strategy variable is less than 50%, we can conclude that email marketing strategy variable has a negative significance on the growth of small and medium enterprises.

### Overall Multivariate Analysis

#### Model Summary Multivariate Analysis

Table 24: Model Summary for Multivariate Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969 <sup>a</sup>	.939	.936	.27706

a. Predictors: (Constant), content, smp, seo, email

Regression analysis was used in the study, with strategies for digital marketing acting as the predictor factor and the growth of small and medium enterprises as the dependent variable. A test was conducted on 105 respondents' data. Regression analysis reveals an overall association of R = 0.969 and R<sup>2</sup> = 0.939, meaning that changes in all the predictor categories account for 93.9% of the variation of growth of small and medium enterprises.

## ANOVA Results for multivariate Analysis

Table 25: Anova Results for Multivariate Analysis

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.278	4	29.319	381.957	.000 <sup>b</sup>
	Residual	7.676	100	.077		
	Total	124.954	104			
a. Dependent Variable: growth						
b. Predictors: (Constant), content, smp, seo, email						

The regression model is a good match for the data, and strategies for digital marketing have considerable impact on the growth of small and medium enterprises. The values of F demonstrate that all predictor factors statistically and significantly affect growth of small and medium enterprises. The total regression model strongly predicts the dependent variable because the significance threshold is 0.000, which is less than 0.05.

## Regression Coefficients for Multivariate Analysis

Table 26: Regression Coefficients for Multivariate Analysis

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.029	.063		.461	.646
	smp	.084	.071	.077	1.187	.238
	seo	-.246	.101	-.243	-2.435	.017
	email	.753	.100	.758	7.534	.000
	content	.388	.076	.388	5.125	.000
a. Dependent Variable: growth						

The study found that various predictor variables significantly and positively influence the growth of small and medium enterprises (SMEs) in the Kamukunji Business centre.

The social media presence coefficient variable value was 0.084 which shows that a unit increase in social media presence variable on average increases the growth of small and medium enterprise by 0.084 units. The T value for social media presence variable is 1.187 and P value of 0.238, since the P value is more than 0.005 level of significance the conclusion is that social media presence variable is not significant to the growth of small and medium enterprises

The search engine optimization coefficient is -0.246 which shows that a unit increase in search engine optimization on average decreases the growth of small and medium enterprise, which means that search engine optimization strategy has an inverse relationship with the growth of small and medium enterprise value for Search engine optimization was -2.435 a P value of 0.017, the search engine optimization has a positive significance on the growth of small and medium enterprise.

The email marketing coefficient value was 0.753 which shows that a unit increase in email on average increases the growth of small and medium enterprises by 0.753 units. The T value for email 7.534 and a P value of less than 0.005 from the result we conclude that email has a positive significant influence on the growth of small and medium enterprise.

Content marketing coefficient value was 0.388 which shows that a unit increase in content marketing on average increases the growth of small and medium enterprises by 0.388 units. The T value for content marketing variable is 5.125 and a P value of less than 0.005 level of significance. From these results we can conclude that content marketing variable has a positive significance on the growth of small and medium enterprise. The optimal regression model for the study is:  $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4$ . Which is  $Y = 0.29 + 0.84X_1 - 0.246X_2 + 0.753X_3 + 0.388X_4$

According to this model, content marketing and email marketing emerged as the most influential predictor variables on the growth of small and medium-sized enterprises followed by search engine optimization strategy and social media presence. Social media presence, had the least effect growth of small and medium enterprises compared to other variables.

### **Limitation**

The study targeted the strategies for digital marketing in the small and medium-sized businesses in the Kamukunji business centre, the research was constrained in a specific geographical location which limits the generalisation of the findings to other regions, additionally the study targeted the digital marketing aspects on growth of small and medium-sized enterprises, this may be limiting because the study did not capture other aspects of growth in the small and medium-sized enterprises for example competition and managerial skills.

The time frame of the study also restricts the ability to assess long-term impacts of strategies for digital marketing on small and medium businesses growth potentially missing out on sustained long-term effects of strategies for digital marketing on small and medium businesses growth. Additionally, some of the respondents were hesitant to participate in the study to give information about their enterprises however the researcher convinced them by sharing the letter from NACOSTI and the university and assured them that the information given will only be for academic purpose and will not be shared with a third party.

### **Chapter Summary**

A total of 126 questionnaires were distributed, A total of 105 participants completed the questionnaires which represented 83% response rate. SPSS was used to analyse the data and presented using tables. The study findings shows that content marketing strategy and email marketing strategy highly affected the growth of small and medium-sized enterprises, search engine optimization strategy and social media presence marketing strategy had the least effect on the growth of small and medium-sized enterprises



## **SUMMARY, CONCLUSION AND RECOMMENDATION**

This provides a thorough summary of the study's findings, draws conclusions based on the analysis, and provides actionable recommendations. This chapter synthesizes the key insights gained from the study on strategies for digital marketing and their impact on the growth of small and medium enterprises (SMEs) in Nairobi County, focusing particularly on the Kamukunji Business Centre. It highlights the major trends and patterns observed, addresses the implications of these findings for business practices, and offers strategic recommendations aimed at enhancing digital marketing effectiveness and promoting sustainable growth for SMEs.

### **Summary**

The study aimed to investigate the digital marketing strategies on growth of small and medium enterprises (SMEs) within the Nairobi Kamukunji Business Centre. It was guided by four specific objectives: to assess the impact of social media presence marketing strategy on growth of small and medium enterprises, to examine the influence of search engine optimization marketing strategy on the growth of small and medium-sized enterprises, to evaluate the effectiveness of email marketing strategy on the growth of small and medium-sized enterprises and to analyse the impact of content marketing strategy on small and medium enterprises.

The sample population of the study was 126, the researcher distributed a total of 126 questionnaires, 105 participants filled the questionnaire which represents 83% response rate. According to Kothari (2009) A response rate of above 50% is good and adequate for the study. The respondents provided their bio data which included gender, age group, education level, and the work experience of the current position held and the type of business they were engaged in. Out of 105 respondents, 52% of them were male and 48% of the respondents were female. This result demonstrates that all sexes were fairly represented in this research. The gender distribution of the respondents indicated a slightly higher representation of male. This suggests a gender imbalance in the ownership or management of small and medium businesses within the study area, with men being more prominently involved in these roles. Kothari (2009) Low female respondents because of the strain associated with managing a business and taking care of a household responsibilities which impedes the development and success of businesses owned by women

Respondents were required to indicate their age bracket. The age distribution of respondents shows that a significant presence of individuals aged 40 and above, this indicates that a large proportion of the business owners and managers are seasoned entrepreneurs. The presence of an older age group suggests that the study findings included strategies for digital marketing that were tried and tested for some time. The age groups of 20-30, and 31-40, which together make up a substantial portion of the respondents could mean that majority of young people who are unable to gain formal employment dominate the small and medium-sized enterprise Nitcher and Goldman (2009)

Respondents were required to indicate their highest level of education and the data shows that majority of the respondents 55% had a high school education. Suggesting that their understanding of digital marketing may be largely practical and based on experience rather than formal training. A significant portion had diploma and certificate indicating some exposure to specialized knowledge which could influence their ability to engage and implement strategies for digital marketing. A smaller group of respondents had degree, masters, and PhD. These individuals are likely to have a deeper understanding of strategies for digital marketing concepts which could contribute to more sophisticated insights to the study. Bryman and bell (2011) one of the most crucial factors that might influence how one views the world and how they interpret any given phenomenon is their education level.

Respondents were asked to specify how many years they had worked in the enterprise, work experience distribution shows that a significant portion 47% had between 0 and 5 years. This implies that the most of Kamukunji's small and medium-sized enterprises are probably run by relatively inexperienced business owners who may be just starting out in their careers.

These groups insights were valuable in understanding how less experienced business leaders are adopting and adapting to the strategies for digital marketing. Bryman and bell (2011) One of the most crucial factors that might influence how someone views the world and how they interpret phenomenon is the number of years they have worked in a certain company

On the other hand, significant portion of respondents had more experience, indicating a strong presence of more seasoned entrepreneurs. Due to this diversity, a wide range of perspectives on digital marketing tactics and the expansion of small and medium-sized businesses were captured in the survey.

It was necessary for the responders to specify the kind of business they ran. 30% of the respondents were involved in whole sale and retail operations, 19% were involved in clothing business, 12% were involved in cosmetic business, 9% were in restaurant business, 10% in electronic business, 7% were involved in pharmacy business, 7% hardware business, bookshops, and furniture both had 3% each.

### **Social Media Presence**

Evaluating the effect of social media presence on the expansion of small and medium-sized businesses was the study's first goal.

The social media presence variable was assessed by letting the respondents use a five-level agreement scale to assess the impact of social media presence on the growth of the enterprise. The respondents answered a set of five questions to assess the impact of social media presence on small and medium-sized enterprises. With a standard deviation of 1.89 and an average mean score of 2.09, the social media presence strategy's effect on enterprise growth is evident in its influence on

small and medium-sized business growth. Regression analysis was performed using the growth of small and medium-sized enterprises as the dependent variable and the social media presence variable as the independent variable. The results showed a relationship between the two variables, with a correlation coefficient of  $R=0.874$ , indicating a strong and positive relationship between the two variables. The  $R^2$  value of 0.765 indicates that a unit change in the social media presence strategy variable can account for roughly 76.5% of the variation in the growth of small and medium-sized businesses.

social media presence variable has a significant result on the growth of small and medium enterprises, social media presence variable values were 0.956 which shows that a unit increase in social media presence on average increases the growth of small and medium enterprises growth by 0.956 units. The T value for social media presence variable 0.494 and P value of 0.662.

Since the P value of social media presence variable is more than 50%, we can conclude that social media presence variable has a positive significant (significant level 0.00) influence on the growth of small and medium enterprises

This conclusion is consistent with the study carried out by Mwangi (2014) the study investigated how social media affected Kenyan small business growth. The research examined whether sales volume of the business increased, the study also looked at whether the customer loyalty improved and lastly the study examined whether customer base increased, the survey additionally aimed to determine whether the company's brand awareness had improved. The study showed a significant positive effect on growth of small businesses as a result social media marketing.

Macharia (2021) Investigated the effects of social media on sales growth of small and medium enterprises in the fashion industry. The results of the study showed that social media marketing had a positive significant effect on the sales growth of the small and medium-sized enterprises in the fashion industry

Kinya (2015) explored social media marketing and entrepreneurship growth. The research findings indicate that social media platforms provide enhanced market accessibility and customer relationship management, hence exerting a noteworthy impact upon the expansion of small and medium-sized businesses.

### **Search Engine Optimization (SEO)**

The second objective of the study was to examine the influence of search engine optimization strategy on the growth of small and medium enterprises. The search engine optimization strategy variable was assessed by letting the respondents use a five-level agreement scale to examine the influence of search engine optimization strategy on the growth of the enterprise. The respondents answered a set of five questions to examine the influence of search engine optimization on small and medium enterprises. The average mean score of 2.019 and the standard deviation of 1.887 for the search engine optimization strategy on the enterprise growth indicate that the strategy

influenced the expansion of small and medium-sized businesses. The regression analysis was done with search engine optimization strategy variable as the independent variable and growth of small and medium enterprises as the dependent variable. The regression analysis revealed a relationship  $R=0.912$ , which shows that there is a strong and positive correlation and revealed that search engine optimization strategy and the growth of small and medium enterprises are related.

The  $R^2$  score of 0.832 indicates that a unit change in search engine optimization approach may account for 83.2% of the variation in small and medium businesses' growth.

The growth of small and medium-sized businesses is significantly impacted by the search engine optimization strategy variable.

The search engine optimization strategy variable values were 0.925, meaning that for every unit improvement in strategy, small and medium-sized business growth increases by an average of 0.925 units.

The T value search engine optimization strategy variable 1.186 and P value of 0.238. Since the P value of search engine optimization variable is less than 50%, we can conclude that search engine optimization strategy variable has a negative significance on the expansion of small and medium-sized businesses.

This conclusion is consistent with the study carried out by Murugi (2022) The study sought to find out whether Search engine marketing led to competitive advantage and improved performance of registered tours and travel agencies. The study's findings demonstrated that search engine optimization marketing significantly and favorably impacted the enhanced operation of tour and travel companies that were registered.

Mutinda (2022) examined the effects of search engine marketing on the performance of Kenya's top 100 medium sized companies. The performance of Kenya's top 100 medium-sized businesses was found to be significantly impacted by search engine marketing. Additionally, the study showed that search engine marketing captures consumers' attention when they are actively looking for information.

### **Email Marketing**

Evaluating the impact of email marketing on the [growth](#) of small and medium-sized businesses was the third goal of the research. The email marketing variable was assessed by letting the respondents use a five-level agreement scale to evaluate the effectiveness of email marketing on the growth of the enterprise. The respondents answered a set of four questions to evaluate the effectiveness of email marketing on small and medium enterprises. The email marketing strategy on the enterprise growth had an average mean score of 2.50 and a standard deviation of 1.89 which means that mail marketing strategy had an impact on the growth of small and medium enterprises.

With the growth of small and medium-sized businesses serving as the dependent variable and email marketing technique serving as the independent variable, a regression analysis was conducted. The results of the regression study demonstrated a substantial and positive association between email marketing strategy and the expansion of small and medium-sized businesses, with a relationship value of  $R=0.959$ .

The  $R^2$  value of 0.92 indicates that a unit adjustment in email marketing approach can account for almost 92% of the variation in variable growth in small and medium-sized businesses. The growth of small and medium-sized businesses is significantly impacted by the email marketing strategy variable.

Email marketing strategy variable values were 0.953 which shows that a unit increase in email marketing strategy on average increases the SME growth by 0.953 units. The T value search engine optimization strategy variable 1.266 and P value of 0.208. Since the P value for email marketing strategy variable is less than 50%, we can conclude that email marketing strategy variable has a negative significance on the growth of small and medium enterprises.

The study's conclusions are consistent with what other researchers found in their different investigations. Jeshurun (2018) sought to investigate the effectiveness of email marketing to businesses. The research showed that email marketing positively supported business by increased brand awareness, however the research revealed that its effectiveness in boosting value equity and relationship equity were not clear.

Kusumah (2023) examined the effectiveness of email marketing to the growth of customer numbers in business. The research revealed that email marketing significantly impacted the growth of customer numbers in business.

### **Content Marketing**

The fourth objective of the study to analyses the impact of content marketing on the growth of small and medium enterprises. Using a five-level agreement scale, the respondents' responses to the content marketing variable were evaluated to determine how content marketing affected the enterprise's growth.

Five questions were posed to the respondents to gauge how content marketing affected small and medium-sized businesses.

The average mean of the content marketing variable on enterprise growth was 2.04, with an average standard deviation of 1.88. This indicates that the organization growth is impacted by the content marketing approach.

The growth of small and medium-sized businesses was the dependent variable in the regression analysis, and content marketing approach was the independent variable. The results of the regression study indicated a substantial and positive association between content marketing strategy and the expansion of small and medium-sized businesses, with a relationship value of  $R=0.944$ .

With an  $R^2$  of 0.891, a unit change in content marketing approach may account for 89% of the variation in variable growth. The growth of small and medium-sized businesses is significantly impacted by the content marketing strategy variable.

Content marketing strategy variable values were 0.088 which shows that a unit increase in search engine optimization strategy on average increases the growth of small and medium enterprises growth by 0.088 units. The T value for content marketing strategy variable 1.145 and P value of 0.255. Since the P value for content marketing strategy variable is less than 50%, we can conclude that email marketing strategy variable has a negative significance on the growth of small and medium businesses.

The study's findings are in line with what other researchers found in their different investigations. Monika (2020) the study investigated content marketing and the impact it has on increasing customer number. The study found that an increase in interest of their products because of content marketing, the study concluded that content marketing offers an alternative means to growing the clientele base.

Jafaroka (2022) investigated on the effects of content marketing on brand royalty and purchase intention, the study found that content marketing has a positive effect on brand royalty and purchase intentions.

## **Conclusion**

This research study investigated digital marketing strategies on the growth of small and medium enterprises in Nairobi County with a particular focus on Kamukunji Business Centre. The study focused on four key strategies for digital marketing, that is, social media marketing, search engine optimization strategy, email marketing strategy and content marketing strategy. The aim of the study was to provide insights and understanding on how these strategies for digital marketing affects the growth of small and medium-sized enterprises.

The results indicates that content marketing and email marketing strategies were the most influentials predictor variables on the growth of small and medium-sized enterprises. Search engine optimization strategy had a positive impact on the growth of small and medium-sized enterprises, social media presence marketing strategy had the least effect on the growth of small

and medium-sized enterprises. This variability emphasizes the need for tailor made strategies for each marketing strategies.

Despite the valuable insights this study, the study faced several challenges and limitations, the research was constrained in a limited geographical scope which limits the generalization of the findings to other regions, additionally the study targeted the digital marketing aspects on growth of small and medium-sized enterprises, this may be limiting because the study did not capture other aspects of growth in the small and medium-sized enterprises for example competition and managerial skills.

The time frame of the study also restricts the ability to assess long-term impacts of strategies for digital marketing on the growth of small and medium-sized enterprises potentially missing out on sustained long-term effects of strategies for digital marketing on growth of small and medium-sized enterprises. Additionally, some of the respondents were hesitant to participate in the study to give information about their enterprises however the researcher convinced them by sharing the letter from NACOSTI and the university and assured them that the information given will only be for academic purpose and will not be shared with a third party.

### **Recommendations**

According to this study's findings, customized recommendations can be made for scholars, small and medium-sized enterprise owners, government bodies and other stakeholders to enhance the effectiveness of strategies for digital marketing for growth of small and medium-sized enterprises.

Scholars can continue to investigate the everchanging strategies for digital marketing on growth of enterprise, it is important to do further research with larger, more diverse samples to validate findings across different region and industries. Further research can incorporate emerging technologies and how they affect strategies for digital marketing, further more studies can be done to examine the integrations of strategies for digital marketing and other factors that affects business to get more insights on their collective impact.

Small and medium-sized enterprise owners and managers should focus on implementing strategies for digital marketing customized to fit their enterprise needs. They should increase their social media presence, improve their search engine optimization activities, personalize their email marketing campaigns, and generate high quality content for their enterprises. Training and development will be a crucial component for small and medium-sized enterprise owners and managers to stay updated on emerging digital marketing strategy technologies.

The government should encourage small and medium-sized enterprises in adopting strategies for digital marketing so that they can accomplish this by providing resources and training programs focused on strategies for digital marketing, this initiative could workshop or providing subsidies

to help the small and medium-sized enterprise owners and managers to adopt effective strategies for digital marketing. The government can also create platforms for interaction and sharing knowledge among small and medium-sized enterprise owners and managers, this can result to forming new partnerships and exchanging new ideas. Policies that promote digital infrastructure development can encourage business owners and managers to adopt strategies for digital marketing because of affordable internet and readily available internet access.

Business support associations should offer advisory services and mentorship programs to owners and managers of small and medium-sized enterprises and help the access digital marketing tools and other digital marketing technologies. They should also promote success stories to show successes and advantages of adopting strategies for digital marketing in their enterprises

### **Recommendations for further studies**

This research study investigated digital marketing strategies on growth of small and medium-sized enterprises in Nairobi County with a particular focus on Kamukunji business Centre. Further research can incorporate emerging technologies and how they affect strategies for digital marketing, further more studies can be done to examine the integrations of strategies for digital marketing and other factors that affects business to get more

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