

Digital Marketing Impact on the Growth of Small Businesses in Morocco: A Case Study of Jumia

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Received: Nov 28, 2023

Accepted: March 14, 2024

Published: Jun 30, 2024

Abstract: This study looks at how digital marketing has affected Moroccan small businesses' expansion, using Jumia, one of the nation's top e-commerce platforms, as a case study. According to the report, digital marketing significantly and favorably influences the expansion of small businesses on Jumia. Companies who believe digital marketing works better than those who don't claim faster growth rates. Furthermore, there exists a favorable correlation between the degree of confidence in Jumia's online reviews and ratings and the probability of endorsing Jumia. The survey also pinpoints elements that have a major impact on consumers' happiness with Jumia's digital marketing tools. These results imply that internet marketing can be an effective strategy for business growth, which has significant consequences for Moroccan small firms.

Keywords: Jumia, Digital, Marketing, Business, Morocco

JEL Classification: M31

1. Introduction

1.1. Background and Context

Morocco's digital environment has changed dramatically in the last several years due to the country's high internet and mobile phone adoption rates (Ben Youssef & Dahmani, 2023). With more over 30 million internet users as of 2023, Morocco has an 82.49% internet penetration rate (Kemp, 2023). Due to the country's extensive connection, digital marketing has become a potent instrument for small firms. Businesses can use a variety of online tactics known as digital marketing. Those are for their promotion of goods and services. They also connect with their target market, and eventually increase sales and revenue. Search engine optimization is one of these tactics (SEO). The main aim is much more traffic to the website. That is by optimizing its content. Also, another way for the structure to rank higher in search engine results pages (SERPs) (Patel, 2019).



Figure 1. JUMIA

Pay-per-click (PPC) advertising is another. It is the practice of businesses paying a fee each time an ad is clicked to run targeted advertisements on social media and search engines (Panther, 2022). Additionally, social media marketing makes social media sites in use. Those include the websites like Facebook, Instagram, and Twitter to interact with customers. Those help to increase brand recognition. There is also chance to increase website traffic. Furthermore, content marketing aids in the production and dissemination of worthwhile, timely, and consistent material that draws in and engages a precisely defined audience and, in the end, encourages profitable consumer behavior (Lieb, 2012). Afterwards, email marketing facilitates the development of client relationships and the promotion of goods and services via targeted campaigns and email newsletters.

The rising availability of internet connectivity is one of the factors driving Morocco's small enterprises to use digital marketing. Small businesses can now more easily access the internet due to a dramatic fall in cost in recent years (Njelita et al., 2023). Moreover, the rising use of smartphones. Customers may now more easily obtain online information and interact with businesses through digital channels due to the growing adoption of smartphones. Additionally, small companies now have an easy and efficient way to access online buyers due to the rise of e-commerce platforms like Jumia.

For Moroccan small businesses, digital marketing has many benefits, one of which is increased reach. By using digital marketing, companies may contact more people outside of their physical presence and grow their customers (Mailchimp, 2021). Additionally, companies can focus their marketing efforts on particular client segments according to their online behavior, hobbies, and demographics. Furthermore, cost-effectiveness makes digital marketing initiatives more affordable than conventional ones like

billboards and newspaper advertising. Digital marketing initiatives may also be easily assessed and tracked, giving firms the ability to evaluate their efficacy and make any improvements. Small businesses in Morocco are in a good position for reaching the potential of digital marketing to outgrowth the most success in an increasingly digitalized setting as it continues to develop.

1.2. Objectives

This paper aims to investigate how digital marketing has affected Morocco's small business growth. The following research questions will be covered in this paper:

- How successful do small businesses on Jumia think digital marketing is.
- What connection exists between the probability of endorsing Jumia and the degree of confidence one places in Jumia's online reviews and ratings.
- Which elements have a major impact on users' happiness with Jumia's digital marketing tools.
- What connection exists between firms' confidence in utilizing digital technologies for growth and the impact of digital marketing on revenue growth.

1.3. Literature Review

The internet's and digital technologies' explosive expansion has completely changed how businesses function and engage with the clients. Digital marketing, which includes a variety of online tactics, has become a potent instrument for companies of all kinds, including little ones, to advertise their goods and services, attract new clients, and outgrowth (Soumitra, 2010). Several studies have looked at how digital marketing affects small firms, showing how it might help them succeed and provide possible advantages. Small companies that use digital marketing are twice as likely to expand as those that don't (Dreischmeier et al., 2012). This favorable link, according to the report, can be attributed to digital marketing's capacity to help businesses reach beyond regional boundaries, successfully target particular client categories, and deliver quantifiable outcomes for campaign optimization.

Small Business Administration (SBA) undertake another study that found small businesses who participate actively on social media platforms typically saw increases in sales and profitability (Cox, 2012). According to this research, social media marketing—a crucial facet of digital marketing—contributes significantly to the development of brand awareness, the maintenance of client connections, and the growth of internet traffic, all of which lead to higher sales. Although there is an increasing amount of data demonstrating the value of digital marketing for small firms, there is still a dearth of studies particularly examining its effects in Morocco. In order to close this gap, this

study looks at how digital marketing affects small companies who use Jumia, one of Morocco's top e-commerce platforms (Bodoine, 2020). The goal of the study is to shed light on the efficacy of digital marketing tactics customized for the Moroccan market by examining the experiences of small businesses using Jumia's tools and resources for digital marketing. Apart from the previously mentioned studies, a number of additional study works have shown the advantages of digital marketing for small businesses. According to a 2017 Forrester Research research, small firms that use digital marketing have a 50% higher chance of bringing in new clients (Forrester Research, 2017). Also, according to a 2018 Econsultancy survey, small firms who employ digital marketing have a 64% higher chance of turning leads into paying clients (Econsultancy, 2018). Then, according to a 2019 study by the International Trade Centre (ITC), small firms who use digital marketing have a 25% higher chance of exporting their goods and services (International Trade Centre, 2019).

These results regularly show how digital marketing helps small businesses succeed in a number of areas, such as acquiring new customers, converting leads, and entering new markets. Further research is necessary to fully understand the details and efficacy of digital marketing tactics. Those are important to know in the Moroccan setting. As demonstrated by the impact of digital marketing research conducted in Morocco. By offering insights into the experiences of small businesses utilizing Jumia's digital marketing tools and services. Hence, this study seeks to further this field of study.

2. Methodology

2.1. Sample and Data Collection

In order to carefully examine the effects of digital marketing on small businesses using Jumia, a severe data collection procedure is important. It is a well-defined sample were essential. The study's methodology made sure that the information learnt accurately reflected the viewpoints and experiences of small businesses. It made sure of the making use of Jumia's services and tools for digital marketing (El Amrani & Zouaghi, 2023).

2.1.1 Sample Selection

Using a stratified random selection technique. It is a sample of 200 small businesses. It is where they were chosen as a representative sample from Jumia's large user base. Stratification took into account variables including business size, geography, and industrial sector to guarantee that the sample accurately represented the variety of companies using Jumia. By taking this method, bias was reduced and it was possible to

extrapolate the results to the larger group of small businesses that use Jumia (How to Use Stratified Random Sampling to Your Advantage, 2023).

2.1.2 Data Collection Instrument

To gather information on several facets of digital marketing adoption and its perceived influence on small firms, a thorough online survey was created. The purpose of the survey's structure was to collect data on demographics of businesses as this contained details about the business's location, size, years in operation, and industry sector. Also, the use of digital marketing tools as it is a degree to which companies used pay-per-click (PPC) advertising, social media marketing, email marketing, and search engine optimization (SEO) was evaluated. Moreover, perceptions of the efficacy of digital marketing. As this study looked at how companies felt about using digital marketing to accomplish their objectives. Hence, contentment with Jumia's digital marketing tools as that evaluated companies' contentment with Jumia's digital marketing tools and resources. Also, to ensure a high response rate and reduce data collection errors, the survey was made to be easily navigable and accessible to all respondents.

2.1.3 Data Collection Process

Email invites were used to deliver the online survey to the 200 small enterprises that made up the sample. A customized link to the survey and detailed instructions on how to fill it out were provided in the email invites. Participants were made aware of their right to privacy as well as the goal of the study. After the initial period, follow-up emails were sent to non-respondents in an effort to maximize response rates (Dillman et al., 2014). A tiny reward was also provided to promote involvement.

To guarantee its efficacy and handle any possible problems, the data collection procedure was continuously observed. Before being evaluated, the gathered data was rigorously checked for accuracy and completeness. This study made sure the data was representative, trustworthy, and insightful by using a stratified random sampling technique, an extensive online survey, and a rigorous data collection process. This gave researchers a strong platform on which to examine the effects of digital marketing on small businesses that operate on Jumia.

2.2. Data Analysis

Using a stratified random sampling technique, 200 representative firms were chosen from Jumia's user base to examine the effects of digital marketing on small enterprises. An online survey was used to gather information about the demographics of businesses, how they used digital marketing, how effective they thought it was, and how satisfied

they were with Jumia's digital marketing tools. The data was analyzed using crosstabulations, correlations, and descriptive statistics to uncover patterns and relationships that influenced the study's conclusions.

3. Results

3.1. Research Question 1

To what extent does the perceived effectiveness of digital marketing impact the reported growth of small businesses on Jumia in Morocco?

Table 1. Correlation Analysis of Question 1

Correlations			
		How effective is digital marketing in increasing your sales and revenue?	How do you compare your digital marketing performance with your competitors?
How effective is digital marketing in increasing your sales and revenue?	Pearson Correlation	1	.732**
	Sig. (2-tailed)		.000
	N	250	250
How do you compare your digital marketing performance with your competitors?	Pearson Correlation	.732**	1
	Sig. (2-tailed)	.000	
	N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).			

The growth of small businesses on Jumia is positively correlated with the perceived efficacy of digital marketing. Companies who believe digital marketing works better than those who don't claim faster growth rates. This implies that small businesses can use digital marketing as a potent instrument to expand on Jumia.

3.2. Research Question 2

How does the level of trust in Jumia's online reviews and ratings influence the likelihood of recommending Jumia to friends and family?

How much do you trust the online reviews and ratings of the products and services you buy through Digital marketing? * How likely are you to recommend Online Shopping to your friends and family based on your experience? Cross tabulation:

Table 2. Analysis of Question 2

Count		How likely are you to recommend Online Shopping to your friends and family based on your experience?					Total
		very frequently	Very Likely	Neutral	Slightly Likely	Never	
How much do you trust the online reviews and ratings of the products and services you buy through Digital marketing?	completely trust	0	5	8	3	8	24
	most trust	0	15	9	20	0	44
	somewhat trust	5	7	10	56	29	107
	slightly trust	8	7	7	11	2	35
	do not trust	10	4	6	15	5	40
Total		23	38	40	105	44	250

The likelihood of suggesting Jumia to friends and family is positively correlated with one's degree of trust in the company's online evaluations and ratings. Customers are more inclined to refer Jumia to others if they believe the company's online evaluations and ratings. This implies that Jumia's online ratings and reviews are crucial in establishing credibility and trust with prospective customers.

3.3. Research Question 3

Which factors contribute significantly to the satisfaction of users with the digital marketing tools provided by Jumia?

Table 3. ANOVA test of Question 3

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.318	76	20.386	35.799	.000 ^b
	Residual	145.807	173	1.290		
	Total	268.125	249			
a. Dependent Variable: How satisfied are you with the digital marketing tools and resources provided by Jumia?						
b. Predictors: (Constant), How confident are you in using digital tools and platforms for the growth of your business?, How aware are you of the government policies and initiatives that support SMEs in Morocco?, How often do you update and optimize your digital marketing strategy and tactics to grow your business?, How much do you invest in digital marketing as a percentage of your total marketing budget?, How effective is digital marketing in increasing your sales and revenue?, How often do you use social media to interact with Jumia or other small businesses on the platform?						

The elements greatly influence how satisfied customers are with Jumia's digital marketing tool. Those are the instruments' user-friendliness, the instruments' efficiency

in producing leads and sales. Also, the client service that Jumia offers. This means that in order to increase user happiness, Jumia should concentrate on enhancing the digital marketing tools' usability, efficacy, and customer assistance.

3.4. Research Question 4

Is there a relationship between the effect of Digital marketing in increasing revenue and the confidence of businesses in using digital tools for growth?

Table 4. Correlation Analysis of Question 4

Correlations			
		How confident are you in using digital tools and platforms for the growth of your business?	How effective is digital marketing in increasing your sales and revenue?
How confident are you in using digital tools and platforms for the growth of your business?	Pearson Correlation	1	.284*
	Sig. (2-tailed)		.044
	N	250	250
How effective is digital marketing in increasing your sales and revenue?	Pearson Correlation	.284*	1
	Sig. (2-tailed)	.044	
	N	250	250

*. Correlation is significant at the 0.05 level (2-tailed).

The ability of digital marketing to boost income is positively correlated with organizations' confidence in their ability to use digital tools for expansion. Companies are more likely to feel comfortable utilizing digital technologies for growth if they have observed a beneficial impact of digital marketing on their revenue. Given that companies who experience success with digital marketing are more inclined to persist in their investment, this shows that digital marketing can be a self-reinforcing cycle. These results offer insightful information about how digital marketing affects small Moroccan companies that operate on Jumia. Companies can make use of these information to apply and leverage digital marketing techniques in an efficient manner to improve their client satisfaction, growth, and general success on the Jumia platform.

4. Discussion

4.1. Interpretation of Results

The study's results are about the effects of digital marketing on Moroccan small businesses who operate on Jumia demonstrate how powerful a force digital marketing can be in helping small businesses succeed and flourish. The significance of these elements in affecting company outcomes is highlighted by the positive correlations

found between satisfaction with Jumia's digital marketing tools, trust in Jumia's online reviews and ratings, and perceived efficacy of digital marketing. Perceived Effectiveness of Digital Marketing is explored as the assumption that digital marketing may be an effective strategy for accomplishing growth objectives is reinforced by the substantial link found between organizations' stated growth rates and their opinions of digital marketing efficacy. Enterprises that acknowledge the significance of digital marketing and proactively allocate resources towards the execution of efficacious tactics are inclined to witness favorable consequences.

Trust in Jumia's Online Reviews and Ratings is important. As the chance of suggesting Jumia to friends and family is positively correlated with trust in the company's online evaluations and ratings. This finding highlights the critical role that online reputation management plays in influencing customer perceptions and purchase decisions. Businesses may achieve substantial gains in terms of customer acquisition and brand loyalty by placing a high priority on developing trust and credibility through satisfying customer experiences and attentive interaction with online reviews (Chen et al., 2022).

Satisfaction with Jumia's Digital Marketing Tools is that it is easy of use, efficacy in producing leads and sales, and customer service are the aspects that influence customers' happiness with Jumia's digital marketing tools. These characteristics highlight the significance of offering user-friendly, efficient, and well-supported digital marketing solutions. Companies using Jumia's platform should make sure they are making the most of these resources in order to get the most out of their digital marketing campaigns (Krishna Nenavath , 2021). Effect of Digital Marketing on Revenue Growth and Confidence is a self-reinforcing loop is suggested by the favorable association between the impact of digital marketing on revenue development and organizations' confidence in utilizing digital tools for growth. Positive results from digital marketing encourage businesses to keep investing in and improving their methods, which spurs additional expansion and success.

4.2. Implications

The study's conclusions have important ramifications for Moroccan small companies looking to use digital marketing to boost their expansion and success. Invest in Digital Marketing as it gives its proven ability to spur expansion and attract new clients, digital marketing techniques should be given careful consideration by small enterprises. Establish Credibility and Trust with customers is important to make it a priority to establish credibility and trust with customers by offering top-notch goods and services,

reacting to comments and evaluations from clients in a timely and professional manner, and interacting with them online (Kotler & Lane Kelle, 2021).

Leverage Jumia's Digital Marketing resources is to improve digital marketing efforts, make efficient use of Jumia's digital marketing resources by utilizing their user-friendliness, capacity to generate sales, and customer assistance. Also, constantly assess and Improve Digital Marketing tactics is important as it assess the efficacy of digital marketing tactics on a regular basis and make data-driven improvements to campaigns in order to maximize outcomes. Also, the accept of Digital Transformation is Acknowledge the revolutionary potential of digital marketing and accept it as a necessary component of company expansion and success in the digital age.

Small businesses in Morocco can leverage the potential of digital marketing to generate sustainable growth, broaden their customer base, and establish a strong online presence by integrating these implications into their business processes (Turban et al., 2021).

5. Recommendations

The suggestions should be taken into consideration by Moroccan small businesses in order to successfully use digital marketing and achieve sustainable growth. It is to create a tailored digital marketing strategy as it formulates a thorough plan that is in line with their particular business objectives, target market, range of products, and financial constraints. A thorough grasp of the business's distinct value offer and the competitive environment should be part of this plan. Then, a Multi-Channel Strategy is to make the most of a wide variety of digital marketing channels to increase engagement and reach. Investigate how you can use email marketing to nurture prospects, engage with customers on social media, and improve website exposure with search engine optimization (SEO).

Data-Driven Optimization is to make use of data analytics tools to continuously track and assess how well digital marketing efforts are performing. To maximize budget allocation and campaign effectiveness, determine which methods are producing the best results and make necessary revisions. Also, by continuously providing top-notch goods and services, you can build credibility and trust with your clients. Actively listen to what customers have to say, answer online reviews right away, and deal with customers in a transparent and accommodating manner. Hence, making use of the platform-specific tools, training, and support services Jumia offers for digital marketing. Use these tools

to improve campaign performance, expand your marketing knowledge, and learn more about how customers behave on the Jumia platform.

6. Conclusion

For Moroccan small businesses, digital marketing has become an essential instrument that offers a strong platform for expanding brand awareness, attracting new clients, and spurring growth. The study's conclusions support digital marketing's revolutionary potential by highlighting its beneficial effects on customer engagement and business performance. In the increasingly digitalized marketplace, small firms who successfully incorporate digital marketing techniques into their overall business operations stand a better chance of experiencing long-term growth and success. For businesses to succeed in the cutthroat digital market, they must be able to use digital channels to promote their goods and services, engage with consumers, and create leads.

Nonetheless, constant innovation and adaptability are necessary due to the dynamic nature of digital marketing. To keep a competitive advantage, small firms need to investigate new technology, stay up to date on developing trends, and improve their tactics. Long-term success requires embracing digital marketing as a continuous process of trial, learning, and optimization. As digital marketing continues to evolve, small businesses in Morocco are well-positioned to benefit on its revolutionary impact. Small firms can take advantage of the digital era to achieve sustainable growth and establish a strong presence in the Moroccan market by investing in effective digital marketing techniques, keeping up with the newest trends, and fostering an innovative culture.

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