

# Digital Marketing Assessment and Procurement at Low Cost in the Digital Era

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## ABSTRACT

The study focused on digital marketing and procurement at low cost in the digital era. The specific objectives were to examine the effect of WhatsApp status, Instagram, and Facebook on procurement of raw material and finished product in Nigeria. This study utilized survey research design. Information was gathered from primary source. The population of the study comprised of selected manufacturers and wholesalers across Ado-Ekiti metropolis, Ekiti State, Nigeria. Convenience sampling technique was used to select 156 respondents from the area for easy collection of data, since the selected respondents were not residing at the same place. Pearson's product moment correlation statistical tool was used to test the hypothesis through Statistical Package for Social Sciences (SPSS) version 20. The findings show that WhatsApp status, Instagram, and Facebook have significant effect on procurement of raw material and finished product in Nigeria. The study attracts the following recommendations: Business investor should be encourage to utilize WhatsApp status page to boost their level of product patronage in the business environment, Instagram is one of the social media often visited in the society, business owner should display their product to motivate procurement of their product and Business investor should engage their business on Facebook being a social media segment to increase high procurement activities.

**Keywords:** Digital Marketing, Procurement. Raw material, Finished Product, Technology

## I. INTRODUCTION

In every business oriented economy digital marketing contributes massively to the growth of economic and business activities within and across the hemisphere. Digital Marketing is often called online marketing or internet marketing. This study emphasise on social media marketing as one of the segment of digital marketing because it is mostly

used by many business firms and frequently visited by numerous customers within the business cycle. The popularity of social networking sites has increased at a global level. For example, facebook is said to have more than a billion users from the time it began in 2004. Social networks are increasingly taking up a greater share of consumer time spent online. Users are also using different online formats to communicate, such as Blogs, YouTube, Myspace, Instagram and Facebook to share information about the product or service and also to contact the other consumers who are also seen as more objective information source. The unique aspect of digital marketing and it immense has revolutionized marketing practices such as advertising and promotion (Mehta, 2020). Likewise, there are many advantages of using digital marketing, it helps to connect business to consumers, it enables individual and corporate investors to identify the particular domain to procure both raw material and finished product at low cost after exploration from different suppliers online. In the business cycle, business oriented individuals and firms focus on profit maximization in order to strive for survival in the competitive environment. The main architect of digital marketing that are widely accepted in the realm of business, originated from marketing concept. Marketing is a discipline that extends beyond buying and selling base on the notion of unprofessional citizens within the business environment. Marketing as a profession create favourable atmosphere for both suppliers and clients to thrive by obtaining needs and wants in their daily endeavour. American Marketing Association (2013) defined marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that add value to customers, clients, partners, and society at large" (Cyprian, 2018). Marketing is the process of discovery and translating consumer needs and wants into product

and service specification, creating demand for these product and service and then, expanding this demand (Hanson, 2002). The contribution of marketing to the society wellbeing has expands to digital marketing which transient to be the major instrument of business development in the business environment within a nation and cross the globe. Waed (2021) define digital marketing as using technical methods to study the consumers' needs and how to provide these needs to the consumers by using the internet or any similar communication medium.

Procurement activities is an exercise that involve series of steps and enquiry which consume time and money of both individual and organisation but due to innovation of digital marketing, it has saves time and become easy to make mass enquiries from different suppliers within a nation and across the globe. Digital marketing employ various tools such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, campaign marketing, e-commerce marketing, social media optimization, direct email marketing, display advertising have become routine to ease procurement activities within the business cycle. A customer increasingly uses digital platforms instead of visiting physical shops. Digital marketing movements have become dominant. With the help of digital marketing, a buyer can also compare a product with other product, and it also allows 24 hours of services to purchase, even it allows customers to return a delivered product if they are not satisfied with it (Madhani & Rajyaguru, 2020).

### Statement of the problem

Digital marketing strategies have succeeded in over shadow traditional marketing techniques and hence the extensions of the marketing mix. Advance in technology has therefore made digital marketing more significant basically in the entire business sector due to the high interconnectivity levels of the internet which has gain ability to influence the future business and economic development. (Richard 2015). Despite its economic benefit on both business individuals and firms, it less utilize in developing country like Nigeria due to poor network by service provider, cost of maintenance, power failure and low level of computer literate and technical knowhow etc. This study tends to sensitize both business individual and firms to imbibe the usage of digital marketing in their procurement exercise.

Moreover, based on the limit of empirical search both online and offline, study on digital marketing assessment and procurement: A vile for

easy access to raw material and finished product at low cost in the digital era has not been conducted. This is the gap this study tends to fill.

### Objectives of the study

- 1) To examine the effect of Whatsapp status on Procurement of raw material and finished product in Nigeria.
- 2) To examine the effect of Instagram on Procurement of raw material and finished product in Nigeria.
- 3) To examine the effect of Facebook on Procurement of raw material and finished product in Nigeria.

### Conceptual review

#### Concept of Digital marketing

Digital Marketing is defined as purchasing and selling of information, products, and services through computer networks or internet. Internet and electronic commerce technologies are transforming the entire economy and changing business models, revenue streams, customer bases, and supply chains (Mehta, 2020). Digital marketing communications and transactions can be done at any time in the business environment. The increasing number of internet and social media users is a huge opportunity for business people to display their products (Laluyan, Wibowo, & Setiorini, 2019). Digital marketing is a vital tool for companies acting as a communication link with consumers from various regions. In the era of globalization it is very important to implement digital marketing because the scope is broad and easy to use.

According to Sanjaya & Josua, (2009), digital marketing is a brand promotion activity that uses various web-based media such as blogs, websites, email, social media. Stokes, (2011) defined digital marketing as the use of digital channels to market brands".

Digital marketing is one of the marketing media that is currently in great demand by the public to support various business activities (Mewoh,Tampi & Mukuan, 2019). They are gradually starting to leave the traditional marketing model and switch to modern marketing, namely digital marketing.

#### Benefit of Digital Marketing

Digital marketing helps to connect business to consumers, develop relationships, and foster those relationship in a timely manner and at a low cost. Digital Marketing websites gives an opportunity to the organisations to connect and interface with potential and current consumers, which will help to have a strong customer

relationship and also to build all-important meaningful relationships with consumers particularly in the present business condition when consumer loyalty can vanish at the smallest mistake, which can moreover have on the online propagation of their unfortunate encounter with a particular product, service, brand or company (Mehta, 2020).

The use of digital marketing is very popular at this time the use of digital media is very helpful in marketing a product or service quickly, broadly and inexpensively. Broad digital coverage will be able to attract consumers to buy products from these companies (Agustian & Murwanti, 2023)..

Opportunities created by technological advancements are chances for businesses to reach consumers in today's environment of intense digitalization. The digital atmosphere acts as a strong and efficient gap filler to connect with customers from all around the world. Additionally, this environment links individuals to one another as well as clients (Bulunmaz 2016).

### **Concept of Social Media Marketing**

Social media marketing refers to all Internet-based tools that promote social interaction and communication through the collection of content creating by users (Alitndal 2013). Social media content is used to have content shared online and altered marketing techniques by making connections and collaborations possible in a way that no other tool could. Social Media Marketing is a mechanism for applications and services that allows customers to interact socially, share ideas and communicate with one another online; texts, audio, photos, videos, and other media may be used separately or in any combination as part of that interaction.

Social media marketing involves in creating new content, recommending and disseminating already created information, reviewing and rating goods and services, talking about current events, pursuing interests and passions, and sharing knowledge and experience (Ryan & Jones as cited in Alhelali, 2023). There are two distinct categories for social platforms. The first category is social networks, where users may connect with others and communicate with a larger audience. Examples include blogs, microblogs, and social media sites like Snapchat, Twitter, Facebook, Instagram. Niche social networks, the second category, which were created for a specific purpose, such as dating websites and job search engines like LinkedIn (Ege, 2020).

Facebook is a social media marketing network that allows businesses to advertise, run promotions, and explore new opportunities. Furthermore, twitter, is one of the effective tool of social media marketing network, if not the most efficient, to promote their brand, by increasing brand awareness and visibility. Beside, professionals can enhance their LinkedIn profiles to allow other professionals to view them and known more about the company's brand. Professionals can also create profiles on LinkedIn to share information (Yasmin, Tasneem, and Fatema 2015).

The digital era has opened up the door for consumers to communicate back with the company and to communicate with each other. They can publish their own material and be co-operators in the information distribution. Channels such as Facebook, Youtube, Wikipedia, Twitter, different blogs and Instagram makes it possible for users to both create, publish, comment and spread information. The new technique threatens the traditional business models and marketing channels, however it create new opportunities for companies to reach customers, communicate, and collect behavioural information that is valuable both in marketing and customer relationship Management (Hennig-Thurau et al., 2010).

### **Components of Social Media Marketing**

The three main components of social media are interaction, value, and marketing (Altindal 2013)

a. Interaction: Communicating with users on social media, providing information to possible customers, and responding to inquiries from customers.

b. Value: Involves actions that provide followers with value via social shares. Businesses can create a blog page with information and tell their followers by sharing the blog's topic on social media. Therefore, the consumers are transferred to the product's website where they can purchase their products.

c. Marketing: Social media is not a platform for advertising, but it is used for that purpose due to the large amount of users on these platforms, it has become a venue for businesses to market their products. Businesses post information about their marketing activities and brand-related news.

### **Concept of Procurement**

Procurement is a vital business function. It can help increase business's profitability when managed efficiently and done well. Procurement encompasses a range of activities involved in obtaining goods and services, including sourcing, negotiating terms, making purchases, tracking

when supplies are received, inspecting goods as necessary and maintaining records of all the steps in the process. It's important to continuously monitor and assess the procurement process to improve any weak spots or inefficiencies (Jenkins, 2023). Procurement (or purchasing) is the process for an organization to obtain products or services from external parties (market supply) to ensure that production and business activities are smoothly carried out (Audino, 2022).

The procurement process (or purchasing process) includes collecting informations, inquiries, price comparisons, negotiations, evaluations, sample selections, decisions, requisitions, orderings, coordination and communication, reminders, purchase acceptances, and payment.

### Stages of procurement process

There are many stages of procurement process. Most procurement and purchasing activities fall into following general categories, including (Reich, 2023):

**Planning:** The planning phase includes establishing budgets for departments or teams. This process happens in cooperation with the finance team and departmental stakeholders.

**Sourcing:** Sourcing encompasses using competitive analysis and current strategic sourcing partnerships to identify the best suppliers to meet company needs. This evaluation process is conducted in conjunction with department heads and purchasing approvers.

**Acquisition/payment:** This stage includes ordering, reconciling, and paying for goods and services and meeting organizational needs while maintaining spending control. Such close attention to price and terms ensures the acquisition of the best quality products at competitive prices and under the most favorable terms.

**Evaluation:** Evaluation means using past performance and current data to understand and strengthen supplier relationships, prepare for future spending, and analyze available data to uncover further cost savings and improve the bottom line.

## II. THEORETICAL FRAMEWORK

### Conceptual model of Digital Marketing and Procurement

This model clarifies the effect of digital marketing on procurement. Digital marketing is a vital tool for companies acting as a communication link with consumers from various regions. Digital marketing in this study is measure the following variables include : Whatsapp status, instagram and Facebook. These variables are the medium in which digital marketing show case its strength on procurement base on the findings from hypothetical test. From this model, it shows that both public and private organisation can utilize digital marketing through Whatsapp status, instagram and Facebook to actualise their procurement activities which gear towards easy access to raw material and finished product at low cost in the digital era. Below is figure 1 showing the conceptual model of digital marketing and procurement.



Figure 1 : Conceptual model of Digital Marketing and Procurement  
 Source: Researcher 2024

### Empirical Review

Zulfikar, Aprianti and Rachmawati (2023) conducted a study on Digital Marketing and Brand Image to increase consumer purchase interest. The digital marketing implemented optimally will improve the positive perception of the consumer candidates so that it develops a strong brand image impacting at an interest in buying. This research aims to assess the influence of digital marketing and brand image on buying in the students of tutoring institutions in Bandung. The research method used in this research is multiple linear regressions. The analysis units used in this

research are the students of tutoring institutions in Bandung. The sample-taking way is done using simple random sampling. The value of the coefficient 1 = 0.466 and 2 = 0.457 and the value of F value is 710.596. The result shows that digital marketing and brand image influence interest in buying both simultaneously and partially. Digital marketing and image variables have a significant and significant effect on buying interest both simultaneously and partially where promotions about the success of alumni who are accepted at state universities carried out on online media influence buying interest among tutoring students.

Mobydeen (2021) conducted a study on the impact of digital marketing practices on the organizational performance in the mobile phone companies in Jordan. This study aims to explore the impact of digital marketing practices on the organizational performance in the mobile phone companies in Jordan. The study used descriptive and quantitative analysis methods. The data was collected through well-structured questionnaire regarding the impact of digital marketing practices among organizational performance by applying it to a random sample of telecom companies in Jordan, which consisted of five sub-dimensions (email marketing, social network marketing, mobile phone marketing, website, and organizational performance) and (40) questions based on the systematic variation of the study variables. The selected sample size consists of (178) employees who work as managers, team leaders, supervisors, in the telecom companies in Jordan. While the results showed that the total of the digital marketing in all of its forms influence the performance of the telecommunication company (as the main dimension) was perceived by the study sample to be present with a mean of 3.652 (sd=0.7224) at a moderate degree. Results: the most important result was that the performance of all telecommunications companies in Jordan is showing a great positive movement in the last five years, which means that impact of digital marketing in these companies' performance, was even very good or excellent. Conclusion: the most important conclusion it's confirmed that digital marketing in all its forms affects the performance of the telecom company and improves the results of digital marketing. Furthermore, it's revealed that more powerful tools have a very significant impact on the company's performance this means that some digital marketing tools are stronger than others.

Rupawan, Ganawati and Setena (2023) conducted a study on The influence of digital marketing, price and brand image on purchasing decisions at RDNB Jewellery in Legian, Badung. The study aims to determine the effect of digital marketing, price, and brand image on purchasing decisions at RDNB Jewelry. The research population was RDNB Jewelry consumers in Legian, Badung with a sample of 100 respondents. The research method used was quantitative. Data analysis techniques used Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, F test and t test using SPSS version 26. The results showed digital marketing, price and brand image together had a positive and significant effect on purchasing decisions, digital marketing has a positive and significant effect on

purchasing decisions, price has a positive and significant effect on purchasing decisions and brand image has a positive and significant effect on purchasing decisions. The suggestions that can be given are expected for RDNB Jewelry to make advertisements that can entertain consumers, create competitive pricing policies, offer products that are unique so that later they can differentiate from competing products and offer quality products at appropriate prices.

Mehta (2020) conducted a study on Digital Marketing and It's Effect on Purchasing Behaviour. The buying pattern of consumer is changing at a faster rate in the customer-oriented market environment. Consumer behaviour changes when it comes to the product, price, features, quality, packaging, buying behaviour, status, generation, age of the customer etc. However, youth is the most complicated group to correspond with. The changing preferences of the present day customer affect the purchasing pattern because they mostly follow the rhythm of fashion and taste according to the changing time. Therefore, Marketers spend cores of rupees and invest too much time on market research every year to identify and predict the changing customer behaviour. Now digital marketing has posed many challenges to the marketer in the retail segment. The present generation is more fascinated with the online shopping than the conventional buying. The marketers are forced to come up with the innovative way of selling due to the pressure of the present generation's purchasing behaviour. The purchasing behaviour and behavioural pattern of customer has as greater influence in the buying behaviour, hence in this study, "Digital marketing and its Effect on Purchasing behavior of customer is focused as the core problem. The study reveals that most of the customers of the present generation have access to the digital media but they lack the awareness about its optimum utilization.

Agustian and Murwanti (2023) conducted a study on The Effect of Digital Marketing and Product Quality on Product Purchasing Decisions of Monica The Label. This study aims to analyze the effect of digital marketing and product quality on purchasing decisions for Monica The Label products. The population in this study was all students majoring in accounting, management and development economics at the Faculty of Economics, and Business, Muhammadiyah Surakarta University class of 2019. While the sample in this study was students majoring in accounting, management and development economics at FEB Muhammadiyah Surakarta University class of 2019. The analysis

techniques used in this study are: 1) Outer Model Analysis (Evaluation of Measurement Model), consists of: Validity Test, Reliability Test and Multicollinearity Test 2) Inner Model Analysis (Structural Model Evaluation), consists of: Coefficient of Determinant (R<sup>2</sup>), Goodness of Fit (GoF) and Path Coefficient (Direct Effect). The results of this study indicate that digital marketing and product quality have a positive and significant effect on purchasing decisions for Monica The Label products

Alhelali (2023) conducted a study on the impact of digital marketing on consumer purchasing decision in the united Arab Emirates. With the evolving strategies of marketing and the rapid change in technology, communication and interaction between customers and businesses have become much more facilitated; therefore, businesses that incorporate digital marketing strategies to interact directly with customers regarding their products or services possess a more effective influence on consumers than those using traditional marketing. Thus, the main aim of the study is to show how digital marketing plays a vital role in affecting the consumer purchasing decision. This study investigates digital marketing strategies for marketers, including online advertising, mobile marketing, email marketing, and social media marketing. It examines how these strategies affect how consumers in the United Arab Emirates make purchasing decisions. Thorough literature review and quantitative research were done to develop the hypotheses. 392 consumers of residents in the UAE participated in the study, where an online survey questionnaire has been conducted, where the questionnaires was applied using a simple sampling technique. Using the statistical analysis program SPSS, and according to the analysis findings, this dissertation demonstrates that the most important factor influencing consumer purchasing decisions is social media, which influences consumer purchasing decisions in a significantly positive

way. In the UAE, the utilization of social media has a detrimental effect on consumer's decisions. Additionally, online advertising has a significant impact on consumers purchasing decisions; following that, only age, gender, education level from the demographic factors affect the consumer purchasing decision significantly. Also, recommendations and suggestions for additional research were made based on the research's empirical applications.

### III. METHODOLOGY

This study utilized survey research design. Information was gathered from primary source. The population of the study comprised of selected manufacturer and wholesalers across Ado-Ekiti metropolis, Ekiti State, Nigeria. Convenience sampling technique was used to select 156 respondents from the area for easy collection of data, since the selected respondents were not residing at the same place. This sampling technique was used to administered questionnaire to available persons in the various concerned units among selected respondents. 5-point likert scale options of structured questionnaire were used in the study to obtain respondents response. Content validity was used to determine the validity of the instrument and the value of the test of reliability was 0.85 which was calculated using Cronbach's Alpha reliability test. Pearson's product moment correlation statistical tool was used to test the hypothesis through Statistical Package for Social Sciences (SPSS) version 20.

#### Hypothesis One

**H<sub>1</sub>:** WhatsApp status has significant effect on procurement of raw material and finished product in Nigeria.

**H<sub>0</sub>:** WhatsApp status has significant effect on procurement of raw material and finished product in Nigeria

**Table 1 Descriptive Statistics**

	Mean	Std. Deviation	N
WhatsApp status	4.3654	.86574	156
Procurement	34.9231	13.10530	156

**Table 2 Correlations**

		WhatsApp status	Procurement
WhatsApp status	Pearson Correlation	1	.828**
	Sig. (2-tailed)		.000
	N	156	156
Procurement	Pearson Correlation	.828**	1

Sig. (2-tailed)	.000
N	156

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Decision Rule**

Table (1) shows the descriptive statistics of the WhatsApp status and Procurement . WhatsApp status has mean response of 34.9231 and std. deviation of 13.10530 and Procurement has mean response of 4.3654 and std. deviation of .86574 and number of respondents (156). By careful observation of standard deviation values, there is much difference in terms of then standard deviation scores. This implies that there is high variability of data points between the dependent (procurement) and independent variable (WhatsApp status).

Table (2) is the Pearson correlation coefficient for WhatsApp status and procurement. The correlation coefficient shows 0.828. This value indicates that correlation is significant at 0.05 level (2 tailed) and implies that

WhatsApp status has significant effect on procurement of raw material and finished product in Nigeria (r = .828). The computed correlations coefficient is greater than the table value of r = .195 with 156 degrees of freedom (df. = n-2) at alpha level for a two-tailed test (r = .828, p<.05). However, since the computed r = .828 is greater than the table value of .195 we reject the null hypothesis and conclude that WhatsApp status has significant effect on procurement of raw material and finished product in Nigeria (r =.828 P<.05).

**Hypothesis Two**

**H<sub>1</sub>:** Instagram has significant effect on procurement of raw material and finished product in Nigeria.

**H<sub>0</sub>:** Instagram has significant effect on procurement of raw material and finished product in Nigeria.

**Table 3 Descriptive Statistics**

	Mean	Std. Deviation	N
Instagram	4.4744	.95342	156
Procurement	41.5128	20.56163	156

**Table 4 Correlations**

		Instagram	Procurement
Instagram	Pearson Correlation	1	.803**
	Sig. (2-tailed)		.000
	N	156	156
Procurement	Pearson Correlation	.803**	1
	Sig. (2-tailed)	.000	
	N	156	156

\*\* . Correlation is significant at the 0.01 level (2-tailed)

**Decision Rule**

Table (3) shows the descriptive statistics of the instagram and procurement. instagram has mean response of 41.5128 and std. deviation of 20.56163and procurement has mean response of 4.4744 and std. deviation of .95342 and number of respondents (156). By careful observation of standard deviation values, there is much difference in terms of then standard deviation scores. This implies that there is high variability of data points between the dependent variable (procurement) and independent variable (instagram).

Table (4) is the Pearson correlation coefficient for Instagram and procurement. The

correlation coefficient shows 0.803. This value indicates that correlation is significant at 0.05 level (2 tailed) and implies that instagram has significant effect on procurement of raw material and finished product in Nigeria (r = .803). The computed correlations coefficient is greater than the table value of r = .195 with 156 degrees of freedom (df. = n-2) at alpha level for a two-tailed test (r = .803, p<.05). However, since the computed r = .803 is greater than the table value of .195 we reject the null hypothesis and conclude that instagram has significant effect on procurement of raw material and finished product in Nigeria (r =.803, P<.05).

**Hypothesis Three**

**H<sub>1</sub>:** Facebook has significant effect on procurement of raw material and finished product in Nigeria.

**H<sub>0</sub>:** Facebook has significant effect on procurement of raw material and finished product in Nigeria.

**Table 5 Descriptive Statistics**

	Mean	Std. Deviation	N
Facebook	4.4487	.95238	156
Procurement	39.5897	19.49686	156

**Table 6 Correlations**

		Facebook	Procurement
Facebook	Pearson Correlation	1	.798**
	Sig. ((2-tailed)		.000
	N	156	156
Procurement	Pearson Correlation	.798**	1
	Sig. ((2-tailed)	.000	
	N	156	156

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Decision Rule**

Table (5) shows the descriptive statistics of the facebook and procurement. Facebook has mean response of 39.5897 and std. deviation of 19.49686 and procurement has mean response of 4.4487 and std. deviation of .95238 and number of respondents (156). By careful observation of standard deviation values, there is much difference in terms of then standard deviation scores. This implies that there is high variability of data points between the dependent variable (procurement) and independent variable (facebook).

Table (6) is the Pearson correlation coefficient for facebook and procurement. The correlation coefficient shows 0.798. This value indicates that correlation is significant at 0.05 level (2 tailed) and implies that facebook has significant effect on procurement of raw material and finished product in Nigeria (r = .798). The computed correlations coefficient is greater than the table value of r = .195 with 156 degrees of freedom (df. = n-2) at alpha level for a two-tailed test (r = .798, p<.05). However, since the computed r = .798 is greater than the table value of .195 we reject the null hypothesis and conclude that facebook has significant effect on procurement of raw material and finished product in Nigeria (r = .798, P<.05).

**IV. DISCUSSION OF FINDINGS**

The research hypothesis tests one revealed that WhatsApp status has significant effect on

procurement of raw material and finished product in Nigeria (r =.828 P<.05). This finding was affirmed by Brind Mind (2017) that WhatsApp status could be a great tool for customer support simple because of its wider reach. Your customers would always prefer to send you a message over WhatsApp rather than calling a helpdesk number or talking to a robot. Moreover, WhatsApp can prove to be a very strong marketing tool. It is a good one-to-one platform for direct communication, making it easy to send and receive any type of content (images, audio files, short video clips, etc), really fast, to users all over the world. Unlike SMS or Email, there is less restriction on the format and delivery chances are higher. WhatsApp status delivers on that promise by providing businesses with a closed, personal environment in which to communicate one-on-one with their customers. With WhatsApp, companies create ‘Business Profiles,’ a unique, fully-branded business identity. This allows you to provide specifics like email and phone contacts, social media links, store addresses, website URLs, and suitable business details or offers. More importantly, your WhatsApp Business profile gives you the opportunity to inject your brand personality with every customer interaction. WhatsApp status have capabilities that allow you to have a more significant impact on customer satisfaction, while expanding your reach, improving deliverability, managing support costs,



increasing conversions, sharpening security, and achieving other important business. BRAND

The research hypothesis tests two revealed that Instagram has significant effect on procurement of raw material and finished product in Nigeria ( $r = .803$ ,  $P < .05$ ). The finding was affirmed by Bsport (2022) that Instagram is the current king of social media and a major part of our social life nowadays. With over 1.28 billion users worldwide (Statista, 2022), it's an excellent platform to reach an immense amount of potential customers efficiently. Thus, naturally it has become one of the most popular mediums to promote on. With the right strategy and targeting you can effectively increase client engagement and reach potential clients whilst building a community along with boosting sales and other numerous benefits.

The research hypothesis tests three revealed that Facebook has significant effect on procurement of raw material and finished product in Nigeria ( $r = .798$ ,  $P < .05$ ). The finding was affirmed by Mercer (2022) that Facebook has an entire interface designed for businesses, complete with business profile pages and an advertising system that allows marketers to target their ads based on the wealth of information users provide about themselves on the site. This interface not only generates revenue for the company but also creates a rare opportunity for small businesses with limited advertising budgets and a need to reach specific audiences.

## V. CONCLUSION

From the findings, it was revealed that WhatsApp status, Instagram and Facebook have significant effect on procurement of raw material and finished product in Nigeria.

Digital marketing is important for companies as a communication link with consumers from various regions. In the era of globalization it is very important to implement digital marketing because the scope is broad and easy to use. It enables a firm to create new services, expand its market, increase visibility and responsiveness to customers and to strengthen business. It gives businesses of any type. Information technology offers a whole range of new technologies to increase marketing activities on a global basis. For example, a website can reach anyone in the world who has internet access. This allows a business to find new markets and compete globally. It expands the marketplace from local to national and international markets. By creating and maintaining a website, the business can list its products, services and other information of interest

which customers can access globally and thereby promote their businesses and products worldwide. A properly planned and effectively targeted digital marketing can reach the right customers at a much lower cost than traditional marketing methods.

## Recommendations

- 1) Business investor should be encouraged to utilize WhatsApp status page to boost their level of product patronage in the business environment,
- 2) Instagram is one of the social media often visited in the society; business owner should display their product to motivate procurement of their product.
- 3) Business investor should engage their business on Facebook being a social media segment to increase high procurement activities.
- 4) They should engage in internet activities in various forms to create awareness about their company offering which can boost their level of sales in the competitive business environment.

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