

Digital Marketing Strategies And The Commercial Performance Of Small And Medium Sized Enterprises: Case Study Of Cameroon

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Abstract: Marketing has been a challenge for small and medium enterprises (SME) around the world due to its cost. Traditional marketing which involves television, radio and billboards come at a cost way high for these SME and therefore growth of these companies becomes a challenge due to low sales as a result of awareness of goods and services provided. Digital marketing strategies has provided small and medium enterprises a platform to create awareness to consumers on what they offer due to their relatively low cost. Previous studies done in relation to the effect of digital marketing and social marketing either had operational or environmental differences which provided a research gap hence motivated the study objective which is to verify the influence of digital marketing strategies on the commercial performance of SME in Cameroon. Data were collected from 125 managers/owners/key workers of SME selected through a purposive sampling method. The data was collected with the help of a questionnaire as a data collection tool, the responses were analysed through Pearson correlation test, using the SPSS V22 software. The Ordinary Least Square method was used to test the long run relationship between the variables. The results obtain shows that there exists a positive relationship between Digital marketing strategies and commercial performance of SME in Cameroon. These results suggest that Digital marketing strategies practices be encourage by stakeholders. The study propose that further research should be carried out on the other variables influencing commercial performance in Cameroon.

KEYWORDS: Digital marketing strategies, commercial performance, Small and medium sized enterprises.

1.Introduction

The concept of digital marketing has been a focal point of marketers and business owners in recent times, thanks to technological innovation. The evolution of marketing from the Production stage to that of relationship marketing and that of Digital marketing has caught the attention of most enterprises today. Digital marketing is the use of the internet, social media, search engines, mobile devices, display advertising and other channels to reach consumers, so the maxim, if an enterprise cannot be found on social media, then it does not exist. Traditional marketing is not only very expensive for SMEs but also the reach was limited as well, (Cohan, 2014). The Internet as a global medium is quickly gaining interest and attractiveness as the most revolutionary marketing tool. Majority of consumers are going online for their purchases because these are easy, convenient, timely and travel saving.

Small and medium-sized enterprises (SME's) are indispensable drivers of the economic growth and development of most countries, especially developing countries .The rate of competition among businesses nowadays is very high and medium-sized enterprises are also not free from the intensity of this competition, in the point of view of Gakii and Maina (2019) they stated that in a competitive environment, organizations and businesses have been able to raise their performance in terms of sales turnover, sales volume, market share and profitability using online marketing strategies which can take a business to unprecedented levels of success (Amruta, 2014).

In addition, taking into consideration the case of Cameroon when it comes to small and medium sized enterprises (SMEs) it is not so different from those of other developing countries. They lag behind because of issues such as corruption, unfavourable business climates, low and stagnant per capital income. Social media being a significant dimension of digital marketing, its usage in Cameroon stood at 83.97% for Facebook, Twitter 8.92%, Pinterest 3.58, YouTube 1.8%, Instagram at 1.28%, and LinkedIn at 0.28% (Global stats produced by Stat counter: March 2024). By January 2024, Cameroon had about 12.73 million internet users. Kepios analysis indicates that internet users in Cameroon increased by 325 thousand (+2.6 percent) between January 2023 and January 2024. She had an internet penetration rate of 43.9% at the start of January 2024 (Data reportal, Ferbruary 2024). Mobile connections stood at 26.60 million by January 2021. (Digital reports¹ produced by Hootsuits²; February 2021).

Currently, a number of SMEs have embraced digital marketing and its strategies and it would be important to know its influence in terms of commercial performance. Large companies have embraced digital marketing strategies to compliment traditional marketing, but no accurate information is present with regards to digital marketing strategy usage by SME. The influence of digital marketing strategies on commercial performance of SME in Cameroon is what this study focused on.

On the one hand, Various studies have been done with regard to digital marketing strategies and how they affect companies, majority of them reveal that e-marketing is playing a vital role regarding SME performance and competitiveness. For instance, Chong, et al, (2018) found that e-marketing has a significant impact on business performance and marketing improvement among SME in Asian countries, and the research work uses the 5-point Likert scale. Furthermore, Eid & El-Gohary (2013) findings revealed that e-marketing tools or strategies positively influence pre-sale and after-sales activities, marketing performance as well as effectiveness among SME in the United Kingdom, this research work also uses a qualitative method. Again, the work done by James (2020), shows that digital marketing positively influences the growth of SME in South Asia, he uses social marketing channels and online marketing strategies to show the relationship, the study uses questionnaires for data collection, and uses the Pearson correlation analysis.

On the other hand, the work done Peace Eze and Obikeze, (2017) shows that, the extent of E-marketing utilization by SME in the south eastern state of Nigeria is very poor, the study uses a descriptive survey design. The work done by Odimmega, Udegbumam, Ile, & Azu (2016) found that inadequate communication infrastructures, high internet connectivity expenses, and inadequate power supply were the main obstacles to e-marketing adoption by SME in the Nigerian context. This shows E-marketing did not really impact the commercial performance of SME but other factors. In the same situation, Nkosana, Skinner, & Goodier (2016) revealed that set up costs, owners' lack of IT knowledge and employees' lack of IT skills were the challenges in the adoption and utilization of e-marketing for SMEs at KwaZulu Natal Midlands in South Africa.

The gap in the identified research problem, the previous research done and insufficient research in this domain in Cameroon, has led the study to formulate the following research question; Does digital marketing strategies affect the commercial performance of SME in Cameroon?

2. Literature Review

This section will focus on the Theories and models used in this study and the empirical literature of digital marketing and commercial performance.

2.1. Theories and models

2.1.1. The resource-based view (RBV)

The resource-based view theory is a leading theoretical perspective in technology management research (Barney, 1991; Day, 1994) that identifies resources as the basis for achieving strong enterprise performance. In this research, RBV is employed to construct a conceptual framework for investigating the relationship between DM strategies and commercial performance within the context of Small and Medium Enterprises SMEs. Barney (1991) emphasizes that resources are tangible or intangible assets to implement strategies to improve performance and attain a competitive advantage for an enterprise. Aragon-Correa and Sharma (2003) and Wade and Hulland (2004) assert that the effective deployment of DM strategies depends on internal environmental contingencies. The RBV emphasizes the role of internal resources including organizational capabilities in influencing organizational strategies and performance (Grant, 1991). This therefore brings shows that digital marketing is considered as a resource and if SME can effectively use it, they can better their commercial performance and hence this theory is relevant and can adapt to this work.

2.1.2. The RACE model

The model was first developed by Dan Bosomworth in 2012 and was later updated by Dave chaffey in 2015. The model consists of four steps or online marketing activities designed to help brands engage their customers throughout the customer lifecycle. There is also an initial phase of Plan involving creating the overall integrated digital strategy, objective setting and governance including resourcing up for 'digital transformation'. The four steps include; reach, act, convert and engage.

The RACE model is there for apt to this study because it permits to understand the utilization of digital marketing strategies to drive traffic and make sales on the different digital marketing platforms and channels.

Figure 1.1: RACE model Framework for Digital Marketing Strategy



Source: Chaffey and Ellis-Chadwick, 2019, p.27.

2.2. Empirical literature of digital marketing and commercial performance.

Bodine's (2020) investigation on digital marketing and its impact on the growth of small and medium size enterprises in Cameroon, had a case study of Jumia. The study population consisted of 46 consumers and employees of Jumia. The questionnaire was the instrument for data collection which was administered through an online platform. The data sought for reflected both the research questions and objectives of the study.

2.2.1. DIGITAL MARKETING STRATEGIES AND THE COMMERCIAL PERFORMANCE SME

According to Giantari et al., (2021), digital marketing is the activity of marketing or promotion of a brand or product using the internet or digital media. The goal of digital marketing is to quickly attract consumers and potential consumers (Ritz et al., 2019). Subsequently, search engine marketing and social media marketing utilize social media platforms such as Instagram, Facebook, and Twitter as cheap or even free media for marketing and improving company image. Lastly, there are online advertising, e-mail marketing, video marketing and Affiliate marketing as well. Several studies have shown that digital marketing has a strong positive correlation with SME performance. Further research revealed that digital marketing has a positive and significant influence on SME performance. (Kawira et al., 2019), through their research, stated that digital marketing accounts for 38.8% of the total variable in SME performance. Based on the discussion above, this study proposes the hypothesis, namely the digital marketing's influence on SME performance. These directs us to our principal objective, stated as follows

H₀: Digital marketing strategies has an influence on the commercial performance of SME in Cameroon.

2.2.2. AFFILIATE MARKETING AND THE COMMERCIAL PERFORMANCE SME

In general, affiliate marketing is one of the online marketing platforms offered today, whereby a company will sign an agreement with a third party (i.e. individual or organization) to feature a link on the affiliate site (Dwivedi et al., 2017). The primary objective of affiliate marketing is to promote and sell products or services via other distribution channels, following which the purchase information is transmitted to the clients for the completion of the sale transaction. It is associated with the creation of transactions from online customers, which will result in commission generation in return (Fox & Wareham, 2010). Other studies have shown that affiliate marketing has a positive influence on the performance of SME, such as the work of Zurina Patrick and Ong Choon Hee, (2021), who affirms that affiliate marketing has a significant influence on the performance of SME. Same with work of Muhammad et al (2023), who confirms that the utilisation of Affiliate marketing has a positive influence on the performance of SME. Following the literature above, we then present the hypothesis below;

H₁: Affiliate marketing has a positive influence on the commercial performance of SME in

Cameroon

2.2.3. SOCIAL MEDIA MARKETING AND THE COMMERCIAL PERFORMANCE SME

Rodriguez et al (2014) established that social media platforms such as Facebook have a favourable effect on customer-oriented procedures, which in turn has a beneficial effect on an organization's sales performance. Moreover, the usage of social media technology has a favourable effect on an organization's social capital and hence on its performance (Ferrer and others., 2013). Additionally, Wong (2012) discovered that Facebook usage benefits SME businesses This is backed by the findings of Kwok and

Yu (2013), who discovered that Facebook usage can improve sales as well. Same with work of Muhammad et al (2023), who confirms that the utilisation of social media marketing has a positive influence on the performance of SME.

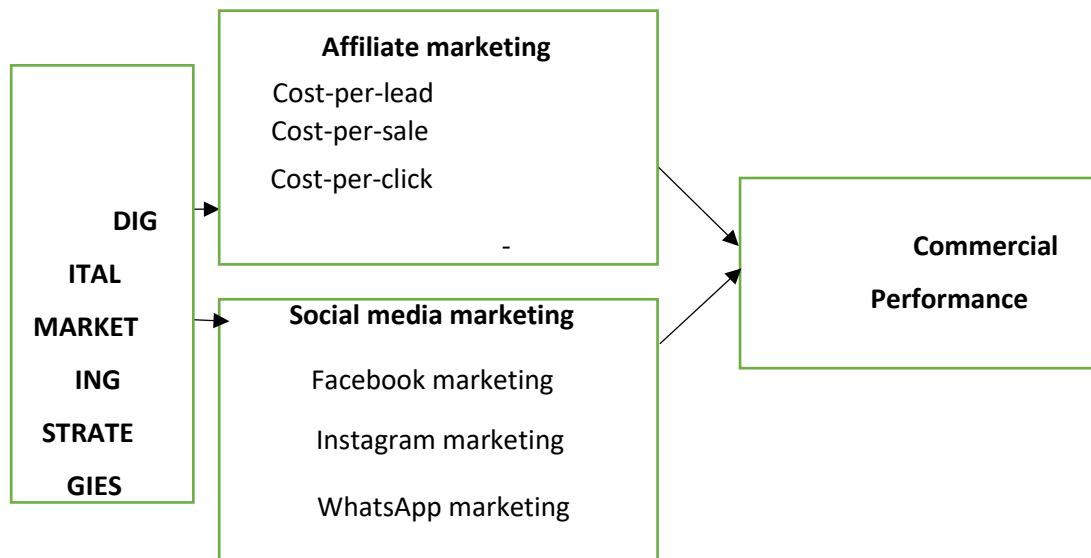
H₂: Social Media marketing has a positive influence on the commercial performance of SME in Cameroon

2.3. Research framework

This research work focusses on digital marketing strategies and the commercial performance of SMEs in Cameroon. Digital marketing strategies represent the independent variable and following the work of past studies and authors, we decided to break digital marketing into 2 parts, that is Affiliate marketing, which uses the work of Bruce, (2009), to explain affiliate marketing into; Pay per click, pay per lead and pay per sale.

The second independent variable include social media marketing, here we use the work of Etim et al (2021) where we break social media into 3 parts, they include; Facebook, Instagram and WhatsApp marketing. Commercial performance represents the dependent variable and we used the work of Gunday et al, (2012), where we consider commercial performance to be measured by sales, profit margin and customer satisfaction. The research framework can be seen below

Figure 2.1: Research Framework



3. Methodology

3.1. Research design

Descriptive research is appropriate since it enabled high level of analysis such as correlation and regression analysis between the variables and reduces data to a manageable form. Digital marketing strategies is the independent variable and will be measured by presence and use of affiliate and social media marketing. The dependent variable is commercial performance and is represented by sales, that is turn over.

3.2. Targeted population

According to Sekaran and Boungie (2010) population refers to the entire group of people, events or things of interest on which the researcher wishes to investigate. In our work, the population of study is the set of persons (key workers, owners and managers) working in small and medium size enterprises in the Littoral, West and the centre regions of the Cameroon. The study population is the total number of SMEs located in the cities of Yaoundé Douala, and Bafoussam. The unit of analysis is the formal and informal SME in Cameroon.

3.3. Sample of the study

Sample of the Study According to Rogere (1976) sampling is a technique which consist to verify an observation on a small number of individuals belonging to the universe of the investigation, in a manner that we can affirm validly that the

characteristics observed in this sample is equally present in the same proportion in the population it was extracted. Without a database containing complete and updated information on SME in Cameroon, it was difficult to identify and reach out to SME. Thus, the identification of SME was done by a purposive sampling technique. Specifically, the researcher went through supermarkets, internet and various public and private organisations to obtain lists of SMES from all sectors. After sorting and merging the lists, a sample of 150 identifiable SME with headquarters in Yaounde, Douala, and Bafoussam was obtained. Hence, we administered 70 questionnaires for the center region and recuperated 56, giving a recuperation rate of 78.57%, and for the Littoral region, we administered 60 and recuperated 40, giving a recuperation rate of 66.67%, for Bafoussam, we administered 20 questionnaires and recuperated 15, giving a recuperation rate of 75%, then total administered questionnaire was 150 and 125 was recuperated, giving a total recuperation rate of 83.33%.

3.4. Data collection

Data was collected through a structured questionnaire administered to respondents from small and medium sized enterprises in the Littoral, west and centre Regions of Cameroon. Survey instrument used in data generation is the Likert response alternative questionnaire developed by Likert (1932).

3.5. Estimation Methodology

Here, we are going to present the procedure of estimation while specifying on the different models to be used to verify our hypothesis and the model specification will include the specification of the factor analyses and the Ordinary Least square model.

- Model specification
- Factor analyses and regression analyses

3.5.1. Model specification for the econometric model (OLS)

From the condensation of the components in the questionnaire, we will proceed to bring out a functional relationship between Digital marketing strategies practices and commercial performance for SME in Cameroon.

$$CP_i = a_0 + a_1AM_i + a_2SMM_i + \sum a_iX_i + \varepsilon_i \quad (1) \quad i=3$$

Where:

CP=Commercial performance

AM =Affiliate marketing

SMM= Social Media Marketing

X_i =A set of control variables such as; Partnership, Personal company,

Owner, and manager

a_i = coefficients, with $i=3....n$

a_0, a_1, a_2 , are coefficients

ε_i =Erro term

We can then represent this model detailing as;

$$CP_i = \beta_0 + \beta_1 CPS_i + \beta_2 CPL_i + \beta_3 CPC_i + \beta_4 FBM_i + \beta_5 IM_i + \beta_6 WM_i + \sum_{i=7}^{7n} \beta_i X_i + u_i \quad (2)$$

Where:

CP=Commercial performance

CPS=Cost-Per-Sale

CPL=Cost-Per-Lead

CPC=Cost-Per-Click

FBM =Facebook marketing

IM= Instagram Marketing

WM=WhatsApp Marketing

X_i =A set of control variables such as; Partnership, Personal company,

Owner, and manager

β_i = coefficients, with $i=3....n$

$\beta_0, \beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6$, are coefficients

u_i =Erro term

3.6. Data Analysis

With respect to the method of Data analysis, we will use Statistical and Econometric model. The Ordinary Least Square (OLS) Regression model will be used to analyse the data and show the relationship between digital marketing strategies and the commercial performance of SME in Cameroon. We shall also use the SPSS version 22 software to regress the data.

4. Data Analysis and Results

4.1. The Presentation of the Correlation between Digital marketing strategies and Commercial Performance of SMEs in Cameroon

Correlation coefficients measure the strength of the relationship between two variables. A correlation between variables indicates that as one variable changes in value, the other variable tends to change in a specific direction.

Pearson's correlations measure the statistical relationship, or association, between variables. It is known as the best method of measuring the association between variables of interest because it is based on the method of covariance. It gives information about the magnitude of the association, or correlation, as well as the direction of the relationship. The Pearson correlation coefficient, r , can take a range of values from +1 to -1. A value of 0 indicates that there is no association between the two variables. A value greater than 0 indicates a positive association; that is, as the value of one variable increases, so does the value of the other variable. A value less than 0 indicates a negative association; that is, as the value of one variable increases, the value of the other variable decreases.

Table 4.1: Correlations

	AFM	CPS	CPL	CPC	SMM	FB	INSTA	WHA TSAP	CP
AFM		.799**	.818**	.796**	.785**	.617**	.557**	.718**	.547**
Pears on Correl ation	1								
Sig. (2tailed)		.000	.000	.000	.000	.000	.000	.000	.000
N	125	125	125	125	125	125	125	125	125

CPS	.799**		.819**	.745**	.679**	.517**	.473**	.682**	.575**
Pears on Correl ation	1								
Sig. (2tailed)	.000		.000	.000	.000	.000	.000	.000	.000

N	125	125	125	125	125	125	125	125	125
CPL	.818**	.819**		.789**	.786**	.617**	.583**	.765**	.588**
Pears on Correl ation			1						
Sig. (2tailed)	.000	.000		.000	.000	.000	.000	.000	.000
N	125	125	125	125	125	125	125	125	125
CPC	.796**	.745**	.789**		.710**	.539**	.504**	.666**	.522**
Pears on Correl ation				1					
Sig. (2tailed)	.000	.000	.000		.000	.000	.000	.000	.000
N	125	125	125	125	125	125	125	125	125

SMM	.785**	.679**	.786**	.710**		.766**	.743**	.861**	.622**
Pears on Correl ation					1				
Sig. (2tailed)	.000	.000	.000	.000		.000	.000	.000	.000
N	125	125	125	125	125	125	125	125	125
FB	.617**	.517**	.617**	.539**	.766**		.528**	.694**	.547**
Pears on Correl ation						1			
Sig. (2tailed)	.000	.000	.000	.000	.000		.000	.000	.000
N	125	125	125	125	125	125	125	125	125
INSTA	.557**	.473**	.583**	.504**	.743**	.528**		.591**	.444**
Pears on Correl ation							1		

Sig. (2tailed)	.000	.000	.000	.000	.000	.000		.000	.000	
N	125	125	125	125	125	125	125	125	125	
WHATS AP	.718**	.682**	.765**	.666**	.861**	.694**	.591**		.671**	
Pears on Correl ation								1		
Sig. (2tailed)	.000	.000	.000	.000	.000	.000	.000		.000	
N	125	125	125	125	125	125	125	125	125	
CP	.547**	.575**	.588**	.522**	.622**	.547**	.444**	.671**		
Pears on Correl ation									1	
Sig. (2tailed)	.000	.000	.000	.000	.000	.000	.000	.000		

N	125	125	125	125	125	125	125	125	125
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**. Correlation is significant at the 0.01 level (2-tailed).

Source: Authors Construction

4.2. Interpretation of results

From the Pearson correlation Table above, we realize that all the variables of Digital marketing strategies have a positive linear correlation with the commercial performance of small and medium-sized enterprises in Cameroon. In a more precise manner, the researcher deduced the following:

The correlation between Affiliate marketing and commercial performance in small and medium-sized enterprises in Cameroon is Positive, with $r = 0.547$. This shows that the direction of movement of the two variables is the same, that is to say an increase in Affiliate marketing will lead to an increase in commercial performance.

The correlation between social media marketing and commercial performance in small and medium sized enterprises in Cameroon is positive, with $r = 0.622$. This shows that the direction of movement of the two variables is the same, that is to say an increase in social media marketing will lead to an increase in commercial performance.

From the result above, we can see that the correlation between social media marketing and commercial performance ($r=0.622$) is stronger than that between affiliate marketing and commercial performance (0.547).

we shall proceed to econometric regression to verify its veracity, which will permit us to measure in a precise manner the influence of digital marketing strategies and the commercial performance of SME in Cameroon.

4.2. Presentation of results from multiple linear Regression analysis between Digital marketing strategies and Commercial Performance of SME in Cameroon

From the multiple linear regressions using the Ordinary least square technique, the study presents the influence of digital marketing strategies on commercial performance of SME in Cameroon. The analysis shall go across sector of activities.

4.2.1. Estimates of digital marketing strategies and Commercial performance

by Sector of activity

Table 4.2.2.1 and 4.2.2.2 below host the estimates results of the influence of digital marketing strategies on the commercial performance of SME in Cameroon by sector of activity (Primary, secondary and Tertiary). The overall result from table 4.2.2.1, shows that social media marketing has a significant positive influence on commercial performance. Likewise, Affiliate marketing, also have a positive but an insignificant influence on commercial performance.

Table 4.2.1.1: General estimates of digital marketing strategies and Commercial performance by sector of activity

	(1)	(2)	(3)	(4)
VARIABLES	Primary	Secondar y	Tertiary	overall
Affiliate marketing	-0.231	0.240	0.124	0.0723
	(0.152)	(0.201)	(0.129)	(0.0978)

Social media marketing	0.224*	0.153	0.688**	0.284**
			*	*
	(0.109)	(0.111)	(0.111)	(0.0704)
Partnership	1.008	-2.124	-2.250	-2.846*
	(1.563)	(2.201)	(1.826)	(1.476)
Manager	1.281	-0.0548	0.809	0.984
	(2.000)	(2.172)	(1.588)	(1.201)
Owner	-0.719	-0.130	2.096	0.788
	(1.831)	(2.357)	(1.547)	(1.209)
Personal company		-1.519	-0.673	-
				3.911**
		(2.344)	(2.153)	(1.568)
Constant	42.87**	34.55***	8.436	33.77**
	*			*
	(2.850)	(6.423)	(5.598)	(3.345)
Observations	21	46	51	119
R-squared	0.408	0.300	0.720	0.432

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Source; Authors construction

Table 4.2.2.2: Specific estimates of digital marketing strategies and Commercial performance by sector of activity

VARIABLES	(1) Primary	(2) Secondary	(3) Tertiary	(4) overall
cps	-0.00692 (1.526)	0.697 (0.734)	0.482 (0.385)	0.452 (0.345)
cpl	-3.860 (2.593)	0.181 (1.259)	0.493 (1.045)	0.129 (0.802)
cpc	3.283 (2.225)	0.794 (1.676)	-0.239 (0.621)	0.280 (0.580)
fb	-0.852	0.00535	2.073* *	0.605

	(1.677)	(0.718)	(0.806)	(0.442)
insta	-0.759	-0.289	1.245* *	-0.0497
	(1.370)	(0.520)	(0.605)	(0.396)
WhatsApp	2.786*	2.546	2.848* **	1.963***
	(1.415)	(1.544)	(0.972)	(0.646)
Partnership	0.676	-3.213	-1.332	-3.015**
	(1.780)	(2.199)	(1.688)	(1.393)
Personal company		-2.045	-0.517	-
				3.852***
		(2.255)	(1.982)	(1.454)
Manager	3.283	-2.489	1.033	-0.225
	(2.561)	(2.434)	(1.516)	(1.195)
Owner	0.866	-2.447	1.882	-0.117
	(2.336)	(2.616)	(1.423)	(1.169)
Constant	43.16***	33.58***	16.80* **	35.66***
	(2.598)	(6.035)	(3.904)	(2.626)
Observations	21	46	51	119
R-squared	0.512	0.377	0.808	0.512

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Source; Authors construction

In the context of SME in Cameroon, the results of Table 4.2.1.1 suggest that social media marketing have a significant positive influence on commercial performance, while Affiliate marketing have a positive but insignificant influence on commercial performance.

On the other hand, affiliate marketing, shows a positive but not significant influence on commercial performance of SME in Cameroon, as indicated in table 4.2.1.1 and 4.2.1.2. We find some of the indicators of affiliate marketing negative, in some sectors of activities, which might be the reason for its insignificance in this our research work. Although the influence of affiliate marketing is insignificant, it is still an important aspect of commercial performance. This can be evident by the work done by Duffy et al, (2005), given the right framework, many affiliates are willing to run ads and/or product promotions on websites knowing that they will earn commissions when successful conversion occurs. Everybody wins.

Table 4.2.5: Presentation of the ANOVA table

ANOVA

	Sum Squares	of df	Mean Square	F	Sig.

AFM	Between Groups	757.533	3	252.511	7.375	.000
	Within Groups	4074.483	119	34.239		
	Total	4832.016	122			
CPS	Between Groups	70.563	3	23.521	7.896	.000
	Within Groups	354.477	119	2.979		
	Total	425.041	122			
CPL	Between Groups	26.163	3	8.721	11.283	.000
	Within Groups	91.983	119	7.773		
	Total	118.146	122			
CPC	Between Groups	15.123	3	5.041	5.017	.003
	Within Groups	119.560	119	1.005		
	Total	134.683	122			
SMM	Between Groups	1414.841	3	471.614	7.230	.000
	Within Groups	7762.639	119	65.232		
	Total	9177.480	122			
FB	Between Groups	17.997	3	5.999	5.989	.001
	Within Groups	119.190	119	1.002		
	Total	137.187	122			

INSTA	Between Groups	11.566	3	3.855	3.103	.029
	Within Groups	147.849	119	1.242		
	Total	159.415	122			
WHATSAP	Between Groups	24.570	3	8.190	10.663	.000
	Within Groups	91.397	119	.768		
	Total	115.967	122			
CP	Between Groups	1620.252	3	540.084	39.341	.000
	Within Groups	1633.666	119	13.728		
	Total	3253.919	122			

Source: Authors Construction

We see that globally our model is good; the critical value of our F-statistics is significantly greater than that in the Table of t-statistics thus indicating that globally our model is good.

5. Discussion of Results

The results of Table 4.5 suggest that social media marketing plays a positively significant role on the commercial performance of SME in Cameroon. This is in line with the work of authors like; Rodriguez et al (2014) established that social media platforms such as Facebook have a favourable effect on customer-oriented procedures, which in turn has a beneficial effect on an organization's sales performance. Moreover, the usage of social media technology has a favourable effect on an organization's social capital and hence on its performance (Ferrer and others., 2013). Additionally, Wong (2012) discovered that Facebook usage benefits SME businesses This is backed by the findings of Kwok and Yu (2013), who discovered that Facebook usage can improve sales as well. Same with work of Muhammad et al (2023), who confirms that the utilisation of social media marketing has a positive influence on the performance of SME.

On the other hand, affiliate marketing, although having a positive influence, are insignificant. Affiliate marketing indicators like; cost-per-lead and cost-per-click, their insignificant effect suggests that enterprises may not be heavily influenced by these elements when planning for their digital marketing strategies. This does not mean that affiliate marketing is useless or ineffective, but it simply means that most SMEs in Cameroon doesn't use it, especially cost-per-lead and cost-per-click, they highly use but cost-per-sale. The positive nature of affiliate marketing shows that if SMEs could adopt it proper, they will definitely witness an increase in their commercial performance. This is evident by the work of Zurina et al, (2021), who affirms that affiliate marketing has a significant influence on the performance of SMEs. Same with work of Muhammad et al (2023), who confirms that the utilisation of Affiliate marketing has a positive influence on the performance of SMEs. Affiliate marketing can therefore beneficial to SMEs in Cameroon, if they engage and use it well since it is cost saving, Patrick et al (2021)

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