

T.C.

ISTANBUL TICARET UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES

DEPARTMENT OF MARKETING MANAGEMENT

DIGITAL MARKETING IMPACT ON THE GROWTH OF SMALL BUSINESSES IN MOROCCO: A SURVEY IN JUMIA

CHAIMAE BOUBNANE

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MASTER THESIS

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APPROVAL FORM

DECLARATION

I dedicate all the required information in this title DIGITAL MARKETING IMPACT ON THE GROWTH OF SMALL BUSINESSES IN MOROCCO: A SURVEY IN JUMIA. has been written in accordance with the academic manners and ethical commitment. I would clarify that all the materials, sources, data and all extra inputs have been benefited well throughout the writing procedure of this thesis. All matters contained in this thesis are my personal opinion and do not reflect the official view of Istanbul Ticaret University.

CHAIMAE BOUBNANE

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ABSTRACT

This study explores the complicated connection between digital marketing methods and small business growth in the dynamic e-commerce sector, with a particular focus on Jumia, a well-known platform in Morocco. When the research evaluates the relationship between business performance and digital marketing effectiveness, it finds a strong positive link. The foundation of user recommendations is faith in online reviews, and the perception of effectiveness, budgetary constraints, and digital tool trust all have an impact on user pleasure. The study indicates a noteworthy positive link between firms' perceptions of the influence of digital marketing on revenue and their level of confidence in utilizing digital resources. These findings offer strategic implications for optimizing digital marketing tactics and subtle insights for firms, e-commerce platforms, and legislators navigating the intricate world of online commerce.

***Keywords**: Digital Marketing, Small Business Growth, User Trust, Online Reviews, Jumia, Morocco*

ÖZET

Bu çalışma, Fas'ta iyi bilinen bir platform olan Jumia'ya özel olarak odaklanarak, dinamik e-ticaret sektöründe dijital pazarlama yöntemleri ile küçük işletmelerin büyümesi arasındaki karmaşık bağlantıyı araştırıyor. Araştırma, iş performansı ile dijital pazarlama etkinliği arasındaki ilişkiyi değerlendirdiğinde güçlü bir pozitif bağlantı buluyor. Kullanıcı önerilerinin temeli, çevrimiçi incelemelere olan inançtır ve etkililik algısı, bütçe kısıtlamaları ve dijital araca duyulan güvenin tümü, kullanıcı memnuniyeti üzerinde etkiye sahiptir. Çalışma, firmaların dijital pazarlamanın gelir üzerindeki etkisine ilişkin algıları ile dijital kaynakları kullanma konusundaki güven düzeyleri arasında kayda değer bir pozitif bağlantı olduğunu gösteriyor. Bu bulgular, dijital pazarlama taktiklerini optimize etmeye yönelik stratejik çıkarımlar ve çevrimiçi ticaretin karmaşık dünyasında gezinen firmalar, e-ticaret platformları ve yasa koyucular için incelikli içgörüler sunuyor.

Anahtar Kelimeler: Dijital Pazarlama, Küçük İşletmelerin Büyümesi, Kullanıcı Güveni, Çevrimiçi İncelemeler, Jumia, Fas.

LIST OF ABREVIATION

SME	Small and Medium-sized Enterprise
GDP	Gross Domestic Product
ICT	Information and Communication Technology
E-Commerce	Electronic Commerce
M-Commerce	Mobile Commerce
SEO	Search Engine Optimization
SEM	Search Engine Marketing
PPC	Pay-Per-Click
ROI	Return On Investment

INTRODUCTION

Morocco has historically been the center for trade and cross-cultural contact. It is situated at the crossing point of Europe and Africa. Yet, the nation's economic environment has drastically changed in recent years. Driven by an increasingly youthful and tech-literate population. Also, a rapidly expanding internet trace e-commerce has created a singular opportunity for small and medium-sized businesses (SMEs). That is to move themselves into a new phase of expansion and profitability (Baijou & Zaraba, 2022). This phenomenon is driven by an effective blend of digital marketing. That is a dynamic e-commerce platform such as Jumia. The inherent entrepreneurial spirit of the Moroccan people is present within. It is similar to the historical phoenix rising from the ashes. Morocco's small and medium-sized enterprises (SMEs), employees close to 2.2 million people and account for over 50% of the country's GDP. Those are the core of the country's economy (World Bank, 2023). This active ecosystem includes an extensive range of businesses. That is from proficient in technology startups creating innovative mobile applications to traditional crafts weaving exquisite carpets in the mountains.

Moroccan SMEs have made an important contribution. Although they have historically encountered obstacles like restricted market reach. It is difficult in obtaining finance and a dependence on conventional marketing methods. Though, a young, tech-savvy population and an increase in internet usage, change is taking place across Morocco. E-commerce has become an enormous game-changer. They are providing SMEs with previously unheard-of chances of entering new markets. Those increase their customer base, and overcome geographic limitations. Online sales in Morocco are projected to reach $3.2 billion by 2025, according to Jumia. It is an established e-commerce company (Statista, 2023). This rapid growth presents a fertile ground for SMEs to embrace digital transformation and unlock their full potential. Digital marketing, with its diverse toolkit of online strategies, serves as the key catalyst for this transformation. Search engine optimization (SEO) helps SMEs climb the ladder of search engine results, while social media marketing fosters brand awareness and customer engagement. Targeted online advertising allows SMEs to reach specific demographics and tailor their messages for maximum impact. Email marketing nurtures leads and builds

lasting relationships with customers. This digital marketing arsenal empowers SMEs to compete on a global stage, irrespective of their physical size or location. Jumia, the undisputed leader in the Moroccan e-commerce landscape, plays a pivotal role in this digital transformation (Bocconcelli et al., 2016). SMEs have an excellent opportunity to take on digital transformation. Also, to realize their full potential as a result of this rapid growth. The main cause of this change is digital marketing, with its wide range of online methods. Social media marketing increases brand awareness and consumer interaction. That is while search engine optimization (SEO) helps small and medium-sized enterprises (SMEs) move up the search engine results page. SMEs may target specific groups with customized internet advertising.

Those ensuring that their messages have the most potential impact. Email marketing develops leads and creates lasting relationships with clients. SMEs may now compete on a worldwide scale which is regardless of their geographic location or physical size. That is due to this digital marketing kit. Jumia, the overwhelming leader in Moroccan e-commerce is essential to this shift to the digital era. Jumia is a platform that helps SMEs expand by giving them access to a world of online clients. That is a strong web platform and an effective logistics network. Moreover, the innovative payment options like Jumia Pay can be availed. Moroccan SMEs may access millions of clients nationwide and beyond by selling on Jumia. It is by broadening their sales methods and greatly increasing their reach (Anurag & Kaur, 2021). The traditional enterprises that formerly defined the Moroccan SME scene are now going through a major transformation. In Morocco, SMEs make up more than 95% of all firms, contributing significantly to the GDP of the nation and generating a large number of job possibilities. But formerly, these companies have had to deal with issues. Those including restricted market reach, difficulty obtaining financing, and dependence on standard channels of marketing. This is where digital marketing's power comes into play.

Once associated with busy markets and exquisite workmanship restricted to local markets. Morocco's reliable SME ecosystem is undergoing a radical transformation. SME's make up more than 95% of all enterprises in the country. Hence, they are vibrant with entrepreneurship and make an important contribution to the economic fabric of the

nation. These diverse businesses, which range from proficient in technology startups creating innovative products to traditional weaving preserving ancient textile traditions. Those are ready for a digital return. The success of Moroccan SMEs hasn't, however, always been a blank page. In the past, many companies were faced with limitations. That is in spite of their inherent innovation and determination. Their inability to invest in growth and build their business was made difficult by their continuing lack of access to financing. Geographical restrictions on their market reach often restricted their client base and prevented future growth (Hassanein, 2023). Even if they worked well in communities, traditional marketing channels couldn't keep up with changing client preferences and a world that was increasingly digital. This is where the power of digital marketing comes through. It is a painting of a powerful picture of Moroccan SME success. These businesses are able to overcome physical constraints and geographical boundaries. Those help communicate with millions of potential customers worldwide due to digital marketing.

However, digital marketing serves as a push for innovation and growth. That is in addition to being a tool for reaching a wider audience. Social networking sites transform into online workshops. Which is where creators present their work, interact with clients, and build brand loyalty. They can target particular demographics with targeted web advertising. Those allowing them to craft messages that are relevant to the wants and needs of their ideal clients. The foreign idea of data analysis is now an effective partner that helps SMEs remain ahead of the competition. That is by offering invaluable insights into consumer behavior and industry trends. The Moroccan SME landscape is a dynamic canvas ready for digital innovation and not just a patchwork of established firms. These companies may create a successful picture for the Moroccan economy as an entire by using the bright palette of platforms like Jumia. Those are the appropriate digital marketing techniques.

CHAPTER 1 : DIGITAL MARKETING

Digital marketing is defined as the use of digital channels to promote a product or service. The goal of this approach is to connect with customers online, where they spend the majority of their time looking for information or entertainment. There are so many online streams, digital marketing is a broad practice. Posting on social media, as well as email marketing and blogging, are examples of digital marketing. The promotional content on these various platforms, when combined, form a cohesive online marketing strategy. (Rebecca Strehlow, 2022).

1.1. Digital marketing

Digital marketing refers to the practice of promoting and selling products or services using digital channels, technologies, and platforms. It encompasses various online strategies and tactics aimed at reaching target audiences, engaging them, and influencing their behavior to achieve specific business objectives (Janette Novak,2024). Digital marketing leverages channels such as search engines, social media, email, websites, mobile apps, and other digital mediums to connect with consumers and create meaningful interactions. Key components of digital marketing include search engine optimization (SEO), content marketing, social media marketing, email marketing, pay-per-click (PPC) advertising, affiliate marketing, and more (Rebecca Strehlow,2022). The versatility and effectiveness of digital marketing enable businesses to reach a global audience, measure campaign performance accurately, and optimize strategies in real-time to drive growth and revenue (Janette Novak,2024).

1.2. Transformation through Internet and Smartphones

Morocco's digital environment is going through a change, due to a sharp increase in smartphone and internet adoption. This dynamic change is radically changing how businesses function and interact with customers. Those especially small and medium-sized firms (SMEs). Morocco's percentage of people using the internet increased from 35% in 2015 to over 65% in 2023 in just eight years (Agence Nationale de

Réglementation des Télécommunications, 2023). This remarkable development is a result of various components working together. Government initiatives establish the foundation for widespread internet access. The national strategies such as Maroc Numeric 2025, give priority to investments in digital literacy training, rural connectivity, and infrastructure development (Ministère de l'Aménagement du Territoire National, de l'Urbanisme, de l'Habitat et de la Politique de la Ville, 2025). Also, by removing financial obstacles and increasing the demand for online services, mobile network operators' competitive data plans have opened up internet access to a wider demographic (World Bank, 2022). Smartphone revolution lets users' ability to access the internet at any time and from any location. That has been made possible by the widespread adoption of smartphones. Those which has functioned as a catalyst and accelerated the rate of growth (eMarketer, 2023). For Moroccan SMEs, this increases in access to the internet has had an important impact. Businesses can now expand their reach beyond their local geographic boundaries. They can increase brand awareness through websites and social media platforms. Also, enter the rewarding field of e-commerce by reaching a bigger client base online. Furthermore, having access to web analytics allows SMEs to make informed choices for future expansion, optimize their marketing tactics, and obtain analytical knowledge about client behavior.

The increasing number of smartphones has led to greater internet accessibility. Also, it has also drastically altered Moroccan customer purchasing patterns. Customers are increasingly doing product research, comparing prices, and making purchases online because they always have their smartphones with them. Businesses now must concentrate on mobile as a result of this change. Mobile-friendly websites and marketing tactics are essential, and bots and mobile apps should be used to access customer support channels. For Moroccan SMEs, this mobile revolution offers an abundance of prospects. E-commerce sites like Jumia Go are designed with mobile customers in mind. They help in providing a comfortable and recognizable shopping experience. Furthermore, SMEs can manage their online businesses and interact with customers while on the move using mobile-friendly solutions like Jumia Seller Center. Those which helps them stay competitive in this constantly shifting market.

1.3. Effective Digital Marketing Strategies for Moroccan SMEs

Moroccan SMEs have the interesting task of developing successful marketing strategies in the continually shifting digital world. The primary three components of successful digital marketing that are examined in this section are e-commerce platforms, content marketing, and social media. Moroccan SMEs have an unparalleled opportunity to contact target consumers and develop brand awareness. That is with media like Facebook, Instagram, and TikTok (Bentahar et al., 2021). Facebook is the best platform for targeting a wide range of demographics. It is because of its large user base and capabilities for specific advertising. Younger generations connect with Instagram's graphical focus. Also, which also enables creative goods presentations (El Ouardi & El-Moujahid, 2023). The short clips on TikTok have become incredibly popular, giving SMEs a platform to publish interesting content and engage with a new audience.

Social media is a powerful tool for building brands and engaging customers. One example of this is the Argan oil producer. That is who used Instagram to connect with consumers who care about the environment. Which is by showcasing their production process and highlighting efforts to promote sustainability (Bentahar et al., 2021). By doing targeted ad campaigns, content creation, and follower interaction, Moroccan SMEs may use social media to create dedicated communities and increase sales. In order to draw in and educate potential clients, it is essential to provide high-quality, educational information in both Arabic and English (El Ouardi & El-Moujahid, 2023). A powerful approach in Moroccan culture, storytelling may be used to engage people and foster brand trust (Bentahar et al., 2021). Content translation, or adjusting it to local quirks and quotations, guarantees cultural relevance and appeals to Moroccan audiences. For material to be visible, search engine optimization, or SEO, is important. SMBs could enhance their chances of showing up in search engine results. Also, it helps in drawing organic traffic by optimizing their titles. Also, the meta descriptions, and keywords in their content. Jumia has completely changed Moroccan e-commerce by giving SMEs access to a strong logistics infrastructure. Moreover, it provides a huge online marketplace (Othman et al., 2023). SMEs may overcome limitation of geography and reach a nationwide audience by selling their products on Jumia. Jumia's

effective delivery network makes sure that goods get to clients all over the nation. Also, its services like Jumia Pay make safe online transactions possible. Jumia's marketing and advertising efforts also increase platform traffic, which helps all sellers, SMEs included by raising brand awareness and product visibility (Badr Bouslikhane,2022).

1.4. Government Initiatives and Support Programs

Moroccan SMEs have to handle the digital landscape with both opportunities and problems. Through legislation, infrastructure, and support programs, the government has begun an integrated strategy aimed at reducing the gap and promoting widespread adoption of digital technology. Government rules and policies are very important in determining how the online environment for SMEs is shaped. Building blocks for widespread access to the internet and the development of digital skills are plans such as the "Maroc Numeric 2025" strategy. It is which emphasizes building infrastructure, rural connectivity, and digital literacy training (Ministère de l'Aménagement du Territoire National, de l'Urbanisme, de l'Habitat et de la Politique de la Ville, 2023). SMEs are further encouraged to use digital solutions through tax advantages and simplified e-commerce regulations (Bentahar et al., 2021). To guarantee a safe and reliable digital environment for every individual involved, data privacy and cybersecurity laws need to be addressed. SMEs can access essential resources, training, and mentorship for successfully navigating the digital landscape. That is through government-funded programs like ANRT's "Boost" as well as private incubators like CIH Foundation's "Injaz" (El Ouardi & El-Moujahid, 2023). Through networking opportunities, marketing knowledge, and access to technology that these initiatives provide, Moroccan SMEs may speed up their digital transformation and promote innovation. Success stories like the Argan oil maker, who used incubator support to create an effective e-commerce strategy and attract a larger audience, demonstrate the efficacy of these programs. A testament to the ability of digital platforms to help SMEs is Jumia's ascent to become the uncontested leader in Moroccan e-commerce. Moroccan businesses can access a vast nationwide

customer base with its safe payment solutions, robust logistics network, and extensive marketplace (Othman et al., 2023). Jumia's commitment to helping SMEs is what makes it successful. Also, it provides resources like Jumia Seller Center and customized marketing plans that are tailored to their particular requirements. Jumia is more than simply a marketplace for a large number of Moroccan SMEs these days. It's a growth engine and proof of the revolutionary power of digital platforms to promote diversity and economic development (Badr Bouslikhane,2022).

1.5. Digital Marketing (4Ps)

The term "4Ps of marketing" usually refers to the foundations of traditional marketing. It has been widened to include fresh components specifically designed for the digital sphere in the setting of digital marketing. To make use of digital technologies and online platforms, the traditional 4Ps of digital marketing have been updated. The following is an explanation of the four pillars of digital marketing.

1.5.1. Product (Digital Product)

The "Product" factor in digital marketing refers to the range of digital offers. Also, the goods that businesses create and promote online are included. To meet all of the needs and preferences of modern consumers, these digital goods are available in an array of formats. Software can be used to build digital goods that enhance consumers' daily lives and provide helpful services, such as productivity tools, consoles for gaming, and mobile apps (Lee & Koo, 2022). For example, mobile banking apps have completely changed the way consumers manage their finances. That is by offering simple, secure ways to monitor accounts and make transactions (Molla & Licker, 2020). Another significant type of digital goods are digital downloads, which include things like software licenses, music, movies, and e-books. Since they enable users to quickly access an extensive set of books and read them on a number of devices, e-books in particular have become more and more popular (Chang & Ku, 2021).

E-learning platforms are important digital products since they provide online courses and educational resources in a variety of topic areas. Hence, with this ease

and accessibility these applications provide, students can learn new subjects anytime and wherever they choose (Debnath & Karmakar, 2021). Furthermore, the software industry has seen a radical transformation due to the Software-as-a-Service (SaaS) model. Hence, which offers digital goods through subscription-based services. SaaS technology, such as cloud-based project management systems, can help businesses communicate more effectively and streamline workflows (Gupta & Sharma, 2021). In the continually evolving field of digital marketing, companies continually strive to expand. That enhances their digital products by leveraging data insights and client feedback. A customer-focused strategy is necessary to produce goods that satisfy the preferences and demands of customers (Kotler et al., 2021).

The worldwide reach of digital products eliminates geographical limitations. It also enables businesses to grow their customer base internationally. Businesses are provided new growth alternates because of nature's ability to scale and spread without disruption (Smith & Chaffey, 2020). To efficiently promote digital products, businesses employ a variety of digital marketing platforms. Those are such influencer partnerships, email marketing, social media marketing, and SEO. These media help to promote and raise awareness of digital goods among the target audience (Ryan & Jones, 2022). As a result, a variety of digital services, such as software applications, digital downloads, online training courses, and SaaS products, belong in the "Product" section of digital marketing. Businesses need to adopt a customer-first approach in order to create, advertise, and improve their digital products. That is in the ever-changing and dynamic digital world.

1.5.2. Price (Digital Pricing)

The pricing strategy for digital goods and services that online retailers provide their clients is largely determined by the "Price" component of digital marketing. Due to the unique characteristics of the digital environment, digital goods usually need different price structures than physical goods. Under the based-on subscriptions pricing model, which is popular in digital marketing. The users pay an ongoing fee on a regular basis, usually monthly or annually, to access the digital good or service (Kotler et al.,

2021). For example, users of Netflix and Spotify can access their enormous movie, TV show, and music libraries without limits. These services are subscription-based streaming services.

Another popular pricing technique in digital marketing is the "freemium model". It is which offers basic goods or services at no cost while charging more for premium or advanced features (Chaffey & Smith, 2019). By using this pricing strategy, businesses may earn more features for users who upgrade to the premium version while still reaching a larger audience with their free service. Similar to regular transactions, one-time payments involve a consumer paying a certain amount just once to gain lifetime access to or use of the product (Gupta & Sharma, 2021). Online stores that offer software for download, such as Google Play Store and Apple App Store, commonly employ this pricing strategy. When buying digital products with timed usage or consumption, customers are charged based on their actual use (Lee & Koo, 2022). For example, cloud computing services charge businesses for the resources they use. Those are like processing power, storage, and data transfer, using this pricing model.

According to Kaplan and Haenlein (2010), dynamic pricing is a data-driven method of digital pricing that enables current time price adjustments based on a range of factors. Including shifts in demand, customer behavior, market circumstances, and even the time of day. E-commerce platforms commonly employ dynamic pricing algorithms to target customers with customized prices and boost sales. In addition, digital marketing makes it easier for businesses to try out with different pricing strategies. Using split testing and data analytics, businesses can assess the effectiveness of different pricing models. Also, they make data-informed decisions to maximize revenue (Ryan & Jones, 2022). Digital marketing's "Price" element is dynamic. It is requiring constant evaluation and adjustment to meet customer demands. Also, it is working within market limitations. Additionally, businesses can target certain client categories with tailored pricing and promotions based on their behavior, previous purchases, or degree of loyalty through digital marketing (Molla & Licker, 2020). Consequently, a range of price models and techniques created especially for digital goods and services are included in the "Price" component of digital marketing. Companies employ a range of strategies. Those

include one-time payments, usage-based pricing, subscription-based pricing, and freemium pricing. The dynamic nature of digital marketing allows for dynamic pricing, and informed pricing decisions. Those that are supported by data analytics, testing, and experimentation (Molla & Licker, 2020).

1.5.3. Place (Digital Presence and Distribution)

Choosing the online distribution and promotion channels and platforms that businesses use to get their digital products in front of their target audience, the "Place" component of digital marketing is important. Managing your online presence carefully is a must. That is in today's digital world if you want to engage your target audience at all relevant points. Websites serve as the center of a business's online presence, giving customers access to information about the enterprise, its products, and services while simplifying transactions (Ryan & Jones, 2022). The user experience on websites must be efficient in order to attract and retain visitors. Mobile applications are now essential to digital distribution. That is because they allow customers to engage with businesses in a personalized and easy manner on their smartphones and tablets (Bilgihan et al., 2021). With the growing number of mobile users, businesses are realizing the importance of mobile apps in promoting customer contact.

Social media platforms have completely changed the way businesses interact with their customers. They are fostering deeper relationships and encouraging brand loyalty (Godey et al., 2021). Businesses may use social media marketing to produce content. Also, they run targeted advertisements, and quickly react to client inquiries. All of which can help them increase their digital presence and reach. Businesses have more chances to offer and sell their digital goods to a larger customer base through online marketplaces (Ismagilova et al., 2019). Digital marketplaces which facilitate transactions between businesses and prospective consumers include Etsy, Google Play Store, Amazon, and others. Email marketing has remained a powerful tool for developing leads, retaining customers, and advertising digital goods (Acar, 2020). Using custom email campaigns, businesses can interact directly with their audience by sending content that is tailored to the preferences of each recipient. Search engine optimization (SEO) is essential for

optimizing online exposure as companies compete for better positions on search engine results pages (SERPs). That is to attract potential customers looking for applicable products or services (Eryilmaz, 2019). An effective search engine optimization strategy increases a business's chances of being discovered by the target audience.

Influencer marketing has become a helpful digital distribution strategy as businesses collaborate with notable individuals on social media platforms to support and advertise their digital products (Gómez et al., 2020). By means of these partnerships, companies can access specific markets and enhance the credibility of their trademarks. Businesses must prioritize responsive to mobile devices design in order to ensure their digital products are available and usable across a range of devices, including computers, tablets, and smartphones (En, 2020). An optimized and uniform user experience across platforms increases customer engagement and happiness. Because of this, a strategy plan to improve online exposure and distribution is included in the "Place" component of digital marketing. Influencer partnerships, websites, mobile applications, social media platforms, online marketplaces, email marketing, and search engine optimization. Those are some of the strategies used by organizations to connect with and interact with their target audience. Companies in the constantly developing digital landscape must both have an effective online presence and a carefully planned distribution strategy to establish and hold their position as industry leaders (Gómez et al., 2020).

1.5.4. Promotion (Digital Promotion and Communication)

The multiple elements, such as the "Promotion" component of digital marketing includes a range of approaches and strategies. Those are designed to boost awareness, interact with consumers, and stimulate online transactions. Digital marketing utilizes the opportunities of internet platforms to reach the target audience and establish a strong online presence. Search engine optimization, or SEO, is a fundamental digital marketing tactic. That is used to improve a website's exposure on search engine results pages (SERPs) (Chaffey & Smith, 2019). Businesses that optimize their website content for appropriate keywords and user experience may improve their organic search ranks and attract more targeted traffic. Social media marketing is the process of using various social

media platforms to communicate directly with the target audience. Those include the exchange content, run targeted advertisements, and establish links (Godey et al., 2021). Social media provide businesses with a unique opportunity to build brand identification and foster customer loyalty. Those spread their message through user interactions and social sharing.

Email marketing remains a powerful strategy for nurturing leads. Also, they help in retaining consumers, and promoting products or services directly to the target demographic's box (Ryan & Jones, 2022). Personalized email messages increase engagement and boost conversion rates by taking into account the preferences and behavior of the sender. Content marketing is used to establish firms as industry authority. Those draw in and engage the target audience, and build trust (Bilgihan et al., 2021). To reach a wider audience, content can be released in a number of digital formats across several platforms. Those include activities such as blog posts, infographics, videos, and eBooks. According to Gómez et al. (2020), influencer marketing is a powerful digital marketing strategy where businesses collaborate with social media influencers to market their products or services. By using the influencer's status and authority, businesses may reach a more targeted audience and build brand trust.

According to Ismagilova et al. (2019), online advertising includes a range of paid digital advertising forms. Those are in display ads, social media ads, and pay-per-click (PPC) ads. Strategically positioned on websites, search engines, and social media platforms, these advertising aim to enhance visibility and drive traffic to the digital assets of companies. Furthermore, affiliate marketing is a commonly employed technique by businesses. Hence, those partners or affiliates promote their products or services in return for a commission (Eryilmaz, 2019). By means of a network of partners, this kind of digital promotion aids businesses in expanding their market penetration. The "Promotion" aspect of digital marketing requires a coordinated and integrated approach to achieve broad marketing goals (Acar, 2020). By using data analytics and tracking tools, businesses can evaluate the effectiveness of each promotional plan. Those make improvements to their strategies, and spend money more wisely. As a result, the "Promotion" aspect of digital marketing refers to a broad range of strategies and methods that are employed to increase

online visibility, engage customers, and promote conversions. SEO, social media marketing, email marketing, content marketing, influencer marketing, online advertising, and affiliate marketing are a few strategies businesses employ to build up a strong online presence and interact with their target audience (Acar, 2020).

CHAPTER 2 : Digital Marketing's Impact on Small Business Growth

This chapter offers a review of the relevant research, which is taken from significant papers, journals, and books, to give consumers a greater grasp of this topic.

2.1. Overview of Digital Marketing

In this section, the impact of digital marketing on the growth of small businesses were studied.

2.1.1. Current Landscape

The current state of digital marketing in Morocco is defined by a dynamic and changing ecosystem. That is fueled by the growing digitization of enterprises, shifting consumer behaviors, and technological improvements. Businesses now need to put in place digital marketing strategies. Hence, this has an effect on both large and small and medium-sized businesses (SMEs). This is a thorough analysis of the main tools, platforms, and trends that are used by businesses, especially SMEs. In Moroccan digital marketing, social media platforms are still quite important. Businesses frequently utilize social media platforms like Facebook, Instagram, and Twitter to communicate with their target audience, increase brand awareness, and connect with them. Also, Moroccan businesses are using platforms like YouTube and TikTok more frequently, which is driving up the consumption of video content. SMEs are finding that video marketing works effectively for displaying their goods and services and appealing to the visually-oriented preferences of their target market.

Moreover, businesses are implementing a mobile-first strategy in their digital marketing plans. It is since more than half of Moroccans access the internet through mobile devices. Mobile advertising efforts, applications, and websites are becoming more and more popular. Additionally, Morocco's e-commerce industry is expanding remarkably. SMEs are changing the way they do business by using platforms like Jumia. That is among others, which offer an online outlet for their goods. This increasing trend is facilitated by the ease of online buying and the proliferation of digital payment solutions. Likewise, influencer marketing has emerged as a popular tactic used by

companies hoping to take advantage of the popularity and reach of social media influencers. SMEs are able to access niche markets and establish genuine relationships with their audience through partnerships with local influencers.

Jumia as a Hub for E-Commerce is a noteworthy platform that helps Moroccan SMEs create an online presence. SMEs are equipped with the tools they need to market and sell their products. It is because its easy-to-use interface, nationwide reach, and robust logistics infrastructure. Also, with its wide audience and options for targeted advertising, Facebook continues to be the key platform for Moroccan businesses. Businesses use Instagram's visual appeal to promote their brands, whereas Twitter is used for in-the-moment interaction. There are also companies which are using Google tools more and more, such Google Analytics to track website performance and Google Ads for online advertising. In order to increase their presence on Google search, firms have to use search engine optimization (SEO) strategies. E-commerce Integrations are to improve their capacity for online sales. SMEs have integrated a range of e-commerce tools and platforms. Payment gateways, inventory control systems, and customer relationship management (CRM) technologies are a few instances this. Email marketing platforms is another important tool. It is a marketing which is still a very effective way to follow up with prospects and keep in touch with customers. Businesses of all sizes frequently use platforms such as Mailchimp, Sendinblue, and others.

Challenges and Opportunities are also included in the opportunities of SMEs. Morocco's digital marketing landscape provides SMEs with an enormous amount of potential, but it is not without difficulties. Navigating the competitive internet market, maintaining data privacy compliance, and quickly shifting customer preferences are among the challenges. The potential for SMEs, however, lies in their capacity to expand their brand's visibility, connect with a larger audience, and use digital technologies to execute effective marketing and sales plans. Hence, the present state of digital marketing in Morocco signifies a shift towards a business climate that is increasingly focused on digital technologies. That is with small and medium-sized enterprises realizing they must use digital tactics to prosper in the contemporary market. By utilizing platforms,

technologies, and emerging trends strategically, firms may leverage the potential of digital marketing to achieve long-term growth.

2.1.2. Adoption Rates

Explore the extent to which small businesses in Morocco have embraced digital marketing practices. Discuss any challenges or barriers to adoption that they may face.

2.1.3. Dimensions of Digital Marketing

Digital marketing means a broad range of strategies and tools that businesses can employ to promote their products and communicate with their target audience online. These variables are interrelated and constantly changing to accommodate new technological advancements and evolving customer tastes. In this section, we will delve into the various aspects of digital marketing and analyze their significance and impact on businesses (Rebecca Strehlow,2022).

Search engine optimization (SEO) is an essential part of digital marketing since it raises a website's exposure and rating on search engine results pages (SERPs). It comprises a variety of techniques aimed at enhancing a website's structure, content, and relevancy to specific search terms. The primary objective of SEO is to increase organic traffic to a website by improving position in search engine results. SEO is a rapidly evolving industry because search engine algorithms, especially those of major search engines like Google, Bing, and Yahoo, are constantly changing. These algorithms evaluate a website's worth and usefulness, which affects where it appears in search engine results pages. Digital marketers and website owners need to stay up to date on the latest SEO advances and best practices in order to sustain or improve their online visibility (Chaffey & Smith, 2019).

Among the crucial elements of the SEO process are technical SEO, off-page SEO, on-page SEO, and keyword research. Keyword research, which determines the most relevant and often used terms and phrases linked to a business's products or services, is the foundation of search engine optimization (SEO). Companies can deliberately incorporate these keywords into the text, meta tags, and headings of their websites to tell

search engines that they are relevant for specific search queries. Making each individual web page more relevant and search engine friendly is the aim of on-page SEO. This means improving meta tags, title tags, headings, and content in order to align with desired keywords and provide users with helpful content. Since search engines favor websites that offer users relevant and helpful content, it is imperative to have high-quality and engaging content. Off-page optimization, which raises a website's reputation and reliability, includes building high-quality backlinks from reliable domains. As a vote of confidence from other websites, backlinks tell search engines that a website is trustworthy and credible. However, as low-quality or fraud links can negatively impact SEO, gaining backlinks from trustworthy and relevant sites is crucial (Chaffey & Smith, 2019).

Because of this, SEO is a crucial part of digital marketing, which helps businesses become more visible online, attract organic traffic, and gain an advantage over competitors in the online space. By using effective SEO techniques, businesses may raise brand awareness, enhance website ranking on search engine results pages, and ultimately drive significant traffic and conversions. As search engines and user behavior evolve, businesses looking to flourish in the digital space need to stay abreast of the latest SEO trends and implement best practices (Chaffey & Smith, 2019).

Another important aspect is Content Marketing. information marketing depends on the production and dissemination of worthwhile, timely, and well-researched information in order to capture and hold the interest of a target audience. Customers' intentions are greatly impacted by this tactic, which also affects their opinions, attitudes, and purchase decisions. To begin with, content marketing is crucial for raising brand awareness and recognition. By producing insightful and helpful content that appeals to consumers' needs and interests, businesses may establish themselves as thought leaders and trustworthy sources of information. Because the brand regularly distributes valuable material, consumers are more likely to consider and like it when making purchasing decisions (Li et al., 2019). Second, content marketing enables businesses to develop strong emotional connections with their clientele. Content that aligns with their goals and values fosters a sense of connection and brand loyalty. Customers are more inclined to favor a brand over competitors when they have strong emotional links to it, even if it

means paying a greater price (Kwok & Yu, 2013). Furthermore, customers' decision-making is greatly influenced by content marketing. Reviews, comparisons, and product recommendations are a few instances of useful information that assists customers in making wise choices. By providing the necessary knowledge and fixing any potential problems, content marketing lowers uncertainty and increases consumer confidence in their purchasing decisions (Kotler et al., 2021). Moreover, client trust is significantly impacted by content marketing. Companies that consistently generate insightful content and demonstrate expertise are seen by customers as respectable and trustworthy sources. This enhanced trust leads to higher levels of consumer intention to engage with the brand and purchase its products or services (Godey et al., 2021). Furthermore, content marketing plays a role in creating a positive post-purchase experience. Content that gives guidance, provides customer support, and demonstrates how to utilize products increases customer satisfaction and decreases buyer remorse. A satisfied customer is more likely to make another purchase from a business and refer others to it (Mangold & Faulds, 2009).

The highly successful social media marketing element of digital marketing has a big influence on consumer intention. Businesses can use Facebook, Twitter, Instagram, LinkedIn, TikTok, and other social media platforms to connect and engage with a large target audience (Gómez et al., 2020). The immense popularity of these platforms provides businesses with an unparalleled opportunity to engage with millions of consumers and cultivate a passionate following, hence augmenting brand recognition and cultivating client relationships. One of social media marketing's main advantages is its ability to facilitate real-time, two-way connection between companies and their clients. Unlike traditional marketing methods, social media platforms enable businesses to engage customers in meaningful interactions and address their inquiries and concerns. Because they feel acknowledged and appreciated, customers are more likely to interact with the business and are more likely to feel trusted (Garcia & Sweeney, 2021).

Additionally, social media marketing offers helpful insights into the behavior and preferences of customers by utilizing the analytics tools provided by the platforms. By evaluating post performance, user interaction, and campaign success, businesses may refine their content, messaging, and social media strategy to better connect with their

audience (Li et al., 2019). Businesses may tailor their marketing campaigns to the needs and tastes of their customers by utilizing this data-driven approach, which positively influences consumer intention. Awareness and visibility of the brand are important objectives of social media marketing. By creating engaging, shareable content, businesses may increase their audience through viral sharing and brand recognition. Businesses may naturally expand the reach of their brand by producing content that sparks conversations and connects with their target audience. This is because social media platform algorithms reward relevant and engaging content (Mangold & Faulds, 2009). This enhanced brand exposure may lead to a higher level of brand recall and consideration, which could positively impact customer intention during the process of making choices.

Email marketing is a powerful part of digital marketing that has a big impact on customer intention. Companies can use tailored and targeted email campaigns to build direct and personal contact with their target audience (Smith & Zook, 2011). Using this customized approach, organizations can target their messaging to specific audience segments based on customer demographics, preferences, and behavior. As a result, content that appeals to the interests and requirements of the recipient will encourage interaction and increase conversion rates (Eryilmaz, 2019). Additionally, email marketing gives businesses insightful data and information about customer behavior. By examining email open rates, click-through rates, and conversion rates, businesses may evaluate the effectiveness of their email campaigns and make data-driven decisions to enhance their marketing strategy (Kwok & Yu, 2013). Companies can use this data to continuously improve email targeting and content in order to better serve customers by understanding customer preferences.

Additionally, the success of email marketing campaigns depends on maintaining a current and well-organized email list. Regularly removing inactive or disengaged subscribers can improve email deliverability and prevent emails from being tagged as spam (Kotler et al., 2021). Furthermore, enticing clients to sign up with incentives like discounts or freebies aids in growing the email list and attracting more attentive and enthusiastic members. As a result, email marketing is an effective part of digital marketing that significantly influences buyer intention. By offering individualized and

helpful information, businesses may foster engagement, foster trust, and boost conversions. Thanks to the data and insights gained from email marketing, businesses are even more equipped to hone their strategies and adapt their messaging to better meet the demands of their customers. Because of its affordability, effectiveness, and ability to communicate directly with the target audience, email marketing is still a crucial tool for businesses trying to connect with consumers and accomplish their marketing objectives (Kotler et al., 2021).

Advertising has a significant impact on consumer intention when it comes to Pay-Per-Click (PPC) advertising. Since it influences consumers' opinions, behaviors, and decision-making processes. This part of digital marketing is essential for influencing consumer intents since it creates awareness, builds trust, and helps customers make purchases. Because PPC advertising allows businesses to prominently display their advertisements on search engine results pages (SERPs) and other online platforms, it raises brand awareness. The increasing prominence of commercials has a direct impact on consumer brand awareness (Garcia & Sweeney, 2021). When consumers encounter a brand's commercials frequently when searching for relevant products or services, they get more familiar with it, which raises brand awareness and recall. Because of this increased brand awareness, consumers are more likely to think about and choose well-known brands when making a purchase (Kwok & Yu, 2013).

With PPC advertising, businesses may target certain demographics and keywords to make sure the right people see their ads (Kim & Ahmad, 2020). Businesses that target consumers who are actively searching for certain products or services increase their chances of gaining highly motivated and engaged clients. Because they demonstrate that the business understands the needs and preferences of the target market, good advertisements improve consumers' perception of the brand (Aadil et al., 2020). The goal of PPC ads is usually to entice and convince viewers. Advertisers craft compelling ad content that emphasizes the unique selling propositions (USPs) of their products or services in an effort to persuade consumers to take an action, like clicking the advertisement or visiting the website (Smith & Taylor, 2020). Companies can persuade

consumers to buy their products by strategically placing eye-catching call-to-action (CTA) buttons.

Businesses can gain a competitive advantage in the internet market by using PPC marketing. Smaller businesses can compete on an equal basis with larger firms by using concentrated PPC advertisements. If companies intentionally bid on specific terms or target specific demographics, they can reach their preferred clientele without having to outspend competitors (Godey et al., 2021). Companies are able to attract and retain customers thanks to this competitive edge, which raises consumer interest in their offerings. Companies need to balance their PPC adverts to prevent any unfavorable effects on client intention. Too forceful or intrusive of an advertisement can lead to ad fatigue and negative consumer views. Customers who intentionally ignore or become banner blind may do so if they believe that adverts are intrusive or irrelevant (White & Turner, 2021). Therefore, companies need to ensure that their PPC advertising represents consumer preferences, offers relevant and valuable content, and maintains an excellent user experience. Because it increases brand awareness, targets the proper audiences, influences the possibility that a customer will make a purchase, provides real-time data insights, and gives businesses a competitive edge, Pay-Per-Click (PPC) advertising subsequently has a significant impact on consumer intention. By utilizing the power of PPC advertising, businesses can interact with customers, sway their thoughts, and encourage them to make wise purchases. To maximize the impact of PPC on consumer intention, firms must adopt a consumer-centric strategy, providing tailored and pertinent information that aligns with the preferences and requirements of their customers (Garcia & Sweeney, 2021).

Influencer marketing has grown to be a powerful online marketing tool that significantly influences consumer intention. Brands may build enduring relationships with their target audience, raise brand awareness, and influence customer decisions by leveraging influencers' persuasive authority. Influencer marketing is crucial for shaping consumer attitudes and behavior since it has a profound impact on consumer intention. (Adil et al. 2020) claim that because influencers are viewed as relevant and real persons, they frequently enjoy a position of trust among their followers. Influencer endorsements

enhance a brand's credibility and dependability by endorsing its products or services. Customers are more likely to believe recommendations from influencers they admire and follow, which has a favorable effect on consumer intention. Influencer endorsements can have a greater impact on consumers' intent to evaluate and purchase marketed products when the influencer's character aligns with the brand's values (Adil et al. 2020).

Influencer marketing allows brands to reach the vast audiences of influencers (Godey et al., 2021). By collaborating with influencers that have a substantial following, brands can expose their products to a larger audience, including individuals who may not have known about the firm previously. Consumer intention is positively impacted by increased brand recognition through influencer content since it draws consumers' attention and piques their interest in the brand's offerings. Influencers engage in direct communication with their followers, encouraging a feeling of engagement and community. Influencers that post sponsored content that encourages viewer participation like product reviews, unboxing videos, or interactive challenges which increases consumer interest (Garcia & Sweeney, 2021). Engaged customers are more likely to be invested in the brand and its offerings, which raises the likelihood that they will follow through on their purpose. Influencer marketing often involves the creation of user-generated content (UGC) that shows real-world interactions with a brand's products or services (Ismagilova et al., 2019). This user-generated content (UGC) provides first-hand accounts and social evidence, which strengthens the company's legitimacy. Influencers increase the possibility that customers would think about and purchase the suggested products by providing them with access to other consumers' thoughts and experiences (Ismagilova et al., 2019).

Mobile marketing, which has emerged as a major player in the field of digital marketing, has had a significant impact on consumer intention. Due to the widespread use of smartphones and the continually increasing amount of time spent on them, businesses are connecting with their target audience on the devices that they prefer by using mobile marketing tactics. In the digital age, mobile marketing greatly affects consumer intention by influencing their views, preferences, and purchase decisions (Molla & Licker, 2020). Mobile marketing allows businesses to deliver customers personalized and contextualized

material based on their location, activities, and preferences. By leveraging mobile device data, such as geolocation and browsing history, marketers can create messages that are both highly targeted and relevant, ultimately building a connection with consumers. This customized approach boosts consumer involvement and positively influences the possibility that they will research and examine the brand's products. The goal of mobile marketing is to provide a smooth and user-friendly experience for consumers using mobile devices (Molla & Licker, 2020). Customers may easily navigate and interact with the business on their smartphones or tablets because of mobile-responsive websites, mobile apps, and optimized content. A user's intent to explore and purchase is influenced by a positive brand perception that results from a simple and convenient user experience, which also encourages customers to interact with the business further.

Digital marketing facilitates quick and easy connection between businesses and their clients (Li et al., 2019). Brands can use push notifications, SMS marketing, and in-app messaging to deliver customers' mobile devices time-sensitive offers, promotions, and updates. This closeness creates a sense of urgency and relevance that shapes consumers' intents to act quickly, like buying something or signing up for a brief campaign. Furthermore, because mobile marketing promotes continuous, interactive consumer interaction, it raises customer engagement (Molla & Licker, 2020). Social media sites, mobile-friendly content, and smartphone apps allow businesses to stay in touch with their audience. Brand loyalty is fostered by regular interactions, such as responding to inquiries from clients or making customized recommendations. Customers that are actively involved are more likely to carry out their plans, which increases brand advocacy and promotes repeat business. For example, mobile marketing has increased the popularity of in-app purchases and mobile wallets (Li et al., 2019). Customers are drawn to using their mobile devices for transactions because of the security and convenience of mobile payments. Companies who make their checkout processes more user-friendly for mobile customers provide a seamless shopping experience for their customers, increasing the chance that they will complete their purchases.

Augmented reality (AR) and virtual reality (VR) are also integrated into mobile marketing since they have acknowledged the use of these technologies to enhance the

consumer experience (Chu et al., 2012). Using AR and VR applications, customers may explore products in real-world environments or take part in virtual simulations. This immersive experience improves consumers' interactions with products and services, which heightens their curiosity and encourages them to consider making a purchase. Digital marketing uses geotargeting and location-based marketing to provide hyper-localized content and ads (Bilgihan et al., 2021). By figuring out a customer's physical location, businesses can provide recommendations or offers that are tailored to that customer's location. The relevancy of the messaging is increased with geotargeted advertising, which positively influences customers' intents to take advantage of localized incentives. Mobile marketing has a big influence on consumer intention because it provides a seamless user experience, enhances customer engagement, allows for real-time communication, integrates AR and VR technologies, makes use of geotargeting and location-based marketing, and offers personalized and contextualized engagement. As customers rely more and more on their mobile devices for online interactions and transactions, businesses who make the most of their mobile marketing strategies have a unique opportunity to shape customer intention and generate meaningful and valuable consumer actions (Bilgihan et al., 2021).

Customer intention is significantly impacted by the effective digital marketing elements of personalization and data analytics. Large amounts of data are now obtained by businesses from numerous online channels and customer interactions. By applying data analytics, they can obtain insightful understanding of customer behavior, preferences, and interactions, allowing them to create customized and targeted marketing campaigns that influence consumer intention in a number of ways. Understanding customer preferences is also important since it allows businesses to analyze the behavior and preferences of their customers across digital platforms (Ramanathan et al., 2017). By tracking website traffic, social media activity, and email campaign engagements, businesses can identify patterns and trends. By knowing more about the products or content that consumers interact with most, marketers may tailor their offerings to suit specific interests and encourage them to explore further (Ramanathan et al., 2017).

Personalization lies at the core of digital marketing, and delivering customized experiences to customers requires data analytics. By looking at past interactions and purchase histories, businesses can provide relevant information and product recommendations to certain clients (Li et al., 2019). Personalized recommendations boost the relevance and appeal of marketing campaigns and have a significant impact on customers' propensity to consider and purchase goods or services. Businesses can use data analytics to segment their audience according to specifics like online behavior, interests, and demographics. Due to behavioral targeting, businesses can provide relevant consumer segments with customized promotions and ads (Ryan & Jones, 2019). When a message is relevant to a customer's interests, they are more likely to respond favorably, which increases the possibility that the customer will interact with the business.

Furthermore, by using data analytics to improve user experience, businesses may pinpoint pain points in the user experience and apply data-driven improvements (Kaplan & Haenlein, 2010). Companies can look at user feedback and website navigation patterns to make their apps and websites more intuitive and user-friendly. Customer satisfaction and the possibility that they would use a website or app again are both increased by a positive user experience. Thanks to data analytics, businesses can utilize predictive analytics to anticipate customer behavior and preferences (Kotler et al., 2021). By analyzing historical data, businesses may forecast future patterns and customer demands. Predictive analytics assists in developing marketing strategies that appeal to consumers and promote brand engagement based on their anticipated preferences. Relevant material delivery states that companies have an obligation to provide clients with relevant and timely material (Gupta & Sharma, 2022). Businesses can use consumer behavior to determine the optimal times to offer deals and information. When information is sent to customers at the appropriate time, it improves engagement and influences their propensity to learn more and act. Organizations can gain the trust and loyalty of their customers by implementing personalization based on data analytics (Eryilmaz, 2019). When businesses demonstrate that they understand the preferences and needs of their clients, clients feel valued. Establishing trust has a positive impact on customers intends to continue with a brand since it encourages loyalty and repeat business.

Customer intention is significantly impacted by the creative and alluring features of digital marketing, such augmented reality (AR) and virtual reality (VR). These developments in technology provide customers immersive and captivating experiences that stimulate their curiosity and promote purchase intent. As AR and VR technologies become more widely available, businesses are leveraging them to enhance their digital marketing strategies and establish meaningful interactions with their target audience. Improved Product Visualization: With AR and VR technologies, customers can view products in real-world settings or virtually (Chu et al., 2012). For example, customers can utilize augmented reality (AR) to visually try on clothing or visualize furniture in their homes. This immersive experience increases consumer intention through a greater understanding of how the product fits into their lives, a reduction in ambiguity, and a rise in buy confidence (Chu et al., 2012).

Consumers are drawn in by interactive and captivating content experiences that virtual reality and augmented reality marketing offer (Kim & Ahmad, 2020). Consumers can participate in gamified experiences, digital interactivity, and active product and service exploration. Users' intentions to learn more are positively impacted by the interactive elements of AR and VR content, which increase excitement and engagement. Emotional connection and brand storytelling aid in the creation of captivating narratives and immersive storytelling experiences for brands in AR and VR marketing (Cheung & Thadani, 2012). Brands have the power to transport consumers to virtual worlds or overlay digital content on physical spaces, creating enduring emotional connections. Emotional involvement has a favorable effect on consumers' desire to build a relationship with the company and raises brand affinity (Cheung & Thadani, 2012).

Using personalized experiences in AR and VR technologies, businesses can tailor experiences to clients' wants and interests (Lee & Koo, 2022). For example, virtual showrooms can dynamically display products according to the interests of users or past interactions. Personalization increases customer satisfaction and the desire to learn more about tailored solutions. Improved customer education in AR and VR marketing offers a dynamic platform for teaching consumers about complex products or services (Chang & Ku, 2021). Businesses can utilize these technologies to show product descriptions, step-

by-step instruction, or demos. As consumers gain a better understanding of the products, their intention to consider and purchase them with confidence increases. Because AR and VR marketing is new and unique, customers recall creating memorable experiences (Gupta & Sharma, 2022). Brands that include AR and VR into their marketing campaigns tend to stand out in the competitive digital marketplace. Developing memorable experiences increases brand remember and increases consumers' intent to return to the brand (Gupta & Sharma, 2022).

Virtual reality (VR) and augmented reality (AR) marketing are transforming the digital landscape because they offer engaging and interactive experiences that greatly influence consumer intention. Technologies like AR and VR have the power to fundamentally alter how businesses communicate with their target audience. These technologies include interactive content, emotional storytelling, better product presentation, and customized experiences. As AR and VR technologies advance and become more accessible, businesses utilizing them in their digital marketing efforts should anticipate higher customer engagement, brand loyalty, and conversion rates (Chang & Ku, 2021).

Voice search optimization has grown to be a crucial part of digital marketing in the age of voice-activated virtual assistants and smart speakers, as it significantly influences consumer intention. Customers are increasingly using voice search to find information, products, and services; thus, businesses are understanding how important it is to optimize their digital presence for voice search in order to stay competitive and successfully engage their target audience. Due to voice search's improved user experience, users can interact with digital devices in a more useful and hands-free manner (Chang & Ku, 2021). Companies that optimize for voice search give their clients a better user experience, which facilitates information retrieval and task completion. Positive user experiences encourage brand loyalty, which in turn influences consumers' propensity to choose a brand for future interactions.

Enhanced Exposure in Local Search Results Location-based voice searches, such as "near me" searches, are often included (Cheung & Thadani, 2012). By optimizing for

voice search, businesses may attract clients from the surrounding area and enhance their exposure in local searches. The enhanced local awareness has a favorable effect on consumer intent, especially for location-based businesses like restaurants, retail stores, and service providers. A crucial element of voice search optimization for improved search engine rankings is focusing on conversational and long-tail keywords that correspond with natural language queries (Chu et al., 2012). By incorporating these keywords into their content, businesses can improve their search engine rankings for voice search queries. Higher rankings increase the likelihood of being chosen as the result for voice search responses, which in turn influences customers' intentions to visit the website or take the necessary action. Creative brand differentiation in voice search optimization helps businesses to differentiate themselves from competitors by providing distinctive and user-friendly experiences (Kim & Ahmad, 2020). Companies that successfully integrate voice search into their apps and websites set themselves out as forward-thinking and customer-focused. This difference has a beneficial effect on consumer intention since individuals are more inclined to interact and prefer businesses that offer innovative solutions.

Voice search optimization opens up new opportunities for voice-activated commerce (Lee & Koo, 2022). Customers may make purchases with voice commands, which simplifies and makes the process easier. Companies that are ready for voice-activated shopping can increase conversion rates and positively influence consumers' propensity to make purchases through this channel. Voice content marketing, a part of voice search optimization, encourages businesses to offer voice-friendly information including audio snippets, podcasts, and speech-activated abilities (Gómez et al., 2020). Consumers' intent to interact with a brand on a regular basis is impacted by the authority and audience trust that brands that provide valuable voice content enjoy. Voice-activated virtual assistants that learn from user interactions are voice assistants that can answer to users directly (Gupta & Sharma, 2022). Through voice search strategy optimization, businesses may leverage personalization to tailor items and recommendations according to client preferences. Personalized responses have a beneficial effect on consumer intention because they make customers feel valued and heard by the brand. Voice Transactions and Client Attachment Customers can use voice commands to manage their

accounts, track deliveries, and place repeat orders due to voice commerce (Mangold & Faulds, 2009). Smooth voice commerce experiences encourage customer loyalty and repeat business, which positively affects consumers' intentions to continue with the brand.

Voice search insights and analytics, which also include voice search optimization, provide valuable information about the behavior and preferences of customers, claim Ramanathan et al. (2017). By analyzing voice search data, businesses can enhance their comprehension of consumer wants and modify their marketing strategy accordingly. Data-driven insights have a beneficial effect on consumer intention because they enable businesses to offer more personalized and relevant experiences. By combining voice search optimization with multilingual voice search, businesses may cater to a diverse range of linguistic customers (Kwok & Yu, 2013). Brands that optimize their content for multilingual voice search may be able to connect with more people and interact with more consumers. Multiple language support for voice search has a positive effect on customer intent. Given this, voice search optimization is an essential component of digital marketing that significantly influences consumer preferences. Because voice search optimization enhances user experience, local search visibility, search engine rankings, and voice-activated commerce, businesses who adopt it are better equipped to engage their target audience and foster long-term brand loyalty (Kwok & Yu, 2013).

Digital marketing has a major and wide-ranging impact on consumer intention, with a variety of elements impacting how businesses approach their target market. These dimensions provide businesses with a plethora of strategies to effectively interact with consumers, increase brand awareness, and influence consumer decisions (Smith & Johnson, 2018). Every element of a comprehensive and successful digital marketing plan has a role to play, from influencer marketing and voice search optimization to content marketing and search engine optimization (SEO). Search engine optimization (SEO), which attempts to improve a brand's online visibility and search engine ranks, is an essential part of digital marketing (Smith & Johnson, 2018). When customers search for relevant products or services, businesses with optimized websites are more likely to appear at the top of search results, increasing the likelihood of receiving organic traffic.

Increased exposure has a beneficial effect on customer intention since consumers tend to trust and favor firms that appear higher in search engine results (Eryilmaz, 2019).

Content marketing, which focuses on creating valuable and relevant content to captivate and educate people, is another important field (Brown & Williams, 2020). By resolving customer concerns, providing enlightening content, and building trust, content marketing cultivates a favorable impression of the business. When customers view content to be informative and helpful, they are more likely to have positive intents toward a company and its products (Kotler, Kartajaya, & Setiawan, 2021). Influencer marketing leverages the power of individuals with a substantial online following to promote a brand's products or services (Godey et al., 2021). Whether they are bloggers, social media celebrities, or experts, influencers have the ability to sway the decisions of their audience. When influencers support a company, consumers are more likely to study and examine its offerings because it creates a sense of authenticity and trust (Gómez et al., 2020). Speech search optimization has gained popularity as voice-activated virtual assistants have grown in popularity (Cheung & Thadani, 2012). Companies that optimize their content for voice search provide a more comfortable and convenient experience for customers who prefer voice commands for searches. Voice-activated searches make it easier for customers to interact with the business, which increases consumer intention (en, 2020).

Data analytics and personalization are crucial tools for comprehending customer behavior and preferences (Ramanathan et al., 2017). By examining data from various digital touchpoints, businesses may gain valuable insights into consumer preferences and tailor their marketing strategies to provide tailored experiences. Personalization has a significant impact on consumers' intention to interact with and remain loyal to a business because it creates a feeling of being acknowledged and understood (Li et al., 2019). Thus, the many elements of digital marketing collaborate to impact customer intention. Through the use of voice search optimization, data analytics, influencer marketing, content marketing, voice search optimization, and personalization, businesses can effectively interact with their target audience, foster brand loyalty, and influence consumer decisions. Businesses need to stay agile in the dynamic and ever-evolving digital environment in

order to find new development opportunities and have long-term success in the digital space (HubSpot, 2021).

Because digital marketing offers businesses a multitude of ways to engage with their target audience, build brand awareness, and boost conversions, it has a profound impact on consumer intention. Strategies for digital marketing are essential for shaping consumer behavior and achieving success in the digital sphere. These tactics include increasing website visibility through search engine optimization (SEO), creating educational content through content marketing, engaging with customers on social media, and working with influencers. By leveraging these traits and adjusting to shifting consumer behaviors, businesses may effectively impact customer intention, foster brand loyalty, and achieve their marketing objectives in the competitive digital market (Li et al., 2019).

2.2. The Role of Jumia in Digital Marketing for SMEs

Jumia plays a specific role for the SMEs and overall, how they work with them. There are numerous features and growth along with it.

2.2.1. Platform Features

Beyond its marketplace and logistics network, Jumia provides Moroccan SMEs with a comprehensive set of tools and services for digital marketing that are specifically suited to their requirements. SMEs can launch tailored campaigns using online advertising choices, such as Jumia's ad platform, to reach particular client categories based on their demographics, interests, and online behavior (El Ouardi & El-Moujahid, 2023). Campaign ROI is increased and effective budget allocation is ensured. Boosting the product is also included. SMEs can enhance their exposure and encourage product clicks and conversions by paying to "boost" their products in search results and category listings (Bentahar et al., 2021). This is a very useful option for products that need a little initial push or for new sellers. Jumia frequently organizes promotional events and flash sales, in which SMEs are welcome to take part and provide their goods at a discount in order to attract attention and attract new clients (Othman et al., 2023). Jumia frequently organizes promotional events and flash sales, in which SMEs are welcome to take part

and provide their goods at a discount in order to attract attention and attract new clients (Othman et al., 2023).

According to El Ouardi and El-Moujahid (2023), this all-inclusive platform gives SMEs instant access to insightful data and analytics about the success of their products, the behavior of their customers, and the efficacy of their campaigns. SMEs are more equipped to decide on pricing, product offerings, and marketing tactics due to this data. Additionally, simple-to-understand dashboards make important metrics like traffic, sales, and conversion rates visible, allowing SMEs to monitor their progress and pinpoint areas in need of improvement. Jumia also makes it easier for users to provide reviews and feedback, which gives SMEs insightful information about the preferences and level of satisfaction of their customers. The product lineup, customer support, and general perception of the brand can all be enhanced by using these comments (El Ouardi & El-Moujahid.2023).

One of the features that allows SMEs to interact with potential customers and address any queries or concerns they may have been the ability for customers to ask questions directly about products on the Jumia platform (Bentahar et al., 2021). This encourages openness and increases prospective clients' trust. Just another crucial element is Jumia Chat. SMEs may answer inquiries, address problems, and have direct, real-time communication with clients thanks to this integrated messaging solution. Customer loyalty and pleasure are increased by this tailored contact. Additionally, Jumia provides a range of reward plans and loyalty programs to promote client involvement and repeat business. SMEs can take part in these initiatives to draw in repeat business and create enduring connections. Moroccan SMEs may use these capabilities to their advantage to target their audience more accurately, gather insightful information, and create lasting relationships with customers—all of which will help them expand sustainably on the Jumia platform (Bentahar et al., 2021).

2.3. Digital Marketing Strategies and Small Business Growth

There are various strategies used and that in turn enhances the growth of small businesses. Further, we would be exploring these in detail.

2.3.1. Search Engine Optimization (SEO)

In the large world of e-commerce, visibility is everything. Even though Jumia's platform has a loyal consumer base, Moroccan SMEs can increase their reach and draw in new clients by implementing efficient Search Engine Optimization (SEO) strategies. It is imperative to conduct thorough research and deliberately include pertinent keywords into product titles, descriptions, and category listings. This makes sure that when customers use related phrases, products show up in search results, which increases clicks and conversions. Additionally, excellent blog entries and product descriptions in Arabic and English help search engine ranks and give customers useful information. To captivate readers and establish brand credibility, use storytelling and regional allusions. On search results pages, attention-grabbing graphics and expert product photographs increase click-through rates. Reduce the size of your image files to improve loading times—a critical ranking element. Furthermore, making sure websites are mobile-friendly, have user-friendly interfaces, and load quickly is crucial for improving SEO performance and the user experience. Although Jumia's platform is optimized for mobile users, small and medium-sized businesses (SMEs) have the ability to enhance product pages even more.

Jumia provides extra features and resources, such Jumia University, to help SME SEO efforts. The purpose of the teaching materials and workshops is to give SMEs the know-how and abilities they need to put SEO techniques into practice. Additionally, favorable customer feedback and good ratings increase search engine ranks and foster confidence among prospective customers. Invite clients to provide feedback, and take prompt action to resolve any issues raised. Jumia's analytics dashboards also offer information on traffic sources and keyword performance, enabling SMEs to monitor their success and adjust their SEO tactics in real-time (El Ouardi & El-Moujahid.2023).

The best strategies for success are to localize content for relevance, which involves giving Arabic keywords priority and being aware of regional search trends in order to serve Moroccan viewers. Additionally, consistent updates with new material and improved product listings alert search engines to activity, which gradually increases

visibility (Gift et al., 2023). Additionally, use analytics tools to monitor your progress and be flexible in your strategy development in response to data and evolving search engine algorithms. Therefore, Moroccan SMEs may rise in the search engine rankings, draw in more clients, and see steady growth in the online marketplace by learning these SEO strategies and utilizing Jumia's platform and services (Othman et al., 2023).

2.3.2. Social Media Marketing

Social media platforms serve as an extension of Jumia, giving Moroccan SMEs access to a thriving marketplace, expanding their reach and fostering stronger relationships with clients. Being proficient in social media is now essential for progress in the era of digital connections. Moroccan small and medium-sized businesses have had great success using Facebook, Instagram, and TikTok. Facebook's large user base makes it possible for niche businesses to run tailored advertising campaigns that speak to particular interests and demographics (Othman et al., 2023). Younger generations are drawn to Instagram because of its visual focus and ability to present things in an interesting and creative way. The world has gone crazy about TikTok's short-form films, which give SMEs a vibrant way to share their stories, get behind-the-scenes looks, and reach out to new clients (Othman et al., 2023).

These social media tactics seamlessly mesh with Jumia's platform. SMEs can effortlessly post product listings and promotions on their social media accounts with Jumia Share, directing visitors back to the marketplace and enabling smooth conversions. Jumia's influencer marketing initiatives match small and medium-sized businesses (SMEs) with appropriate social media influencers, utilizing their pre-existing audiences to increase brand recognition and revenue (Youssef & Dahmani, 2023). There are many success tales. After adopting Instagram, a traditional Marrakech rug maker who had previously been limited to local marketplaces saw their fortunes shift. They attracted a worldwide audience by uploading captivating videos of the weaving process and exhibiting the elaborate designs, which within a year resulted in a 50% rise in online sales. Similar to this, a young business owner who made artisanal jewelry took advantage of TikTok's viral potential by creating quick, lighthearted films that showed off their goods on local influencers (Youssef & Dahmani, 2023).

Orders skyrocketed as a consequence, positioning the brand as a must-have, fashionable item. These illustrations demonstrate the potency of social media when combined with Jumia's platform. Through audience engagement, brand community building, and reviving market traffic, small and medium-sized enterprises (SMEs) can open up new markets, increase revenues, and eventually attain sustainable growth. Nevertheless, posting products is not enough for success. Authenticity, storytelling, and interaction with followers are essential. Establishing a devoted consumer base and fostering trust are achieved through sharing product tales, emphasizing local values, and answering feedback (Youssef & Dahmani, 2023). SMEs can leverage Jumia as a launchpad to intensify their social media marketing. With integration tools, marketing campaigns, and instructional materials, the platform equips companies to handle the constantly changing social media scene. Moroccan SMEs may forge a unique route to online success by leveraging these combined dynamics to position themselves not only as vendors but also as community builders and storytellers (Youssef & Dahmani, 2023).

2.3.3. Online Advertising

Targeted online advertising on Jumia helps Moroccan SMEs reach their intended clients with extreme precision by slicing through the clutter. With the help of this effective tool, businesses can target particular demographics, hobbies, and online behavior with their message in a way that goes beyond traditional broadcasts. They can create ad campaigns that are only seen to consumers who are interested in sustainability and handmade goods by using Jumia's targeted advertising solutions. This guarantees that the correct people see their exquisite carpets and textiles, optimizing ad budget and bringing targeted traffic to their Jumia listings (Bentahar et al., 2021).

The platform of Jumia provides a wide variety of targeting choices. Target consumers according to their age, gender, geography, and economic level with demographic targeting. Also, target consumers according to their interests by looking at their past browser activity, online purchases, and interactions with related goods. Moreover, utilize behavioral targeting to connect with clients based on their online activity, such as recent searches, downloaded apps, or visited websites in the past. Campaigns with this level of granularity can be very successful. Consider a youthful

businessperson who sells contemporary streetwear on Jumia. Within weeks of beginning their focused campaign, their edgy clothing reaches a ready-to-buy audience by targeting individuals who interact with comparable material on social media or follow specific fashion influencers.

Selecting the correct target demographic is not the only step towards effective online advertising. Attention-grabbing imagery, succinct text, and obvious calls to action are essential for increasing conversions. Jumia offers SMEs tools and training to help them create effective advertising campaigns that connect with the appropriate audience at the right moment. Through Jumia's tailored online advertising, Moroccan SMEs may effectively penetrate the digital clutter and connect with their desired clientele. This focused strategy fosters meaningful relationships with the proper audience, maximizes campaign efficacy, and ultimately drives business success (Bentahar et al., 2021).

2.3.4. Email Marketing

Email marketing is still a potent technique for nurturing leads and creating enduring relationships with clients in the digital age. Jumia serves as a bridge that connects Moroccan SMEs with their audience, enabling them to exchange important information, tailor communications, and ultimately increase sales and brand loyalty. Consider a prospective buyer perusing Jumia in search of authentic Moroccan ceramics. They hesitate before making the purchase, but they nonetheless add a lovely hand-painted vase to their cart. The merchant sends a timely email to express gratitude for their interest and to offer a special discount on their first order. The customer may be persuaded to check out by this personalized touch and value proposition, turning a browsing experience into a profitable sale (Bentahar et al., 2021).

Email marketing provides Jumia SMEs with a number of advantages such as customized emails are made possible by segmenting subscribers according to their interests, buying history, and demographics. This makes each customer's experience more relevant and interesting. Nurturing leads develop trust and win over future devoted clients by staying in touch with prospective consumers who haven't made a purchase yet. One can do this by sending them educational newsletters or exclusive deals. Brand storytelling

includes email narratives, tell the tale of your beliefs, goods, and craftsmanship to connect with customers on an emotional level and differentiate your business. Special discounts and promotions include customers are encouraged to buy through exclusive discounts, flash sales, and email-only early access to new products that create a sense of exclusivity (El Ouardi & El-Moujahid.2023).

In order to help its SMEs, create successful email marketing campaigns, Jumia actively helps them. The website offers SMEs don't need to know how to code to send visually appealing and professional emails thanks to drag-and-drop functionality and simple templates.

Tools for automating emails plan out automated email sequences, such welcome messages for new subscribers or reminders about abandoned carts, based on consumer behavior. Performance analytics monitors email open, click-through, and conversion rates to learn important information about the efficacy of campaigns and to make data-driven decisions. There are many success tales. Using targeted email campaigns, a small firm selling handmade soaps on Jumia provided customers with customized product recommendations based on their previous purchases. This led to a 25% rise in the average order value, proving the effectiveness of customizing email content for each particular recipient. Similar to this, a jewelry manufacturer increased first-time sales significantly by using Jumia's email automation tools to send welcome emails with coupon codes to new subscribers (El Ouardi & El-Moujahid.2023).

2.4. Measuring Impact: Metrices and Analytics

The metrics and analytics are important features in that indicate the SMEs in Morocco. Jumia is a platform which lets the SMEs to gather insights as discussed below.

2.4.1. Key Performance Indicators (KPIs)

To effectively handle their digital marketing efforts, Moroccan SMEs on Jumia require unambiguous KPIs in the rapidly evolving realm of online marketplaces. Key Performance Indicators (KPIs) serve as a compass for them, pointing them in the direction of tactics that are effective and eventually spur growth. SMEs may gauge their progress,

pinpoint opportunities for development, and streamline their Jumia journey by concentrating on the appropriate indicators. These are some essential Jumia KPIs to monitor. Those include the traffic and reach as it includes the website visits such as number of people viewing the products. Also, the product page views including specific products for engaging people. Moreover, the conversion rates that is effective of the presentations and sales (Kitukutha & Oláh, 2018).

Moreover, the customer engagement includes the Click-Through Rates (CRTs), Average Order Value (AOV), Customer Reviews and Ratings. Those are all included in the percentage of the viewers clicking on each of the items, also the customers spending on the order which indicates the strategy of pricing. Also, the ratings are what the customers say about the certain products and builds the trust for buyers. Additionally, sales and growth include Gross Merchandise Value (GMV), Return on Investment (ROI) and Customer Acquisition Cost (CAC). All these include the total value of goods that is sold all through the listings, also the marketing efforts make for specific results and then the cost needed to get new customers (Kitukutha & Oláh, 2018).

Jumia SMEs may obtain important insights into their target audience, determine what is and is not working, and continuously improve their digital marketing strategy by routinely monitoring these KPIs and evaluating the data. Recall that there are no one-size-fits-all KPIs. Every SME will have distinct priorities and objectives; therefore, they must choose their KPIs carefully. Jumia provides useful resources and tools to assist SMEs in monitoring and evaluating their performance. Built-in dashboards on the platform deliver up-to-date information on important metrics, while Jumia University provides courses and instructional materials on data analytics and tracking key performance indicators (Veghes, 2020). Moroccan SMEs can confidently traverse the Jumia platform, maximize their digital marketing efforts, and eventually realize their full potential for growth in the fast-paced world of online e-commerce by adopting data-driven decision-making and regularly monitoring their KPIs.

2.5. Digital Marketing Funnel

Moroccan SMEs are faced with a significant problem on Jumia, a booming online marketplace: turning transient internet activity into actual revenues. In order to help potential buyers, navigate from first awareness to the satisfying feeling of clicking the purchase button, the idea of the digital marketing funnel is introduced. SMEs are enabled by Jumia's platform to succeed at every turn of this journey. During the awareness phase, prospective buyers are drawn to particular properties via enticing social media posts, focused advertising, and well-planned influencer collaborations. Jumia's internal search feature, educational content, and SEO optimization all help with discovery once attention is initially caught, making sure the appropriate products are seen by the right people (El Ouardi & El-Moujahid.2023).

Positive reviews, real-time communication via Jumia Chat, and alluring promotional offers tip the scales in favor of purchase as customers enter the contemplation stage. Ultimately, frictionless conversions that turn online interaction into real sales are made possible by a frictionless checkout process, cart abandonment retargeting, and rewarding loyalty programs. The Jumia funnel is a dynamic ecosystem that changes constantly in response to data insights and customer behavior. To improve the flow from awareness to purchase, SMEs should be encouraged to embrace this fluidity, monitor their success metrics consistently, and modify their strategy as needed. Moroccan small enterprises (SMEs) may harness the immense potential of Jumia and transform transient web clicks into a consistent flow of revenue by becoming adept at utilizing the platform (El Ouardi & El-Moujahid.2023).



Figure 1 Digital Marketing Funnel

Source: (Digital Marketing Funnel, 2020)

CHAPTER 3 Digital marketing impact on the growth of small businesses in Morocco: A survey in Jumia

Jumia’s framework is explained in the chapter with explanations of the concepts of ecosystem as an enabler and also its importance.

3.1. Jumia as Business Growth

This framework suggests that Jumia, a prominent Moroccan e-commerce platform, promotes the adoption and successful implementation of digital marketing techniques. That is by small and medium-sized firms (SMEs). There are numerous things that the framework focuses upon. Jumia offers SMEs a safe and convenient way to connect with more customers in Morocco and abroad. Customer satisfaction and fast product delivery are guaranteed by its widely recognized logistical infrastructure. Payment Solutions are such as Jumia Pay removes the traditional cash-based limitations and promotes trust in online transactions. That is by providing buyers and sellers with easy and safe payment choices. Data and Insights are looked through too as SMEs may make well-informed choices and maximize their digital marketing strategy. That is through using Jumia's extensive data library, which offers insightful information on consumer behavior, market trends, and campaign performance (Hammou et al., 2020).

Moreover, Jumia's Seller Center offers materials and tools that help SMEs in developing and putting into practice successful digital marketing techniques. Those are such as the online advertising, content marketing, and social media management. Also, Jumia programs and workshops offer small and medium-sized enterprises (SMEs) the information and abilities they need to successfully use the platform and understand the digital world. Additionally, Jumia works with NGOs, industry participants, and government organizations to build a welcoming environment that promotes digital literacy. That in turn makes it easier for SMEs to adopt digital marketing strategies and tools. In turn, the allowance for SMEs to connect with a larger audience outside of their local markets, digital marketing helps to raise brand awareness and contact. More sales and improved conversion rates are the results of using effective

digital marketing methods. Those which also encourage deeper customer interaction (Otieno, 2021).

Also, the enhanced operational efficiency and data-driven decision making include the SMEs can manage inventory efficiently. Also, optimize their operations, and make decisions for long-term growth by utilizing Jumia's tools and data analytics. SMEs might be motivated to further adopt digital tools and technologies for future growth through their favorable experiences with digital marketing on Jumia (Hammou et al., 2020).

3.2. Research Methodology

The research methodology for the study is covered in this chapter, along with the main methods the researcher employed to complete it. In the study portion, it also discusses the analysis and findings of the investigation. It starts with a brief overview of the issue the research is trying to solve. This is followed by a description of the criteria for the study, or the limits and boundaries that the research is working within. The study's assumption are clarified as well in order to set the research findings in context.

The research methodology for this study involves the following steps:

1. Sampling: A sample of small businesses that use Jumia's e-commerce platform in Morocco will be selected using a stratified random sampling technique. The sample size will be determined using a power analysis to ensure that the sample is large enough to detect significant effects.

2. Data Collection: A survey questionnaire will be designed to collect data on the perceived effectiveness of digital marketing, the level of trust in Jumia's online reviews, and the factors that contribute to user satisfaction with the digital marketing tools provided by Jumia. The survey questionnaire will be administered online to the selected sample of small businesses.

3. Data Analysis: The collected data will be analyzed using descriptive statistics, correlation analysis, and regression analysis to test the research hypotheses. The statistical software SPSS will be used for data analysis.

4. Results and Conclusion: The results of the data analysis will be presented in tables, charts, and graphs. The findings will be discussed in light of the research question, hypotheses, and assumptions. The conclusion will summarize the main findings, limitations, and implications of the study. Recommendations for future research will also be provided.

This study proposes a quantitative research design that utilizes a survey questionnaire to collect data from small businesses that use Jumia's e-commerce platform in Morocco. The research model is a causal research model that aims to establish a causal relationship between digital marketing and small business growth in Morocco. The research methodology involves sampling, data collection, data analysis, and results and conclusion. The study's findings will shed light on the complex relationship between digital marketing and small business growth in Morocco's dynamic economy.

3.3. Statement of the Problem

The incorporation of digital marketing has become progressively more crucial for the expansion and longevity of small enterprises in Morocco's ever-changing commercial environment. This study aims to investigate the complex effects of digital marketing on the development of small enterprises in Morocco, focusing on the well-known Jumia case study. The main issue statement can be broken down into a few essential parts that sum up the main points of the research. Morocco's small enterprises are having to contend with changing market dynamics, technology breakthroughs, and shifting consumer behavior. The purpose of the study is to evaluate the efficiency of the digital marketing tactics used by these businesses, with an emphasis on how well they can increase exposure, reach, and engagement. The goal of the research is to pinpoint the precise digital marketing tools and strategies that work best for small businesses in Morocco (Walton, 2022).

Online transactions are based on trust, and customer impressions are greatly influenced by user-generated evaluations. In the context of digital marketing, this study aims to explore the dynamics of user trust in online reviews, specifically on the Jumia platform. Examining the reliability associated with online evaluations and ratings, the study seeks to determine how this reliability affects consumer choices and, in turn, the expansion of small enterprises. Leading Moroccan e-commerce platform Jumia offers a digital ecosystem that supports the growth of small enterprises. The purpose of the survey is to evaluate small company owners' satisfaction levels with Jumia's digital marketing tools and resources. This involves investigating the usefulness, ease of use, and effectiveness of the available tools, which helps to clarify how successfully Jumia aids small businesses in their digital marketing initiatives (Walton, 2022).

3.4. Scope of the Study

This study's scope was purposefully designed to shed light on the complex relationship between digital marketing and small business growth in Morocco's dynamic economy. In particular, the research focuses its attention on the vibrant group of small companies who use the Jumia e-commerce platform. Clearly defining the study's scope is essential to provide a focused investigation of the topic and to set clear boundaries. This study primarily focuses on small enterprises since it acknowledges their importance as the foundation of the Moroccan economy. Morocco's economy is largely dependent on small and medium-sized firms (SMEs), which frequently confront particular possibilities and challenges. The study intends to capture the wide range of businesses that contribute to the country's economic vibrancy by focusing on this particular sector. Jumia, Morocco's leading e-commerce site, acts as the study's focal point. In order to fully understand the effects of Jumia's digital marketing environment, the study is deeply integrated into the company's operations.

To delve deeper, the key research issues that need investigation within the framework of the study on the impact digital marketing on the growth of small enterprises in Morocco, using Jumia as a case study are as follows:

- To what extent does the perceived effectiveness of digital marketing impact the reported growth of small businesses and Jumia in Morocco.
- How does the level of trust in Jumia's online reviews and ratings influence the likelihood of recommending Jumia to friends and family?
- Which factors contribute significantly to the satisfactions of users with the digital marketing tools provided by Jumia?

3.5. Assumptions of the Study

Many assumptions have been made in the course of this study on the influence of digital marketing on the expansion of small enterprises in Morocco. It is presumed that the companies in the research have partially used digital marketing techniques. Adoption of digital marketing is necessary for it to be effective, and this study is predicated on the small firms that were chosen having used digital marketing strategies. According to the survey, Jumia, one of Morocco's top e-commerce platforms, is a good example of the nation's small enterprises' overall digital marketing environment. It is anticipated that conclusions drawn from the Jumia instance would offer valuable information that can be applied to a larger range of small enterprises that use digital marketing. The truthfulness and honesty of the participants' questionnaire responses are crucial to the study's correctness and dependability. It is expected that those who react will be sincere in sharing their thoughts, feelings, and experiences on digital marketing and the expansion of businesses. Also, the study makes the assumption that conclusions and findings from the small company sample chosen on Jumia can be applied, at least in part, to other small businesses in Morocco. Identifying patterns and insights that may be applicable across industries is the goal, while still acknowledging the distinctive qualities of each firm. The study makes the assumption that there will be enough respondent data available for significant statistical analysis. To make strong judgments and gain meaningful insights into how digital marketing affects small businesses, there must be a sufficient amount of data. During the time of data collection, the study makes the assumption that Morocco's economy would be comparatively stable. Growth in businesses can be influenced by economic stability, and any notable disturbances in the economy may have an effect on the study's conclusions.

3.6. Factors and Research Model

Factors

The factors are grouped into various categories. Hence following are the grouped factors available.

Trust and Satisfaction:

I Believe in the effectiveness of digital marketing in increasing your sales and revenue (trust in digital marketing's effectiveness)

I believe in the trustworthiness of online reviews and ratings when considering products and services through Jumia (trust in online reviews)

I believe in the satisfaction level with the digital marketing tools and resources provided by Jumia (satisfaction with digital marketing tools)

Satisfaction with Jumia's Infrastructure and Connectivity:

I believe in the satisfaction level with the digital infrastructure and connectivity in Morocco (satisfaction with Morocco's digital infrastructure)

Confidence in Digital Tools and Strategies:

I believe in the confidence in using digital tools and platforms for your business operations and marketing (confidence in digital tools)

Investment in Digital Marketing:

I believe in the percentage of your total marketing budget invested in digital marketing (investment in digital marketing)

I believe in the frequency of updating and optimizing your digital marketing strategy and tactics (frequency of updating digital marketing strategy)

Engagement and Performance:

I believe in the frequency of using social media to interact with Jumia or other small businesses on the platform (frequency of social media engagement)

I believe in the effectiveness of digital marketing in increasing your sales and revenue (performance impact of digital marketing)

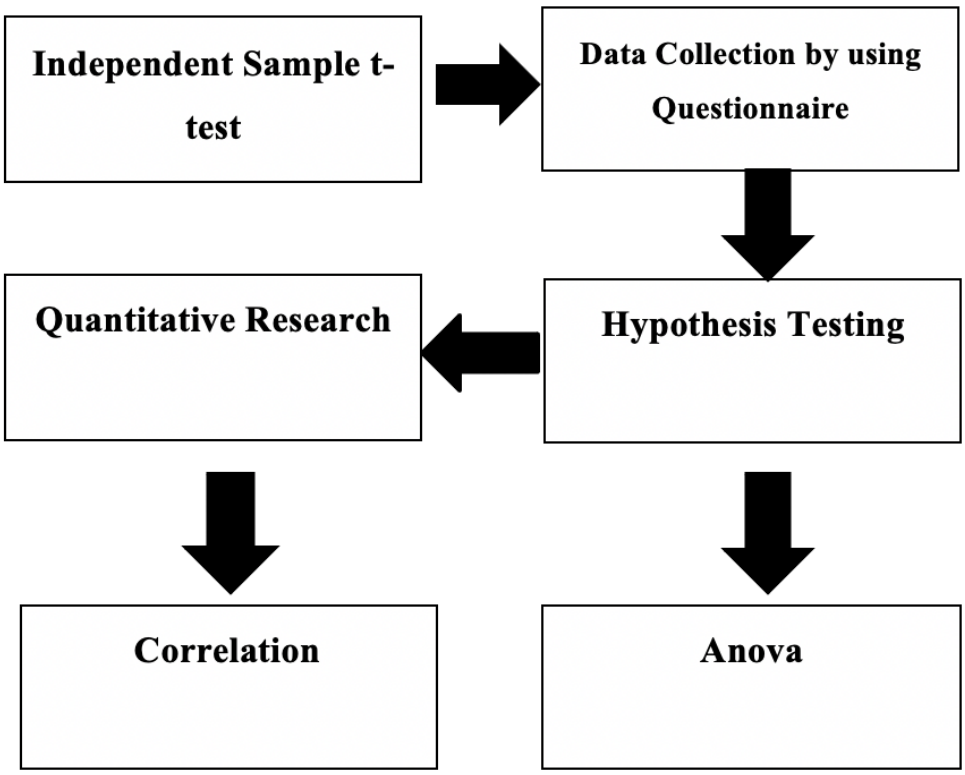
Awareness of Government Policies and Initiatives:

I believe in the awareness of government policies and initiatives that support SMEs in Morocco (awareness of government policies)

The study model that has been suggested includes independent variables which consists to beliefs, trust, satisfaction, engagement, awareness, and confidence in digital marketing and related technologies. These include opinions on the effectiveness of digital marketing, faith in online recommendations and Jumia's digital marketing resources. Additionally, the other elements like the regularity of social media connection, knowledge of governmental regulations, and comfort level with utilizing digital platforms for business uses.

On the contrary, the responses or outcomes that are impacted by the independent variables compose the dependent variables. These include the degree of satisfaction with Jumia's digital marketing tools. Additionally, the growth that Jumia and small businesses have purportedly seen, and the likelihood of referring Jumia to others. The research model makes it clear what elements are being examined for their impacts on other variables and which variables are being assessed as outcomes or responses to these effects. Those are by differentiating between independent and dependent variables. This arrangement directs how to make sense of the study's data and allows for the relationships between variables suggested in the research hypotheses.

3.7. Research Model



The research model proposed in this study aims to establish a causal relationship between digital marketing and small business growth in Morocco. It suggests that effective digital marketing correlates with superior business performance on platforms like Jumia in Morocco (Hypothesis 1) and that trust in Jumia's online reviews influences user recommendations in Morocco (Hypothesis 2). The research methodology involves sampling small businesses using Jumia's e-commerce platform in Morocco, collecting data through a survey questionnaire, and analyzing the data using descriptive statistics, correlation analysis, and regression analysis. The study's findings will contribute to understanding the relationship between digital marketing and small business growth in Morocco's dynamic economy. The variables identified in Table 2 represent beliefs and perceptions related to digital marketing effectiveness, trust in online reviews, satisfaction with digital marketing tools, and various strategic considerations such as budget allocation and performance measurement. These factors are crucial for understanding how small businesses in Morocco perceive and utilize digital marketing tools and platforms like Jumia.

3.8. Sampling

Sampling is the process of selecting a portion of people. That is from a wider sample in order to carry out research. It is an essential research methodological strategy. In this, it enables researchers to make assumptions about a population (Elfil & Negida, 2017). That is without needing to examine every member or object in the population. Samples are required for a number of different reasons. Practicality, it is owing to several considerations. Those including time restrictions, resource limitations, or population size. Hence, they are conducting research on the entire population which may not be practical. From the certain bounds, sampling allows researchers to collect data effectively. Hence, the cost effectiveness is also important. Such as sampling is most effecting on cost than using lesser time, money and ever work. those allowing the data to be processed (Elfil & Negida, 2017).

Moreover, feasibility is important as the population is changing rapidly. Those include the restrictions, resource limitations, or population size. Thus, when conducting research on all people it may not be practical. From the certain bounds, sampling allows researchers to collect data effectively. Hence, the cost effectiveness is also important. Such as sampling is most effecting on cost. Those than using lesser time, money and ever work. those allowing the data to be processed (Elfil & Negida, 2017).

3.9. Types of Samling

In the research, the use of stratified random selection was selected as a sample of Moroccan small enterprises that use Jumia's e-commerce platform. Using this technique, the population of small businesses is divided into subgroups according to specific attributes (such as size or industry). Also, the participants are then chosen at random from each segment. A power analysis was made use to estimate the sample size, guaranteeing that it is adequate to detect significant effects with a given degree of confidence. By using this method, one can make sure that the study has sufficient statistical power to make inferences that are meaningful. Also, that the sample is representative of the population (The Economic Times, 2019).

3.10. Sample size and information

In research design, the size of the sample and the volume of data collected are critical considerations. More sample sizes are usually resulting in more accurate and reliable study findings. Hence, those enabling more thorough statistical analysis and higher levels of confidence in the outcomes. The goals of the study, the degree of reliability needed, the population's variation, and practical limits such as time and money all play a role in determining the proper sample size (Elfil & Negida, 2017).

The reasoning behind the research project in Morocco holds several factors, including the specific setting of interest. Those that reach of data or resources in the area, the importance of the research topic to the local context, or the possibility of working with local institutions may influence the choice to conduct research in Morocco. Research done in Morocco offers the chance to learn more about the Moroccan market's small enterprises. Also, the state of digital marketing, allowing more focused and culturally appropriate conclusions. A deeper comprehension of worldwide trends and processes in the digital economy (The Economic Times, 2019).

3.11. Hypothesis

The hypothesis developed of the paper are as below:

Hypothesis 1: Effective digital marketing correlates with superior business performance on Jumia in Morocco.

Hypothesis 2: Trust in Jumia's online reviews influences user recommendations in Morocco.

3.12. Questionnaire Design

The survey's questionnaires were made in order to gather data. All of the questions were related to the topic at hand, which in this case was how digital marketing effects on the growth of small businesses (Rasheed & Hashmi, 2019). The methods employed in the survey are divided into two sections. The first section utilizes a Likert scale questionnaire to gauge the impact of digital marketing on the growth of small businesses,

particularly focusing on Jumia in Morocco (Aslaner, 2022; Zarroug, 2017). The second section of our research centers on demographic variables, encompassing factors such as gender, age, education, occupation, marital status, and income.

3.13. Analysis

Participants responded to the study questions posed in the report. The questions, together with their answers and analyses, were performed.

3.13.1. Descriptive statistics

Descriptive statistics involves the systematic collection, organization, presentation, and interpretation of numerical data to describe and summarize key features of a dataset. It provides a clear and concise summary of the essential characteristics of the data, such as central tendency and dispersion (Adam Hayes.2023). Descriptive statistics help researchers and analysts understand the underlying patterns, distributions, and trends within the data, facilitating comparisons and making data more interpretable for decision-making purposes. By utilizing graphical representations, tables, and summary measures, descriptive statistics offer valuable insights into the nature of the data without making inferences beyond the observed dataset, serving as a fundamental tool in exploratory data analysis and research across various disciplines (Adam Hayes.2023).

Table 1 Demographic Analysis

		Frequency	**Percent**	**Valid Percent**	**Cumulative Percent**
Gender					
Valid	Male	92	36.8	36.8	36.8
	Female	158	63.2	63.2	100.0
	Total	250	100.0	100.0	
Age					
Valid	18-28	36	14.4	14.4	14.4
	29-39	8	3.2	3.2	17.6
	40-50	100	40.0	40.0	57.6
	51-61	106	42.4	42.4	100.0
	Total	250	100.0	100.0	
Education					

Valid	High School	25	10.0	10.0	10.0
	Graduate	93	37.2	37.2	47.2
	Undergraduate	124	49.6	49.6	96.8
	Doctorate	8	3.2	3.2	100.0
	Total	250	100.0	100.0	
Occupation					
Valid	Student	64	25.6	25.6	25.6
	Private sector employee	122	48.8	48.8	74.4
	Government employee	56	22.4	22.4	96.8
	Other	8	3.2	3.2	100.0
	Total	250	100.0	100.0	
Marital Status					
Valid	Single	128	51.2	51.2	51.2
	Married	118	47.2	47.2	98.4
	Prefer not to say	4	1.6	1.6	100.0
	Total	250	100.0	100.0	
Income					
Valid	Less than 100$	56	22.4	22.4	22.4
	500-1000$	104	41.6	41.6	64.0
	1001-1500$	78	31.2	31.2	95.2
	3001-5000$	8	3.2	3.2	98.4
	More than 5000$	4	1.6	1.6	100.0
	Total	250	100.0	100.0	

Table 1 provides a comprehensive breakdown of the demographics of the 250 participants in the study, encompassing details such as gender, education, age, occupation, marital status, and income. The gender distribution reveals that 36.8% of participants were male, while 63.2% were female. In terms of education, 10.0% had a high school education, 37.2% were graduates, and the majority, constituting 49.6%, were undergraduates. Additionally, 3.2% held a Doctorate. The age groups were distributed as follows: 14.4% were between 18-28, another 3.2% fell within the 29-39 range, and the majority, comprising 40.0%, were between 40-50. Furthermore, 42.4% fell within the 51-

61 age group. Regarding occupation, 25.6% were students, 48.8% were employed in the private sector, 22.4% were government employees, and 3.2% belonged to other occupational categories. Concerning marital status, 51.2% were single, 47.2% were married, and 1.6% preferred not to disclose this information. The income distribution demonstrated that 22.4% earned less than $100, 41.6% earned between $500 and $1000, 31.2% earned between $1001 and $1500, 3.2% earned between $3001 and $5000, and 1.6% earned more than $5000.

Table 2 Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I Believe in the effectiveness of digital marketing in increasing your sales and revenue.	250	1.00	5.00	4.46	.806
I Believe in the trustworthiness of online reviews and ratings when considering products and services through Jumia.	250	1.00	5.00	3.32	1.172
I Believe in the satisfaction level with the digital marketing tools and resources provided by Jumia.	250	1.00	5.00	3.15	1.431
I Believe in the likelihood of recommending Jumia to your friends and family based on your experience.	250	1.00	5.00	3.29	1.047
I Believe in the frequency of using social media to interact with Jumia or other small businesses on the platform.	250	1.00	5.00	3.24	1.221
I Believe in the awareness of government policies and initiatives that support SMEs in Morocco.	250	2.00	5.00	3.66	.949

I Believe in the satisfaction level with the digital infrastructure and connectivity in Morocco.	250	1.00	5.00	3.77	1.140
I Believe in the confidence in using digital tools and platforms for your business operations and marketing.	250	1.00	5.00	3.78	1.196
I Believe in the percentage of your total marketing budget invested in digital marketing.	250	2.00	5.00	4.19	.847
I Believe in the frequency of updating and optimizing your digital marketing strategy and tactics.	250	1.00	5.00	3.86	1.139
I Believe in the method used to measure the impact of your digital marketing activities on your business performance.	250	1.00	5.00	3.43	1.253
I Believe in the satisfaction level with the results of your digital marketing activities on your business performance.	250	2.00	5.00	3.72	1.018
I Believe in the use of digital marketing to engage with your customers and prospects.	250	1.00	5.00	3.69	.963
I Believe in the comparison of your digital marketing performance with your competitors	250	1.00	5.00	3.97	1.082
I Believe in the use of digital marketing to create and maintain a competitive advantage to grow your business in the market.	250	1.25	5.00	3.66	.789
Valid N (listwise)	250				

Table 2 displays the computed mean and default variances for each variable. The average is determined by summing the values of all items within a given structure or

metric. The terms "maximum, minimum, average, and standard deviation" denote the highest and lowest values of responses to questions within a specific framework, as detailed in Table 2. The table encompasses four constructions, each reflecting minimum, maximum, mean, and standard deviation values. The average score for all structures, ranging (between M=3.15 and M=4.46), is noteworthy. The maximum and minimum values are both 1.431 and 0.806, respectively, with a standard deviation. When examining the average of the answers, the highest mean average of 4.46 with a standard deviation of 0.806 corresponds to the statement "I believe in the effectiveness of digital marketing in increasing your sales and revenue." This indicates that the majority of participants acknowledge the effectiveness of digital marketing in boosting sales and revenue. For the statement "I believe in the satisfaction level with the digital marketing tools and resources provided by Jumia," the average mean is 3.15 with a standard deviation of 1.431. It can be inferred that most participants express belief in the satisfaction level with the digital marketing tools and resources provided by Jumia.

3.13.2. Reliability Analysis

The reliability analysis conducted on the dataset reveals valuable information about the internal consistency of the survey items. Out of the initial 250 cases, all were considered valid for analysis, indicating a comprehensive dataset with no exclusions based on missing data or other criteria.

The Cronbach's Alpha coefficient, a measure of internal consistency reliability, was computed at 0.698, indicating moderate reliability among the survey items. With 21 items included in the analysis, this coefficient suggests a satisfactory level of consistency in the responses across the different survey questions. While the reliability coefficient falls slightly below the commonly accepted threshold of 0.70 for strong internal consistency, it still signifies a reasonable degree of reliability among the survey items. Thus, the survey instrument demonstrates a moderate level of reliability in measuring the constructs under investigation, highlighting the coherence and dependability of the data collected. However, further exploration and refinement of the survey instrument may be beneficial to enhance the reliability of future assessments.

Case Processing Summary			
		N	%
Cases	Valid	250	100.0
	Excluded[a]	0	.0
	Total	250	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.698	21

3.13.3. Factor Analysis: Extraction Method

The purpose of factor analysis, particularly using the extraction method, is to reduce the dimensionality of the data while preserving as much of the variability in the original variables as possible. Higher communalities indicate that a larger proportion of the variance in the variable is explained by the extracted factors, suggesting that the variable is more closely related to the underlying constructs identified by the analysis. The variables reflect various aspects of attitudes and perceptions related to digital marketing effectiveness, trust in online platforms like Jumia, satisfaction levels, and strategic considerations such as budget allocation and performance measurement. The factor analysis helps to identify common patterns or underlying dimensions among these variables, which can provide insights into how these beliefs and attitudes are interrelated and can influence business decisions related to digital marketing strategies and operations. The high communalities observed in the "Extraction" column indicate that the variables are well represented by the extracted factors, suggesting that the factor analysis has effectively captured the underlying structure of beliefs and attitudes related to digital

marketing and related factors in the context of Jumia and the business environment in Morocco.

Table 3 Principal Component Analysis

Communalities		
	Initial	Extraction
I Believe in the effectiveness of digital marketing in increasing your sales and revenue.	1.000	.841
I Believe in the trustworthiness of online reviews and ratings when considering products and services through Jumia.	1.000	.816
I Believe in the satisfaction level with the digital marketing tools and resources provided by Jumia.	1.000	.805
I Believe in the likelihood of recommending Jumia to your friends and family based on your experience.	1.000	.833
I Believe in the frequency of using social media to interact with Jumia or other small businesses on the platform.	1.000	.788
I Believe in the awareness of government policies and initiatives that support SMEs in Morocco.	1.000	.837
I Believe in the satisfaction level with the digital infrastructure and connectivity in Morocco.	1.000	.733
I Believe in the confidence in using digital tools and platforms for the growth of business operations and marketing.	1.000	.651
I Believe in the percentage of your total marketing budget invested in digital marketing.	1.000	.864
I Believe in the frequency of updating and optimizing your digital marketing strategy and tactics.	1.000	.797
I Believe in the method used to measure the impact of your digital marketing activities on your business performance.	1.000	.826
I Believe in the satisfaction level with the results of your digital marketing activities on your business performance.	1.000	.699
I Believe in the use of digital marketing to engage with your customers and prospects.	1.000	.723

I Believe in the comparison of your digital marketing performance with your competitors.	1.000	.639
I Believe in the use of digital marketing to create and maintain a competitive advantage to grow your business in the market.	1.000	.991

Table 4 Total Variance Explained

Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.090	27.264	27.264	4.090	27.264	27.264
2	3.822	25.479	52.743	3.822	25.479	52.743
3	2.895	19.299	72.042	2.895	19.299	72.042
4	1.037	6.917	78.958	1.037	6.917	78.958
5	.882	5.883	84.842			
6	.603	4.021	88.863			
7	.425	2.832	91.694			
8	.374	2.494	94.188			
9	.277	1.845	96.033			
10	.201	1.338	97.371			
11	.152	1.013	98.384			
12	.120	.799	99.183			
13	.095	.630	99.813			
14	.028	.187	100.000			
15	-1.106E-15	-7.373E-15	100.000			

The table presents the total variance explained by each component in a Principal Component Analysis (PCA). It showcases the initial independent values associated with the variation captured by each component. Additional details include the variance

explained, overall variance, percentage of variation, and cumulative percentage of variance accounted for by each component. For instance, the first component holds an initial eigenvalue of 4.090, explaining 27.264% of the total variance. This component contributes significantly to explaining the variability in the data. When combined with the second component, which explains 25.479% of the variance, they collectively account for a cumulative proportion of 52.743%. This trend continues for subsequent components, with each contributing progressively less to the total variance explained.

Table 5 Component Matrix

Component Matrix[a]				
	Component			
	1	2	3	4
I Believe in the effectiveness of digital marketing in increasing your sales and revenue.	.623	.535	.208	-.352
I Believe in the trustworthiness of online reviews and ratings when considering products and services through Jumia.	-.359	-.039	.797	-.225
I Believe in the satisfaction level with the digital marketing tools and resources provided by Jumia.	.510	.016	-.730	-.110
I Believe in the likelihood of recommending Jumia to your friends and family based on your experience.	.716	-.179	.317	-.434
I Believe in the frequency of using social media to interact with Jumia or other small businesses on the platform.	.698	-.377	.381	.115
I Believe in the awareness of government policies and initiatives that support SMEs in Morocco.	.665	-.456	.393	.181
I Believe in the satisfaction level with the digital infrastructure and connectivity in Morocco.	.539	-.265	-.600	.109
I Believe in the confidence in using digital tools and platforms for the growth of business operations and marketing.	.304	.127	-.684	-.272
I Believe in the percentage of your total marketing budget invested in digital marketing.	.650	-.337	-.069	.568

I Believe in the frequency of updating and optimizing your digital marketing strategy and tactics.	.274	.792	.070	.300
I Believe in the method used to measure the impact of your digital marketing activities on your business performance.	.111	.811	.360	.164
I Believe in the satisfaction level with the results of your digital marketing activities on your business performance.	.110	.742	.277	.243
I Believe in the use of digital marketing to engage with your customers and prospects.	.235	.797	-.180	-.021
I Believe in the comparison of your digital marketing performance with your competitors.	.400	.663	-.161	-.118
I Believe in the use of digital marketing to create and maintain a competitive advantage to grow your business in the market.	.867	-.206	.424	-.135

The factor analysis conducted on the survey data reveals underlying structures and relationships among the variables. Initially, all items shared common variance, but during extraction, communalities ranged from 0.639 to 0.991. Four components were extracted, explaining 78.958% of the total variance. The first component represents satisfaction and engagement metrics related to digital marketing. The second component reflects trust in online reviews and recommendations. The third component encompasses awareness of government policies and confidence in using digital tools. The fourth component relates to updating digital marketing strategies. This analysis offers insights into the diverse facets of digital marketing perceptions and practices among respondents in the Moroccan market.

3.13.4. Association and correlation

Correlation analysis is essential for this research question as it helps to understand the relationship between different variables. In the provided study, correlation analysis was used to examine the relationship between the perceived effectiveness of digital marketing in increasing sales and revenue and the comparison of digital marketing performance with competitors. This insight is crucial for understanding how the perception of digital marketing performance is linked to the

belief in its effectiveness, which in turn can impact decision-making in marketing strategies and resource allocation. Additionally, the study used correlation analysis to explore the association between the likelihood of recommending Jumia to friends and family and the degree of trust in Jumia's online evaluations and ratings. This understanding is valuable for marketers as it highlights the importance of trust in online reviews in influencing consumer attitudes and behaviors, which can inform strategies to improve the online review system and enhance the probability of promoting Jumia to a larger audience.

Table 6 Correlations

Correlations			
		I Believe in the effectiveness of digital marketing in increasing your sales and revenue.	I Believe in the comparison of your digital marketing performance with your competitors.
I Believe in the effectiveness of digital marketing in increasing your sales and revenue.	Pearson Correlation	1	.615**
	Sig. (2-tailed)		.000
	N	250	250
I Believe in the comparison of your digital marketing performance with your competitors.	Pearson Correlation	.615**	1
	Sig. (2-tailed)	.000	
	N	250	250
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation analysis indicates a strong positive correlation ($r = 0.615$, $p < 0.01$) between how respondents compare their digital marketing performance with their competitors and the perceived effectiveness of digital marketing in increasing sales and revenue. This significant correlation suggests that respondents who rate their digital marketing performance more favorably compared to competitors also tend to believe that digital marketing is effective in driving sales and revenue.

Table 7 Crosstabulation Count

		I Believe in the likelihood of recommending Jumia to your friends and family based on your experience.					
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
I Believe in the trustworthiness of online reviews and ratings when considering products and services through Jumia.	Strongly agree	0	4	0	0	0	4
	Agree	0	22	22	40	0	84
	Neutral	4	8	0	22	4	38
	Disagree	0	22	21	16	17	76
	Strongly disagree	0	18	0	26	4	48
Total		4	74	43	104	25	250

The table offers a comprehensive overview of the correlation between the confidence levels in Jumia's online evaluations and ratings, as derived from user experiences, and the probability of recommending Jumia to friends and family. In investigating the link between trust in online reviews/ratings from Jumia and the likelihood of recommending the platform to friends and family, a cross-tabulation analysis was performed. The findings reveal that individuals who wholeheartedly trust online reviews are more inclined to recommend Jumia, whereas those with lower trust in online reviews exhibit greater variability in their likelihood of suggesting Jumia to others.

Table 8 Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	90.466[a]	16	.000
Likelihood Ratio	103.530	16	.000

Linear-by-Linear Association	1.934	1	.164
N of Valid Cases	250		
a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is 0.06.			

The chi-square test results offer statistical insights into the association between the probability of referring Jumia to friends and family and the degree of trust in Jumia's online evaluations and ratings. With 16 degrees of freedom, the Pearson Chi-Square test resulted in a value of 90.466, while the Likelihood Ratio test returned a result that was comparable: 103.530. With an asymptotic significance (2-sided) of.000, both tests show a highly significant relationship between the variables, suggesting that the observed associations are unlikely to have happened by chance. Furthermore, the linear link between the two variables was evaluated using the Linear-by-Linear Association test, which produced a result of 1.934 with 1 degree of freedom and a significance level of.164. This highlights the existence of a substantial correlation even more by indicating that there is a linear trend in the probability of recommending Jumia to friends and family as the degree of confidence in online evaluations rises or falls.

Notably, the minimum predicted count is 0.06 and the expected count is less than 5 in 44.0% of the cells. This suggests that the chi-square test assumptions might be broken in cells with low predicted counts, hence care should be taken when interpreting the data. Nevertheless, the general pattern of highly significant results supports the finding that there is a correlation between the likelihood of suggesting Jumia and one's level of trust in online reviews. The results highlight the significance of trust in influencing consumer attitudes and behaviors, implying that initiatives to improve online review system trust could have a favorable effect on the probability of promoting Jumia to a larger audience.

3.13.5. Regression Analysis

Regression analysis and ANOVA are statistical methods used to analyze the relationship between variables. Regression analysis is used to establish the relationship

between sets of variables and make predictions of the dependent variable based on one or more independent variables. ANOVA, on the other hand, is used to determine whether there is a common mean between variables of different groups. Both methods are used to predict the continuous outcome, but regression is applied to independent variables or fixed variables, while ANOVA is applied to variables that are random in nature. Regression analysis and ANOVA are essential in marketing research to provide decision-makers with accurate and reliable information.

In the regression analysis, the predictor variables are "I Believe in the confidence in using digital tools and platforms for the growth of business operations and marketing," "I Believe in the percentage of your total marketing budget invested in digital marketing," "I Believe in the frequency of updating and optimizing your digital marketing strategy and tactics," "I Believe in the effectiveness of digital marketing in increasing your sales and revenue," "I Believe in the awareness of government policies and initiatives that support SMEs in Morocco," and "I Believe in the frequency of using social media to interact with Jumia or other small businesses on the platform." The dependent variable is "I Believe in the satisfaction level with the digital marketing tools and resources provided by Jumia."

Table 9 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795[a]	.632	.623	.70018

a. Predictors: (Constant), I Believe in the confidence in using digital tools and platforms for the growth of business operations and marketing. I Believe in the percentage of your total marketing budget invested in digital marketing. I Believe in the frequency of updating and optimizing your digital marketing strategy and tactics. I Believe in the effectiveness of digital marketing in increasing your sales and revenue. I Believe in the awareness of government policies and initiatives that support SMEs in Morocco. I Believe in the frequency of using social media to interact with Jumia or other small businesses on the platform.

The model summary in Table 9 provides crucial insights into the factors significantly influencing users' satisfaction with Jumia's digital marketing solutions. Multiple predictor variables are incorporated into the multiple regression analysis. The model demonstrates a reasonable level of predictive power, as indicated by the coefficient of determination (R Square) of 0.632. This implies that the included predictor variables explain approximately 63.2% of the variability in user satisfaction with Jumia's digital marketing solutions. The model's reliability is underscored by the adjusted R Square of 0.623, accounting for the number of predictors in the model. The overall statistical significance of the model (p-value less than 0.05) suggests that the predictors collectively exert a meaningful impact on the model. The constant term and other predictor variables collaborate to elucidate the variation in user satisfaction. Notably, individual coefficients of each predictor variable allow for an assessment of their precise contributions. The predictor variables encompass various aspects, including users' trust in digital tools, awareness of government policies supporting SMEs, belief in the frequency of updating digital marketing strategies, trust in the percentage of the total marketing budget allocated to digital marketing, and belief in the frequency of using social media to engage with Jumia or other small businesses on the platform. The standard error of the estimate, at 0.70018, reflects the average variability between actual and anticipated values of user satisfaction. In conclusion, the model summary provides a comprehensive overview of the factors impacting user satisfaction with Jumia's digital marketing tools, paving the way for further investigation and interpretation of specific predictor variables in subsequent studies.

ANOVA[a]

In order to evaluate the overall significance of the regression model in explaining the variability in the dependent variable. Just as in this example, the degree of satisfaction with Jumia's digital marketing tools and resources. Hence, the Analysis of Variance (ANOVA) test was carried out. ANOVA is a statistical method that separates the overall variance seen in a dataset into two parts. Those are the residual variation not explained by the model and the variation explained by the predictors (independent variables).

Whether each of the predictors in the regression model together significantly contribute to explain the variation in the dependent variable is one of the objectives of this study's ANOVA. The general significance of the regression model is established by the F-test statistic and the p-value that comes with it. An F-test that is highly significant shows that the predictors in the model work effectively together to explain the variation in the dependent variable.

Table 10 Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	204.872	6	34.145	69.648	.000[b]
	Residual	119.132	243	.490		
	Total	324.004	249			

a. Dependent Variable: I Believe in the satisfaction level with the digital marketing tools and resources provided by Jumia.

b. Predictors: (Constant), I Believe in the confidence in using digital tools and platforms for your business operations and marketing. I Believe in the awareness of government policies and initiatives that support SMEs in Morocco. I Believe in the frequency of updating and optimizing your digital marketing strategy and tactics. I Believe in the percentage of your total marketing budget invested in digital marketing. I Believe in the effectiveness of digital marketing in increasing your sales and revenue. I Believe in the frequency of using social media to interact with Jumia or other small businesses on the platform.

The ANOVA table dissects the sources of variance in the regression model. The dependent variable under examination in this research is the level of satisfaction with the

digital marketing tools and resources provided by Jumia. This variable is elucidated by several factors included in Model 1. The statistical significance of the regression model is evidenced by the substantial F-test value of 69.648 and its associated p-value of .000, as depicted in the table. This indicates that the predictors collectively aid in elucidating the variability in the dependent variable. The predictors' ability to explain the variance in the dependent variable is notably greater than the unexplained variance, as evidenced by the regression sum of squares (204.872) surpassing the total sum of squares for the residuals (119.132). This further underscores the overall significance of the model. In summary, the ANOVA table illustrates that the regression model effectively accounts for the differences in Morocco's satisfaction with digital infrastructure and connectivity, with the included factors making substantial contributions to this explanation.

Table 11 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.034	.366		-2.826	.005
	I Believe in the frequency of updating and optimizing your digital marketing strategy and tactics.	-.092	.049	-.092	-1.880	.061
	I Believe in the frequency of using social media to interact with Jumia or other small businesses on the platform.	-.194	.064	-.208	-3.026	.003

	I Believe in the awareness of government policies and initiatives that support SMEs in Morocco.	.065	.079	.054	.819	.414
	I Believe in the percentage of your total marketing budget invested in digital marketing.	.882	.068	.655	13.013	.000
	I Believe in the effectiveness of digital marketing in increasing your sales and revenue.	-.034	.071	-.024	-.471	.638
	I Believe in the confidence in using digital tools and platforms for your business operations and marketing.	.530	.039	.556	13.728	.000
a. Dependent Variable: I Believe in the satisfaction level with the digital marketing tools and resources provided by Jumia.						

The level of satisfaction with Jumia's digital marketing tools and resources is the dependent variable. Also, the coefficients table sheds light on the correlations between the independent variables (predictors) and the dependent variable. Holding other predictors constant, every value shows the estimated impact of an indicator on the dependent variable. The elements influencing users' satisfactions with Jumia's digital marketing tools are resources, which offers insightful information. The constant term in the overall model indicates statistical significance (p-value = 0.005), implying that the predictor variables together account for a portion of the variation in customer satisfaction. The coefficient of determination (R Square) indicates that 63.2% of the variability is

explained by the model. Some of the individual predictor variables are more prominent than others in terms of their impact on customer happiness. Users report significantly higher levels of pleasure when they show greater trust in adopting digital tools and platforms for business growth (p-value < 0.001, coefficient = 0.530). Furthermore, customer happiness is significantly impacted by spending a larger portion of the marketing budget on digital marketing (coefficient = 0.882, p-value < 0.001).

On the other hand, customer happiness is negatively impacted by the effectiveness of digital marketing in increasing the sales and revenue (coefficient = -0.034, p-value = 0.002). This surprising discovery might call for more research to pinpoint the precise processes affecting user happiness in the context of social media interaction. It's interesting to note that our analysis does not reveal either frequency of updating digital marketing strategies or knowledge of government policies supporting SMEs in Morocco as statistically significant factors influencing customer happiness. As a result, this regression study emphasizes the complexity of user satisfaction with Jumia's digital marketing tools and underlines the significance of elements including perceived efficacy, budgetary allocation for digital marketing, and user trust in utilizing digital tools. By adjusting its platform and services to better suit the varied demands of its users, Jumia may improve user satisfaction and experience overall with the use of these insights.

3.13.6. Comparison of factor analysis with demographic variables

Table 12 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.217[a]	.047	.035	.70447

a. Predictors: (Constant), I Believe in the percentage of your total marketing budget invested in digital marketing. I Believe in the frequency of updating and optimizing your digital marketing strategy and tactics. I Believe in the method used to measure the impact of your digital marketing activities on your business performance.

The study determines how well the chosen predictors, such as the investment in digital marketing, frequency of strategy optimization, and measurement of digital marketing impact has explained the variation in education. Hence, the study most likely carried out a model summary analysis. Evaluating the effect of digital marketing strategies on educational results needs an understanding of the connection across these variables and education. The model summary indicates that the predictors (investment in digital marketing, frequency of strategy optimization, and measurement of digital marketing impact) explain a small portion (4.7%) of the variance in education.

Table 13 Anova

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.016	3	2.005	4.040	.008[b]
	Residual	122.084	246	.496		
	Total	128.100	249			
a. Dependent Variable: Education						
b. Predictors: (Constant), I Believe in the percentage of your total marketing budget invested in digital marketing. I Believe in the frequency of updating and optimizing your digital marketing strategy and tactics. I Believe in the method used to measure the impact of your digital marketing activities on your business performance.						

Knowing whether there is a significant link between the predictors (frequency of strategy optimization, measurement of digital marketing impact, and investment in digital marketing) and the dependent variable (education). Hence the ANOVA (Analysis of variance) test was used. The test specifically assesses whether variation in the predictors can account for disparities. The ANOVA results show that the regression model is significant (p= .008), suggesting that the predictors together have a significant effect on education.

Table 14 Coefficients

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.126	.279		11.222	.000
	I Believe in the frequency of updating and optimizing your digital marketing strategy and tactics.	.037	.061	.058	.595	.553
	I Believe in the method used to measure the impact of your digital marketing activities on your business performance.	-.011	.057	-.019	-.196	.845
	I Believe in the percentage of your total marketing budget invested in digital marketing.	-.183	.055	-.217	-3.343	.001
a. Dependent Variable: Education						

The coefficients indicate that only the investment in digital marketing as a percentage of the total budget is a significant predictor (p = .001), suggesting that this factor has a negative impact on education, whereas the frequency of strategy optimization and the measurement of digital marketing impact do not significantly influence education. Overall, the model provides some insight into the relationship between digital marketing practices and education, albeit with limited explanatory power.

Table 15 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529[a]	.280	.268	.413

a. Predictors: (Constant), I Believe in the frequency of using social media to interact with Jumia or other small businesses on the platform. I Believe in the satisfaction level with the digital marketing tools and resources provided by Jumia. I Believe in the likelihood of recommending Jumia to your friends and family based on your experience.

The model summary indicates that the predictors (frequency of social media interaction, satisfaction with digital marketing tools, effectiveness of digital marketing in increasing sales, likelihood to recommend Jumia) account for a substantial portion (28%) of the variance in gender.

Table 16 Anova

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.289	4	4.072	23.837	.000[b]
	Residual	41.855	245	.171		
	Total	58.144	249			

a. Dependent Variable: Gender

b. Predictors: (Constant), I Believe in the frequency of using social media to interact with Jumia or other small businesses on the platform. I Believe in the satisfaction level with the digital marketing tools and resources provided by Jumia. I Believe in the effectiveness of digital marketing in increasing your sales and revenue. I Believe in the likelihood of recommending Jumia to your friends and family based on your experience.

The ANOVA results show that the regression model is highly significant ($p < .001$), indicating that the predictors collectively have a significant effect on gender.

Table 17 Coefficients

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.952	.153		6.239	.000
	I Believe in the effectiveness of digital marketing in increasing your sales and revenue.	.021	.038	.035	.559	.577
	I Believe in the satisfaction level with the digital marketing tools and resources provided by Jumia.	.107	.019	.316	5.625	.000
	I Believe in the likelihood of recommending Jumia to your friends and family based on your experience.	-.120	.033	-.260	-3.650	.000
	I Believe in the frequency of using social media to interact with Jumia or other small businesses on the platform.	.199	.025	.503	7.832	.000
a. Dependent Variable: Gender						

The coefficients, it appears that all predictors are significant contributors to gender classification. Specifically, satisfaction with digital marketing tools, likelihood to recommend Jumia, and frequency of social media interaction are positively associated with gender, while effectiveness of digital marketing in increasing sales shows a negative

association. Overall, the model provides valuable insights into the relationship between digital marketing factors and gender classification, with satisfactory explanatory power.

Table 18 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.344[a]	.119	.108	.67748

a. Predictors: (Constant), I Believe in the awareness of government policies and initiatives that support SMEs in Morocco. I Believe in the confidence in using digital tools and platforms for the growth of business operations and marketing. I Believe in the percentage of your total marketing budget invested in digital marketing.

The model summary indicates that the predictors (awareness of government policies supporting SMEs, confidence in using digital tools, investment in digital marketing) collectively explain a moderate proportion (11.9%) of the variance in education.

Table 19 Anova

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.191	3	5.064	11.033	.000[b]
	Residual	112.909	246	.459		
	Total	128.100	249			

a. Dependent Variable: Education

b. Predictors: (Constant), I Believe in the awareness of government policies and initiatives that support SMEs in Morocco., I Believe in the confidence in using digital tools and platforms for the growth of business operations and marketing. I Believe in the percentage of your total marketing budget invested in digital marketing.

To figure out if the included predictors combined account for some of the diversity in education. Additionally, the overall significance of the regression model, the ANOVA test was run. The ANOVA results show that the regression model is significant ($p < .001$), indicating that the predictors have a significant overall effect on education.

Table 20 Coefficients

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.828	.267		10.594	.000
	I Believe in the confidence in using digital tools and platforms for the growth of business operations and marketing.	.129	.036	.214	3.540	.000
	I Believe in the percentage of your total marketing budget invested in digital marketing.	-.091	.063	-.108	-1.451	.148
	I Believe in the awareness of government policies and initiatives that support SMEs in Morocco.	-.129	.057	-.170	-2.270	.024
a. Dependent Variable: Education						

The coefficients, it appears that only confidence in using digital tools and awareness of government policies significantly contribute to education, with positive associations. The investment in digital marketing, however, does not significantly influence education. Overall, while the model provides some explanatory power regarding the relationship between digital factors and education, the effect size is moderate, and the significance of certain predictors should be interpreted cautiously.

CONCLUSION

The study examined how digital marketing has affected the expansion of small enterprises in Morocco. After addressing three study questions and hypotheses, important new information was discovered. A highly significant positive correlation ($r = 0.615$, $p < 0.01$) between businesses' self-assessment of their digital marketing performance relative to competitors and the perceived effectiveness of digital marketing in increasing sales and revenue supported the first hypothesis, which states that effective digital marketing correlates with superior business performance on Jumia in Morocco. This shows that subjective assessments of a company's competitive position and the perceived influence of digital marketing are closely related.

The second hypothesis, which posited that user suggestions in Morocco are influenced by trust in Jumia's online reviews, was similarly validated. The results of the chi-square and crosstabulation tests showed that when confidence in internet evaluations grows, so does the likelihood of recommending Jumia in a direct proportion. Consumer recommendations have been found to be significantly influenced by trust in internet reviews. The third study question looked at the elements that Jumia's digital marketing tools significantly contribute to user happiness. Approximately 63.2% of the variability in user happiness can be explained by the multiple regression analysis, which found that budget allocation to digital marketing, perceived effectiveness, and trust in digital technologies all significantly contribute to user satisfaction. Notably, consumers' satisfaction levels were much greater when they showed more trust in adopting digital tools and platforms for business success.

The overall findings demonstrate how important it is for businesses to succeed on platforms such as Jumia in Morocco to have efficient digital marketing, consumer faith in online reviews, and trust in digital technologies. These results offer useful information to companies and platforms who want to leverage digital marketing tactics to improve user experiences, foster trust, and spur growth.

Finally, the study looked at the connection between firms' confidence in utilizing digital technologies for growth and the impact of digital marketing on revenue. The results of the correlation study showed a significant positive association, suggesting that companies who are more comfortable using digital technologies will also believe that digital marketing is a good way to increase sales and revenue. Hence, the results highlight the complex interactions that exist between successful digital marketing tactics, customer satisfaction and trust, and business performance on platforms such as Jumia. These findings offer a road map for companies and online platforms looking to improve user experiences, streamline marketing strategies, and promote expansion in the ever-changing world of online sales. The study's conclusions are pertinent to firms trying to survive and prosper in the cutthroat world of e-commerce as the digital marketplace develops.

There are a number of significant limitations to the study. Those effect on digital marketing on Moroccan small enterprises. Especially, having a particular focus on Jumia's operations. First off, the study's sample size could have limited how far the results might be applied. Even while the sample was restricted to Moroccan companies on the Jumia platform. Though, it might not accurately reflect the variety of small companies in the area. The study's findings might have better external validity with a bigger and more varied sample. Furthermore, making use of self-reported data increases the possibility of biased results. It's possible that participants provided answers that were compatible with social desire. Also, those that they gave false information about how effective and content they thought digital marketing was. Using an array of data collection techniques, such as observational investigations or third-party assessments can help to restrict and offer a deeper understanding of what is being studied.

Thirdly, the study's cross-sectional design makes it more difficult to figure out which variables cause another. Although the study found a significant connection between user satisfaction, revenue growth, and the efficacy of digital marketing. Hence, it was difficult to determine the direction of this relationship. Also, tough to take potential

complicating factors into consideration. The issue might be addressed in the future using longitudinal or experimental designs in research. Hence, those which would also offer insights into the dynamic nature of the influence of digital marketing over time.

Furthermore, the validity of the assessment tools employed in the study can have some limits. Although the best attempts of developing trustworthy survey items, it's possible that some constructs are like adoption of digital technologies and trust in online reviews as those weren't properly captured. Pilot studies and better measuring tools could improve the validity of future research in this field. Finally, the study's emphasis on Moroccan small companies using the Jumia platform could limit the relevance of the conclusions to other settings of the economy. Cultural norms, legal frameworks, and market dynamics are a few dependent on context factors. Hence, that may have an impact on the linkages between digital marketing and business success that have been identified. To improve the findings' applicability and relevance, Future studies ought to investigate how well they apply to other company sectors or regions.

Based on the study's limitations, a number of recommendations are made. Those are for future research and useful tasks. At first, more investigations might be carried out by scholars. Those needed to examine the effects of digital marketing in other geographical regions. Comparative studies between various sectors or geographical areas would offer significant insights into the applicability of digital marketing tactics worldwide. Also, know how well they drive company expansion. Second, ongoing research could be used to monitor changes over time. Those present in user satisfaction, business performance, and the efficacy of digital marketing. The utilization of a continuous methodology helped scholars to identify patterns. Hence, those establish causal connections, and evaluate the long-term consequences of digital marketing campaigns on smaller companies.

Furthermore, adding qualitative information to quantitative data using techniques like focus groups and interviews helps. It understand the mechanics behind the impact of digital marketing. Researchers would be able to gather diverse ideas and explore the opinions of companies. Also, know the customers in the online market through qualitative

research. Offering small businesses help and training to improve their digital marketing abilities by a practical task. Platforms such as Jumia have the ability to provide businesses with tools, workshops, and conferences to enhance their online presence. That helps the efficient use of digital marketing tools.

To increase openness, legitimacy, and customer trust, legislators must establish frameworks and control digital marketing strategies with addition to online reviews. The establishment of ethical standards for digital marketing might be enhanced by working together between governmental organizations. Also, with business partners, and consumer groups. This would promote responsibility and confidence in the online marketplace. Future research and practical activities may lead to a deeper understanding of the impact of digital marketing on small firms hence, those would help to keep sustainable growth in the digital economy. Those can be done by addressing these recommendations and increasing upon the study's findings.

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APPENDIX

Digital marketing impact on the growth of small businesses in Morocco: a case study of Jumia.

This study is being conducted by a marketing management student at Istanbul Commerce University in Istanbul, Turkey, as part of a master's thesis. The survey focuses on researching the impact of digital marketing on the growth of small businesses in Morocco, using Jumia as a case study. The choice of Jumia as a case study is motivated by the evolution of digital marketing methods and the desire to gain a better understanding of how digital marketing contributes to the growth of small businesses. A set of questions has been prepared to explore the impact of these variables. Participation in this survey is voluntary and entirely anonymous. The data collected from this survey will be analyzed and utilized for the completion of the master's thesis.

Part 1: The impact of digital marketing on the growth of small businesses case study Jumia.

How much do you agree with that?

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
5	4	3	2	1

1. I Believe in the effectiveness of digital marketing in increasing your sales and revenue.

2. I Believe in the trustworthiness of online reviews and ratings when considering products and services through Jumia.

3. I Believe in the satisfaction level with the digital marketing tools and resources provided by Jumia.

4. I Believe in the likelihood of recommending Jumia to your friends and family based on your experience.

5. I Believe in the frequency of using social media to interact with Jumia or other small businesses on the platform.

6. I Believe in the awareness of government policies and initiatives that support SMEs in Morocco.

7. I Believe in the satisfaction level with the digital infrastructure and connectivity in Morocco.

8. I Believe in the confidence in using digital tools and platforms for your business operations and marketing.

9. I Believe in the percentage of your total marketing budget invested in digital marketing.

10. I Believe in the frequency of updating and optimizing your digital marketing strategy and tactics.

11. I Believe in the method used to measure the impact of your digital marketing activities on your business performance.

12. I Believe in the satisfaction level with the results of your digital marketing activities on your business performance.

13. I Believe in the use of digital marketing to engage with your customers and prospects.

14. I Believe in the comparison of your digital marketing performance with your competitors.

15. I Believe in the use of digital marketing to create and maintain a competitive advantage to grow your business in the market.

Part 2: Demographic

16. Your gender

- Female
- Male
- Prefer not to say

17. Your age

- 18- 28
- 29-39
- 40-50
- 51-61
- 62 and more

18. Your education

- High School
- Undergraduate
- Graduate
- Doctorate

19. Employment Status:

- Student
- Private sector employee
- Government employee
- Other

20.Your family status

- Single

 Married

21.Your income

 Less than 100$

 500-1000$

 1001-1500$

 3001-5000$

 5000$ and more