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**DIGITAL MARKETING PRACTICE AND ITS EFFECT ON
BUSINESS PERFORMANCE: AN EMPIRICAL ANALYSIS OF K2N
ARCHITECTURE AND ENGINEERING CONSULTANCY PLC.**

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PERFORMANCE: AN EMPIRICAL ANALYSIS OF K2N ARCHITECTURE
AND ENGINEERING CONSULTANCY PLC.**

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Statement of Certification

*This is to certify that Kidist Tadesse has carried out his research work on the topic entitled “**DIGITAL MARKETING PRACTICE AND ITS EFFECT ON BUSINESS PERFORMANCE: AN EMPIRICAL ANALYSIS OF K2N ARCHITECTURE AND ENGINEERING CONSULTANCY PLC.**” is her original work and is suitable for submission for the award of Master’s Degree Business Administration.*

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Declaration

I Kidist Tadesse this research paper entitled “DIGITAL MARKETING PRACTICE AND ITS EFFECT ON BUSINESS PERFORMANCE: AN EMPIRICAL ANALYSIS OF K2N ARCHITECTURE AND ENGINEERING CONSULTANCY PLC.” has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

Kidist Tadesse



29-05-2025

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Date

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Kidist Tadesse

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Acronyms and Abbreviations

EM	Email Marketing
SMM	Social Media Marketing
DM	Digital Marketing
WM	Website Marketing
MPM	Mobile phone Marketing
AAEC	Architecture and Engineering Consultancy Company
OAD	Online Advertisement
SPSS	Statistical package for social sciences
TAM	Technology Acceptance Model
MT	Marketing Theory
IDT	Innovation Diffusion Theory
SPT	Social Penetration theory
IT	Information Technology
ICT	Information communication Technology

ABSTRACT

The purpose of this study is to investigate the digital marketing practice and its effect on business performance: an empirical analysis of K2N architecture and engineering consultancy plc. The researcher uses descriptive and quantitative analysis methods. As well as, the data collected by using a well-structured questionnaire regarding the digital marketing practice and business performance by applying it to random sample of K2N members in Addis Ababa, which contained of four sub-dimensions of digital marketing (social media marketing, mobile phone marketing, website marketing and email marketing) and dependent variable business performance having 43 questions based on the systematic variation of the study variables. Although, the selected sample size consists 133 members who work in K2N as a manager, team leader, supervisor, Architect, Engineers. Finance, IT person. While the results showed that the total of the digital marketing in all of its forms effect on the business performance of the Architecture and Engineering consultancy company (as the main dimension) was perceived by the study sample to be present with a mean of 4.51 (SD=0.664) at a moderate degree. Results: The most important result was that the performance K2N architecture and engineering consultancy plc is showing a great positive result, which means that the effect of digital marketing in K2N' performance was even very good or excellent. Conclusion: The most important conclusion it's confirmed that digital marketing in all its forms has positive effect and significant relationship with business performance of K2N.

Keywords: Digital Marketing, Business Performance, Mobile Phone marketing, website marketing, social media marketing and email marketing.

CHAPTER ONE: INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The rapid growth in technology and global expansion of the internet have immensely changed the dynamics of business throughout the globe. Digital marketing is now a tool that has become indispensable for enterprises that wish to weather this upheaval, offering new ways of connecting with clients, building awareness, and heightening operational performance (Nair, 2011). With business houses increasingly abandoning traditional to internet-based platforms, it is becoming crucial to recognize the impact of digital marketing behavior on business success in order to stay competitive (Chaffey & Ellis-Chadwick, 2019).

Years back, the companies in the traditional marketing roles were try to reach to customer by using the available mediums such as newspaper, tv, radio and field visit. These mediums were enough to cover a sample of consumers in the same country or regional place, yet according to the role of globalization and market computation rising companies have started to convert from traditional to digital marketing. This is to deal with targeted consumers directly. using digital mediums such as social media, mobile phone, website and email marketing technically allow companies to participate with new markets differentiate their service and have closer customer relationships (Tiago & Veríssimo, 2014). Also, of digital marketing practice has changed how businesses participate in competition within the market. Practices also yield improved business performance in terms of increased conversion rates, customer loyalty, and return on investment (Tiago & Veríssimo, 2014).

Measurability is another crucial aspect of digital marketing and its use in architecture and engineering companies. For a long time, marketing in architectural work relied only on traditional methods, such as billboard advertising. The billboard still has great advantages today, because when the billboard is put up everyone can see it, but the question is how many people actually see it and remember the message, address or contact from the billboard. Digital marketing, On the other hand, makes it possible to realistically connect supply and demand and to open the page in the browser multiple times (Mihajlović, 2023).

In addition, there are also situations where companies have a website and social networks, but do not deal with them, do not maintain and update them and there are companies that believe they have no

competition and do not need additional investment in any form of marketing. The fact is that the environment is changing rapidly, so the construction industry also faces constant challenges, and in such a challenging environment, people often don't have the ear, the will or the money for things related to good digital marketing (abdinaser, 2023).

The basis for good digital marketing in construction is customer knowledge and online presence. The basic step of a successful digital strategy is building an online presence while knowing the needs and specific requirements of customers. This means that companies must know their market, know what and to whom they offer their services, in order to know how to fulfill those needs and requirements to mutual satisfaction and benefit. From the point of view of marketing logistics, the task of digital marketing is to ensure the availability of the right product/service, at the right place, at the right price, for the right customer, of the right quality, in the right quantity (Stošić, 2022).

Among the notable gaps in knowledge in digital marketing and its effect on business performance is the existence of limited scholarly work with the objective of advanced nations, yet particularly in the context of Ethiopia. While the majority of existing studies on digital marketing are situated in developed economies or global settings empirical explorations of the adoption and performance of digital marketing activities in the particular socio-economic and technological environment of Ethiopia are clearly lacking. Ethiopia is one of the top-developing economies in Africa and hence a very good setting to observe the application and impacts of digital marketing in a developing economy. (Mohamed. 2023).

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1.2 STATEMENT OF THE PROBLEM

“There has been a lot of academic research published about digital marketing. Especially relevant are works in recent years (Pauwels et al., 2016)” as stated by Alemayehu (2020) Google is today what the business yellow pages used to be. People's first choice is to search the Internet to find architectural and construction services and products. For architecture and construction business, this means that if they want to be found and hired, they need to be visible where potential clients are (Stošić, 2022). Architectural and engineering consulting companies are traditionally not that well known to the general public and rely mainly on word of mouth rather than advertisements. This limited exposure can result in poorer performance for these companies relative to those who promote themselves actively. However, with internet marketing, it is now feasible for these companies to get more exposure and reach out to a global audience (Epead, & Othman, 2014). The main motivation for carrying out this study is to analyze how effectively internet marketing campaigns can be used to promote the public image and general success of consulting firms like K2N and thus demonstrate the immense potential that online marketing holds in an industry that has historically shunned advertising. Now, Digital marketing has become a cornerstone of modern business strategy, enabling companies to enhance awareness, develop customer engagement, and enhance bottom line.

However, despite its popularity, the effect of digital marketing initiatives on business performance is not necessarily fully recognized, particularly for niche sectors such as architecture and engineering consultancy (Chaffey & Ellis-Chadwick, 2019). While as many as firms such as K2N Architecture and Engineering Consultancy PLC have embraced a number of digital marketing practices, there is still a significant gap in the understanding of how these practices directly influence key performance indicators such as client acquisition, revenue growth, and competitive positioning.

K2N operates in a highly competitive and niche industry where reputation and word of mouth have been the most powerful for decades. The digital transition is an opportunity as well as a challenge, and architecture and engineering consultancy business must be able to maintain pace with the nuances of digital marketing tools, changing customer habits, and the demands of the industry itself (Tiago & Veríssimo, 2014). Although it has adopted practices social media marketing, email marketing and website marketing, K2N has never been in a position to quantify the quantitative effect of those actions and the return on investment.

Additionally, the lack of empirical information for the architecture and engineering consultancy company worsens the problem. Available research focuses on other firms, and there is no usable data for companies (Mihajlovic, 2022). such as K2N concerning their unique operating context. This lack of information prevents such firms from being able to effectively streamline their digital marketing and align it with their business objectives.

Although, the one and biggest advantage of digital marketing is that it enables precise target clients. Mainly, when targeting people who live in a certain city and surroundings or those who are looking for certain design or consultancy services in the construction industry, it results in a greater number of orders, because digital marketing makes it possible to reach a greater number of really interested clients, most AEC company in the market have been slow to adopt full-scale digital marketing practice, because primarily there is a lack of digital marketing skill, rely on traditional methods, adapting project based and fragmented industry(Brovosky & labonnote, 2024).

This study attempts to transcend this problem by studying the specific digital marketing practices adopted by K2N Architecture and Engineering Consultancy and their effects on business performance.

1.3 RESEARCH QUESTIONS

- i. To what extent does social media marketing have an effect on business performance in K2N architecture and engineering consultancy plc?
- ii. To what extent does mobile phone marketing have an effect on business performance in K2N architecture and engineering consultancy plc?
- iii. To what extent does website marketing have an effect on business performance in K2N architecture and engineering consultancy plc?
- iv. To what extent does email marketing have an effect on business performance in K2N architecture and engineering consultancy plc?

1.4 RESEARCH OBJECTIVE

1.4.1 General objective

The main objective of this study is to investigate digital marketing practice and its effect on business performance in case of K2N architecture and engineering consultancy plc.

1.4.2 Specific Objective

- i. To determine the effect of social media marketing on business performance in case of K2N Architecture and Engineering Consultancy plc.
- ii. To determine the effect of mobile phone marketing on business performance in case of K2N Architecture and Engineering Consultancy plc.
- iii. To determine the effect of website marketing on business performance in case of K2N Architecture and Engineering Consultancy plc.
- iv. To determine the effect of email marketing on business performance in case of K2N Architecture and Engineering Consultancy plc.

1.5 SIGNIFICANCE OF THE STUDY

This study is especially relevant to many stakeholders, both at K2N Architecture and Engineering Consultancy PLC and externally, in the broader architecture and engineering consultancy sector.

- To K2N Architecture and Engineering Consultancy PLC:

K2N will gain a clearer sense of how its digital marketing strategies has effect on its business performance metrics, such as revenue generated, profitability, and project volume, timeliness and other included metrics through the results of this study. The study will provide recommendations for improving K2N's marketing campaigns by defining the best performing digital marketing channels and comprehending what issues the company is experiencing in its business performance.

- For Architecture and Engineering Consultancy company

The study will hold high importance in the role of digital marketing in this niche sector. Lack of digital marketing skill, knowing best plat-form for portfolio promotion, project-based work, and technologically advanced customer are some of the particular challenges that architecture and engineering consulting firms mostly encounter. Through a case study of K2N, the study can act as a standard for such firms to learn and adopt digital marketing in a bid to optimize their own effectiveness.

- For Academic and Industry Researchers:

By presenting empirical findings regarding the impact of digital marketing here, this study completes a gap in academic literature especially in Ethiopia. These findings will be generalizable in the future by other researchers to encompass more general trends or comparative research across other forms of AEC sector.

➤ For Digital Marketing Professionals:

The study will also provide digital marketers who represent or want to represent engineering and architecture companies with insights. The marketers can adapt their strategies according to the particular requirements and goals of advisory companies by knowing which digital marketing channels and strategies are most effective in the industry to advertise.

In general, this study is seeking to address the gap of knowledge in relation to digital marketing's contribution to business performance in K2N Architecture and Engineering Consultancy PLC, and to offer an effective model of digital marketing practice for adoption by similar sector as well as toward furthering a better understanding of digital marketing's contribution to specialty markets.

1.6 SCOPE OF THE STUDY

The study analyzed the effect of digital marketing practice on performance of businesses in case of K2N Architecture and Engineering consultancy firms. Hence the dependent variable is business performance, the independent variable is: social media marketing, mobile phone marketing, website marketing, and email marketing.

The study investigates digital marketing practices within K2N company in Addis Ababa, Ethiopia professionals that have experience of using digital marketing; K2N members who are working on different departments. It was carried out in seven months.

1.7 LIMITATION OF THE STUDY

Undertaking this study, the researcher encountered some limitations. To mention some: -

- There is no enough research on Digital marketing practices on Architecture and engineering consultancy company in our country to use as reference.
- No proper data searching system on different Digital marketing practices to know which AEC company use digital marketing as a way of marketing system.
- Single Case Study Focus: The research only considers K2N Architecture and Engineering Consultancy PLC, a single firm out of many firms in the architecture and engineering consultancy industry.
- Moreover, lack of additional data to collect from different geographical location in addition to Addis Ababa because of peace instability problem in the country.

- In purposive sampling, reading of results is limited to the population under study. To be valid over a greater realm or to form the basis for a theory, the study may be repeated for confirmation in a different AECC.

1.8 OPERATIONAL DEFINITION OF TERMS

Business Performance: is a multifaceted concept that evaluates how well an organization achieves its goals through effective strategy execution and resource utilization and evaluating business performance involves both financial and non-financial measures. Financial metrics assess profitability and financial health, while non-financial metrics evaluate aspects like customer satisfaction and internal process (Armstrong, 2014).

Social Media Marketing: the economic times define social media marketing as a use of social media platforms to connect with audiences, build brand awareness, drive website traffic. It encompasses activities such as publishing content on social media profiles, engaging with clients, analyzing results and running social media advertisement.

Mobile phone Marketing: refers to the practice of promoting products or services through mobile devices, especially smartphones. It encompasses a range of strategies like SMS, MMS at reaching consumers directly on their handheld device (Kotler & Keller, 2016).

Website Marketing: is a strategic promotion of a website to attract relevant traffic and convert visitors into clients. Also, it is a process of using various online practices to promote, increase visibility in search engines, attract targeted traffic and ultimately drive business goals (Brozovsky, Labonnote & Vigen, 2024).

Email marketing: is a digital marketing strategy that involves sending email to the targeted client with the purpose of promoting products or services, enhance customer relationships and encouraging customer loyalty and repeat business and keep existing customers informed and engaged (Kotler & Setiawan, 2017).

Digital Marketing: refers to the use of digital technologies and online channels to promote services to clients. It includes social media marketing, email marketing website marketing and email marketing to reach and engage target clients (Chaffey & Ellis, 2019).

Architecture and Engineering Consultancy: a niche profession providing expert consultancy, design, and engineering to construction and infrastructure projects (Bala & Verma 2018).

Key Performance Indicators (KPIs): Measurable values applied in the measurement of a business company's progress in reaching its business objectives (Desai & Vidyapeeth 2019).

Client Acquisition: The process of bringing in and converting potential customers into actual customers or clients (Desai & Vidyapeeth 2019).

Brand Awareness: The extent to which a brand is recognized by potential clients and associated with its services (Bala & Verma 2018).

Empirical Analysis: A research method based on observation, experience, or experiment rather than theory (Desai & Vidyapeeth 2019).

1.9 ORGANIZATION OF THE STUDY

This research was organized into five main chapters. Chapter one has cover an introduction which includes background of the study, problem statement, objective of the study, research questions, operational definition of terms, significance of the study, scope and limitation of the study. Chapter two is focused on review of related literature and their findings from different articles, at the end conceptual framework is graphically presented. Chapter three is concentrated on methods under it the researcher briefly showed issues in relation to research approach, research design, target population and sample size, data collection method and discuss about data interpretation instrument. Chapter four showed the results and discussion, which include an overview results of demographic data result, descriptive statistics analysis, inferential analysis as well as hypothesis testing. Chapter five discuss about the answer for the main question of the research, which is how the researcher addressed the reliability and validity issue, summery of findings, conclusion, recommendation as well as limitation and future research direction. At the end we found reference and appendix.

CHAPTER TWO: LITRATURE REVIEW

2.1 THEORETICAL REVIEW

The theoretical review is the structure that can hold or support a theory of a research study. The theoretical framework introduces and describes the theory that explains why the research problem under study exists (Abend, 2008). This section reviews the theories that the researcher considers relevant to the study. It reviews the technology acceptance model, Marketing theory and social penetration theory.

2.2.1 Technology Acceptance Model (TAM)

This Model was invented by Fred Davis, 1989 explains the theory of the acceptance and use of technology by individuals, which is of greatest concern in digital marketing. One of the most widely applied models for understanding user acceptance and usage of technology (Lee et al.,2003). Technology acceptance is a three-stage process, whereby external factors (system design features), trigger congestive response (perceived ease of use and perceived usefulness), which in turn from an effective response (attitude toward using technology, influencing use behavior (Davis, 1993). Likewise, “In information systems research, the user’s attitude toward using and the actual usage of a technology are addressed in the technology acceptance model” (Masrom,2007).

According to Masrom (2007) the intention-based model known as TAM was created especially to explain or forecast user acceptance of computer technology. It has been used in number of studies assessing user acceptance of information technology. Such as email and website (Szajna,1996 & koufaris,2002).

The TAM elucidates the determinants that impact the behavior of end users when using technology. The aim is to elucidate the reasons behind individuals' computer use by examining two cognitive factors: perceived utility and perceived usability (Venkatesh & Davis, 1996). The four main components of TAM are behavior(B), behavioral intention (BI), perceived usefulness (PU) and perceived ease of use (PEOU). Frequency of use, duration of use, actual number of usages and variety of usage were typically used to measure behavior (Lee, Kozar & Larsen 2003). One of technology accepted model in AECC is BIM (Building information modeling) on this technology-based model it has a benefit three significant changes are occurring first: architectural design processes are evolving,

second: design culture is evolving, third: less effort is being put into non-value-adding tasks during design and analysis (Ahuja, Sawhney & Arif 2016).

Despite their understanding of the importance of digital marketing by accepting technology, AECC are constrained by their inability to employ this technology. This is happened as a result of both lack of technological knowledge and qualified IT personnel. According to Venkatesh & Davis (1996), technology should be understandable and easy to use. This implies that user' perceptions of trustworthiness are expected to be positively impacted perceived ease of use and propensity to adopt digital marketing. Some department believe that the other lacks the necessary skills and knowledge to operate competently and consistently (Agarwal & Karahanna, 2000).

Since digital marketing is relatively new global trend and these methods are frequently easy to employ even for those with technical expertise, the idea is pertinent to this study

Since digital marketing is relatively new global trend and these methods are frequently easy to employ even for those with technical expertise, the idea is pertinent to this study (Gefen, karahanna,2003). The aim of theorizing distinctive effects of variable on perceived usefulness and perceived ease of use was to add clarity to literature, which had been inconsistent in terms of the predictors of the two perception factors (Agarwal & Karahanna, 2000). However, TAM contends that user's perception of technology's usefulness and simplicity of use determines whether or not it is accepted, as in the case of digital marketing (Davis & Venkatesh, 2000). In contrast to the consistent usage of traditional marketing strategies the acceptance and effectiveness of digital marketing practice in AECC relay on their perceived usefulness and ease of use (Masrom,2007).

2.2.2 Marketing Theory (MT)

According to the hypothesis which was drawn out by Bartels in 1988, social media marketing practice have been proven to be advantages for increasing performance of business. This theory provides frame work for understanding and guiding marketing practice.it is a discipline that examines the principles and concepts that underpin marketing activities, including consumer behavior, market segmentation, giving service and pricing strategies. The primary goal of marketing theory is to explain how marketing activities influence customer decision and to develop effective strategies for achieving market objectives (Tyler 2016). The importance of MT is: first understanding client behavior: provides insight into why clients behave the way they do, helping marketers develop effective strategies. Second: developing effective marketing strategies: it provides a frame work for developing and implementing marketing plans that are aligned with business objectives. Third: improving marketing performance:

by applying sound marketing principle, business can improve their marketing effectiveness and achieve their goals (Pauline, Michael& Mark ,2010). Key aspects of this theory are: consumer behavior this means understanding how clients make decision on design program decision is a central to marketing theory. This includes factors like location, budget, culture and purpose of the building. Marketing segmentation: identifying different groups of clients with similar needs in preference is a core concept. This allows marketers to tailer their massaging and services to specific segment (Hunt,2002).

According to Morgan (1996), the model provides a comprehensive understanding of social media marketing. According to Tyler (2016), sustain consistent customer involvement gives the business and its management a great chance to either directly or indirectly highlight the advantages of their service and resolve any complaints from customer.

The theory's investigation of the relationship between marketing initiatives and the AECC business performance is what makes this study significant. It showed that the development of marketing skills and adoption of social media marketing practice were correlated. As such. It provides a strong basis for investigating the effect of social media marketing.

2.2.3 Social Penetration Theory (SPT)

The theory, which was first put forth by Altman and Taylor in 1973, has since been developed. An analysis paradigm for interpersonal relationships was developed by Altman and Taylor. The Social Penetration Theory (SPT) focuses on individual influences for sharing on social media to describe how human service creates relationships. The desire to encrypt specific information that people deem private arises from the fact that users of these platforms are forced to disclose themselves during conversations, according to Altman and Taylor (1973). It commences with information that is readily available to others and superficial, like gender, choice of attire, and culture; gradually, as a bond develops, one begins to communicate feelings; one will reveal their deepest aspirations, aspirations, and beliefs (Altman, Vinsel & Brown, 1981).

Humans might be able to segregate these many levels of information in social networks we create for the online social realm. By default, some information will be made available to the public, whereas secret information may pertain to confidential and partially confidential information. The form and frequency of communications, which can be simply recorded online via social media platforms, may be a tool to gauge the levels of relationships. The significance of adhering to the layered intimacy degrees of social infiltration when exposing one's information was recently brought up in a privacy case against Facebook (Gaudin, 2010). Businesses must uphold these standards to give their customers

the assurance to provide reliable feedback, which enables effective contact with the outside world. By putting the social penetration theory into practice, AECC can learn about individual characteristics to better address their unique demands and provide greater performance.

2.2.4 Innovation Diffusion Theory (IDT)

The theory was hypothesized by Rogers (1995) who identified five distinct attributes of innovations that have a substantial impact regarding the procedure of adopting innovations. Five characteristics of innovation have been stated that affect customers' behavioral intention (BI) to adopt innovations in IT. These characteristics are relative advantage, complexity, compatibility, trialability and finally Observability. This model is a thorough framework to study an innovation and the accelerated factors of its adoption in an organization. The innovation diffusion concept has been associated with new ideas, services, products, methods, and inventions as IDT has been utilized in several areas such as marketing, economics, sociology, and technology management (Chang, 2010).

Some studies have tested IDT as a technology acceptance model (Agarwal & Prasad, 1998). Their analysis results in that only compatibility, relative advantage and complexity are strongly-associated with innovation adoption (Giovanis, Binioris, & Polychronopoulos, 2012). To add more, several studies have showed that the trial ability and observability are influential constructs in the enterprise's adoption of ICT. Amongst these studies that demonstrate the importance of observability in the adoption decision were (Rahman, 2003). While other studies, that have demonstrated the importance of trialability, include (Tan, 2001) The above reviewed literatures regarding organizational IT adoption reveals that IDT is a popular assortment in the technological context of framework (Alatawi et al., 2013). Since The process of adopting innovations is not a singular event, but rather occurs in a series of consecutive stages: awareness of the innovation, persuading oneself to embrace the innovation, making a decision to either adopt or reject the innovation, actually adopting and implementing the innovation, and finally confirming its effectiveness (Rogers, 2009). IDT appears as one of the most mutual, vastly-agreeable between researchers and linked to IT adoption mainly. It has been tested in a very large number of studies and in a variety of technological areas (El-Gohary, 2012). Gyau & Stringer, (2011); Vijayasathy, (2004); Wu & Wang, (2005) these literatures noted that there are a very inadequate number of studies that had been conducted with IDT in the field of digital marketing.

Diffusion is the gradual spread of new technologies, ideas, practices, or products to the intended users in a society. This spread occurs through communication among members of the society who share and disseminate these innovations (Brozovsky, Labonnote& Vigren, 2024). In AECC may result in a surge

in documentation and brand recognition, a decrease in advertising expenses, the ability to enter new markets, and enhanced client rapport. (Nganga, 2015). The notion promotes the use of innovation and technology in marketing by using digital marketing methods to enhance sales income and therefore improve overall success.

2.2 EMPIRICAL REVIEW

This section involved a review of studies that are relevant to the current research. An empirical literature review is characterized as a systematic examination of published research in journal articles and books. This is an extensive review of prior studies pertinent to the study aims (Carpini, Cook & Jacobs, 2014). The researcher identified information gaps overlooked by current studies, which served as the foundation for this investigation. The review was executed in accordance with the factors of the present research.

2.2.1 Social Media Marketing and Business Performance

Amin (2021) studied the effect of social media marketing on business success in Abuja. A total of sixty-three respondents participated in the survey, which was performed using a basic random sample approach. The data was examined through inferential statistical techniques, including Pearson correlation and regression analysis. Ngenga (2018) the research findings indicated a significant and favorable link between the two aspects of digital marketing examined and company business success. Furthermore, the regression analysis revealed a significant impact of social media marketing on the model. 53.8 percent of the variance in the independent variables accounts for the variation in the dependent variable. Furthermore, the data suggested that social media marketing was the most often employed digital marketing method, adding more substantially to the model. Yet there was a contextual gap since the research was based in Abuja Nigeria hence cannot be generalized in Ethiopia.

Hassen & Singh (2018) researched the influence of social media marketing on the expansion of businesses, on the context of Ethiopia serving as the subject of analysis. Utilizing LinkedIn and Twitter has been shown to be cost-effective for companies in terms of marketing expenses. Tsegaye (2021) researched on the impact of social media marketing on real estate company, social media marketing has made a substantial contribution to the growth, brand exposure, and customer happiness on real estate companies that use social media as a marketing platform. Social media has changed the internet into an expansive platform for social interaction, information exchange, and dialogue, enabling users to connect on personal and communal scales (Etter, Ravasi & Colleoni, 2019). Despite its original intention as a platform for social networking rather than organizational purposes, social media has

succumbed to external pressures and gained significant popularity, resulting in its adoption by companies as a method of interacting with clients (Othman, 2014).

Oke & Ukaha (2024) explored the impact of social media on the success of AECC as a novel marketing strategy tool. The researchers conducted a randomized case study on two firms, selected from both the Egypt and Najera. During the period of December and January 2025, they specifically focused on the social media accounts of selected firms. The research analyzed the Facebook and LinkedIn profiles of randomly chosen architecture and engineering companies to assess the performance of their business from the Nigeria and Egypt in the identical sector. The study revealed that Nigeria organizations are more inclined to use the fundamental strategies in their utilization of social media, as compared to Egypt firms. This enhances client loyalty, retention, and therefore, performance. The emergence of social media has completely reversed the traditional marketer-customer dynamic, since power has shifted from marketers to consumers. The research presented a methodological gap since it adopted a randomized case study of two firms while the current study focused on K2N based in Addis Ababa, Ethiopia.

H1: There is significant relationship between social media marketing and performance of businesses of AECC.

2.2.2. Mobile phone marketing and business performance

Mobydeen (2021), studied the aspects that effect the use of mobile phone marketing. This investigation included a conceptual framework and empirical evidence, with a specific focus on the performance of business. There is less knowledge on the efficacy, suitable structure, and application of mobile phone marketing. According to the authors of this research, website marketing comprises an assortment of operations that rely on and are incorporated into the specific business environment.

The authors conducted an empirical analysis of the factors that influence mobile phone marketing success from business performance point of view. They use primary data obtained from senior marketers in 263 organizations spanning diverse industries and various levels. This is done using this approach. According to the empirical findings, context elements that are linked to greater mobile phone marketing success include strategy clarity and commitment, mobile phone marketing practice aligns with the informational requirements of the organization's intended recipients, and normative journalistic quality standards.

The findings additionally demonstrate that structural specialization, specialization-enabling procedures and systems, and regular measurement of mobile phone marketing success and use of data collected as direction for refining content offerings all positively influence mobile phone marketing efficacy. The findings of this research could make important theoretical contributions to the study of mobile phone marketing and its success. They might also help professionals to better design and carry out mobile phone marketing strategies. There was a methodological gap since the study omitted the analysis of correlation. The current study used both the correlation and regression analysis. Hollebeek and Macky (2019), examined the structure, fundamental beliefs, and outcomes of digital marketing's role in promoting or nurturing customer involvement, trust, and value.

Greco (2007) argued that there are unique set of limitations that mobile branding presents. Mobile users are besieged by constant distractions, noisy environments and low bandwidth. This causes them to move through the day in a state of discontinuous interaction. So, although design is king in the mobile branding world, it must be used efficiently and intelligently. Content has to be brilliant, easy and fast. Yet from these substantial limitations, new creative opportunities continue to emerge and forward-thinking brands are beginning to reap the benefits. The mobile phone laces marketers' right inside persistent computing. They can catch people everywhere on the internet, in train stations, on the phones. They can communicate with the consumers on every possible level.

Direct marketing to customers through cell phones is known as mobile phone marketing. Commercial materials are sent to mobile phones via technologies including SMS, MMS, Bluetooth and infrared: mobile phone marketing could be the most rapidly expanding and highly targeted information transfer method. According to Dushinski (2010), mobile technology enables marketers to engage mobile users by focusing on their urgent and unique needs. In addition to reaching them where they are. The distinctive value proposition of mobile phone marketing is that gives people what they want, when they want it. AECC business and associated field firms can use this system since it allows them to understand their clients' intentions.

H2: There is significant relationship between mobile phone marketing and performance of businesses in AECC.

2.2.3 Website marketing and business performance

Kotler and Armstrong (2010), state that the content of website varies widely corporate(brand) website are the most basic kind. Instead of directly selling the company's product, these websites are made to foster goodwill among customers known as customer feedback and support other sales channels. They usually provide a range of features and information in an attempt to respond to inquires from client and establish connection with them. E-marketing websites are made by others businesses; they connect with customer to get them closer to making a direct purchase to achieving other marketing goals.

Hughes and Fill (2007), state that a company website is the focal point of its online activities. Website are designed to be visited by internet users, and once they are there, the possibility of interacting and starting a conversation increases. Utilize their role as a gatekeeper to capitalize on high traffic to their home page and search pages, and sell sponsorship and advertising in a manner similar to that of newspapers or magazines (beamish and Karen, 2006). Technological advancement like the internet, databases and new segmentation techniques as well as the necessity to establish reputations in order to give distinct, are examples of communication-based drives. Also, in Ethiopia in the short period of time OVID has harnessed the power of the internet by advertising about the design and construction work of the company is reachable by social media in different city of the country including Addis Ababa.

According to Lancaster and Withey (2006), a well-designed and operated website allows for very effective communications with customers. If AECC clients can easily find the website and find access to it and find that these visits are rewarding in a sense of offering more than simply information, the customer is likely to be favorably impressed with regard to the company and its design portfolio. For instance, K2N has a corporate website that communicates the company's profile and services and also informs clients on how to get certain services.

Schwanke and Roark (1985) discuss the future trends in adopting digitalization. According to the authors, lack of suitable software for the architectural design works display has led to architects and engineers persisting with traditional modes of marketing. This is because existing software existing software do not add value to their businesses, making it irrelevant to adopt them (Schwanke & Roark, 1985).

The attribute of maintaining an assortment of websites that address different facets of the organization such as clients, designers, consultant and the bill of quantity maker yield no results (Capella University School of Business, 2009). The issue of disruptive technology makes many architects and engineers to be wary of digitalization. According to Robbins, (2000), new technologies such as artificial

intelligence, robotics and advanced manufacturing and collaborative platforms have caused designers to fear the losses that they would incur when they adopt them. Few companies are prepared for these technologies (Robbins, 2000).

Curtis (2007) observed that the internet and email provides unprecedented opportunity for radically new methods of promotion and advertising such rival marketing and RSS (real simple syndication) of education or informative articles, newsgroups, forums, affiliations and partnering arrangements, email newsletter and campaigns and many other ideas which appears more quickly than most of us can absorb. Modern and emerging digital and web related advertising marketing methods offer audience reach precision of targeting level of fine tuning and control, measurement and analysis cost effectiveness that conventional advertising media simply cannot match, conventional printed sales and marketing materials of all types (from newspapers and magazines to brochures and business cards) are becoming neglected as clients can look to the internet (via phone, Pc's, laptops, PDA's and in the future TV) for quick up to the minute information about AECC design, quality, cost efficiency, construction method and their out put at anytime and anywhere.

H3: There is significant relationship between website marketing and businesses performance in AECC.

2.2.4 Email marketing and business performance

When message about the products or services is sent through email to the existing or potential consumer, it is defined as email marketing. On AECC direct digital marketing is used to send ads, to build connection with clients, to get customer trust and to make the company recognizable to potential clients. Company can promote its services by using this element of digital marketing easily. It is relatively low cost comparing to advertising or other forms of media exposure. Company can bring complete attention of the client by creating attractive mix of graphics, text and links on the products and services.

According to Castronovo and Huang (2002), Email marketing is a cost effective one to one medium that can build and strengthen customer relations. It's an interactive channel that can be used to attract new customers, maintain current customers and keep in touch with clients by sending emails on design progress, material specification, approval of objects and links to websites to asses more. Mobydeen (2021), noted that email marketing is an indispensable channel for Irish marketers to enable them to sustain relationships with their core audiences. Based on the survey carried out by Mobydeen (2021), 94% of Irish marketers use emails for maintaining customer relationships, and 84% believe that email is an important or very important component of marketing strategies. Chaffey (2005) noted that emails

were the main source of communication before the introduction of social media their improvement from the use of postage mails allowed communication between stakeholders and the firm to be shortened and allowed more accurate results. Mobydeen (2021) a total of 54.7% of the respondents consider mobile emails as the biggest opportunity for success, and statistics provided by Google (2012) as stated by suggest that they may be right, as 67%of the Irish population access their emails through smart phones on a daily basis.

Email marketing was the first form of Internet marketing, and consists of emailing marketing messages to potential customers. Modeled after direct mail, email marketing is a form of "push" marketing whereby marketers can rent an email list and send a solo offer to their target audience (Forrester Research, 2008). Email addresses are either grabbed from the Internet, purchased or rented from the email address vendors, or, more ideally, obtained directly from the customers (as in permission marketing). At the beginning of its use, email marketing had higher response rates than direct mail or banner ads (Honda & Martin, 2010). In addition, emailing was one of the most economical ways to deliver marketing messages. There are three major types of emailing practices: Opt-in email, Opt-out email, and Spam.

Opt-in email is the most acceptable type of emailing. Using only opt-in emails for sending marketing messages is a form of permission marketing. One of the most comprehensive definitions of opt-in email is that it is a policy for giving permission under which the user explicitly permits the Web site operator to either collect the information, use it in a specified manner and/or share it with others when such use or disclosure to third parties is unrelated to the purpose for which the information was collected (Nguyen and Barrett, 2006).

In case of opt-out email, the customer is automatically added to the mailing list. This form of emailing is widely used, but it is not recommended. Similar to opt-in email, there are various definitions of opt-in email. Mihajlovic (2023) a policy under which the user's permission is implied unless the user explicitly requests that higher information not be collected, used and/or shared when such use or disclosure to third parties is unrelated to the purpose for which the information was collected (Guay & Ettwein, 2008)

An approach to e-mail marketing in which customers are included in e- mail campaigns or newsletters until they specifically request not to be subscribed any longer. This method is not recommended and may in some cases be illegal. In contrast of using opt-in emails, where the recipients have voluntarily agreed to receive commercial email about a topic of interest, some companies are inappropriately using internet mailing lists to broadcast the same message to a large number of recipients who did not ask for

it. This form of unsolicited commercial emailing is called spamming, or spam. Also refers to inappropriate promotional or commercial postings to discussion groups or bulletin boards (Standifird, 2009).

H4: There is significant relationship between email marketing and performance of businesses in AECC.

2.3 SUMMARY OF LITERATURE REVIEW AND RESEARCH GAPS

Table 2.1 Research gap.

Author	Title	Findings	Identified Gaps	Current Study Focus
Mihajlovic (2023).	digital marketing in the architecture and construction industry.	Digital marketing should be vital to the business of construction companies.	There is a methodological gap since study did not present the correlation and regression analysis.	The current study utilized both the correlation and regression analysis.
Othman (2014)	Marketing strategies for promoting the architectural engineering profession	The results indicated that social media marketing was the most frequently utilized digital marketing strategy, contributing more significantly to the model than e-mail marketing.	There is a contextual gap since the research was based in Egypt hence cannot be generalized all over Africa.	The current research focused on business performance AECC in Ethiopia.

Brozovsky, Labonnote& Vigren (2024).	Digital technologies in architecture, engineering, and construction. Automation in Construction	The research found that search engine marketing successfully draws audience at the appropriate moment	There is a conceptual gap since study focused on search engine marketing only.	The current study focused on different types of digital marketing practices.
Alemayehu (2020)	factors affecting digital marketing practices: evidence from Addis Ababa, Ethiopia	The findings indicated the Infrastructure and Perceived ease of use has high effect on practice of digital marketing.	There is a methodological gap since the study omitted the analysis of correlation.	The current study used the correlation analysis.
Mobydeen (2021)	The effects of digital marketing strategies on the operational effectiveness of Jordanian mobile phone providers	The findings indicated that the performance of the telecommunication company is influenced by all aspects of digital marketing.	There is a contextual gap as the research was undertaken in Jordan hence cannot be generalized in consultancy company.	The current research focused on AECC in Ethiopia.
Ngenga (2018)	Investigated the impact of social media marketing on business growth using Airtel Kenya as a case study.	It emerged that a corporation may save money on marketing by using Twitter and LinkedIn.	There is a conceptual gap since the study was based on social media marketing	The current study was based different digital marketing practice.

Source: *Researcher, (2025)*

2.4 CONCEPTUAL FRAMEWORK OF THE STUDY

The conceptual framework is a visual portrayal of the connections between variables in research (Jabareen, 2009). It depicts the connection between study variables. Figure 2.1 illustrates the relationship of the independent variables and the dependent variable. The conceptual framework shows the relationship between the independent variables (web solutions, social media, mobile marketing, and email marketing) and the dependent variable (business performance).

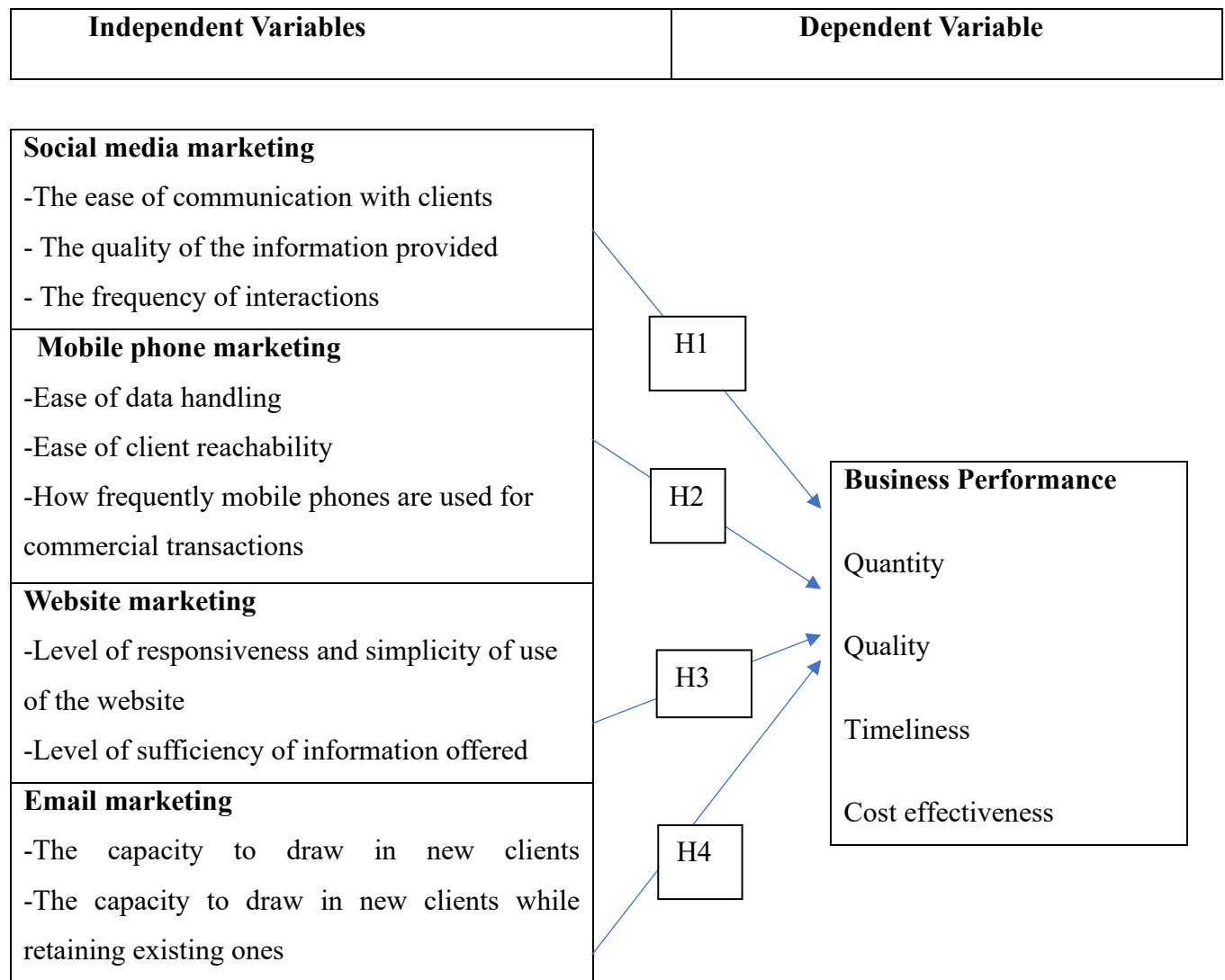


Figure 2.1 Conceptual Frame Work

This research framework consists of four relationships of variables (social media marketing, mobile phone marketing, website marketing and email marketing) and a dependent variable (business

performance). This research proposed to test four hypothesizes that indicated the relationship between the predictors and response variable. The research hypotheses

H1: Social media marketing has a positive and significant effect on business performance.

H2: Mobile phone marketing has a positive and significant effect on business performance.

H3: Website marketing has a positive and significant effect on business performance.

H4: Email marketing has a positive and significant effect on business performance.

CHAPTER THREE: METHODOLOGY

3.1 DESCRIPTION OF THE STUDY AREA

K2N, an architectural and engineering consultation company in Addis Ababa, was founded in 2008. It provides Architectural and Engineering (structural, electrical, sanitary and mechanical) design service, Construction supervision and contract administration of construction works. K2N is dedicated to provide professional service to its esteemed clients. K2N has 200 dedicated and experienced professionals in all fields of Architecture and Engineering during this research period. This vibrant team of innovative professionals with a common objective to provide the best and most efficient services to the demanding construction industry.

K2N Architecture and Engineering Consultancy Plc. is a multi-disciplinary Consulting practice of sound reputation for speedy, innovative yet practical design solutions to simple to complex Architectural & Engineering problems. Having experience and dedication to the construction industry, K2N wishes to provide with the most professional, efficient and cost-effective consultancy services. The goal of this company is to fulfill the most demanding construction needs in Ethiopia or elsewhere across the globe.

With a central staff complement of all professionals in affiliated engineering firms, and utilization of the latest information technology in contract information production, the company has over the years established an aggregate capacity to execute medium to large size projects from feasibility through design and contract administration to completion and project administration.



Figure 3.1K2N Company Logo

source <http://k2nconsultant.com/>

3.2 RESEARCH APPROACH

The researcher used quantitative approach to collect objective and numerical data to practices statistical tools which is used to establish relationships of the variables that were used in the study. As (Ghauri and Grønhaug, 2005) stated the research method is chosen according to the type of study and convenience of administering it. In view of that, the study adopts a quantitative and descriptive research design.

Dependent variable being business performance and the independent variable which are social media marketing, mobile phone marketing, website marketing and email marketing. Deductive approach was used for analysis or reasoning with first exploring the theories, development of theoretical framework and impact of the independent variables on dependent variable Digital marketing and draw a specific conclusion logically from premises (Soiferman, 2010).

With the deductive approach the researcher has explained the relationships between the concepts and variables. Measure concepts quantitatively and generalize finding up to certain extent. The researcher collected information from different department of K2N company who work as Managers, team leaders, supervisors, and employees belong to department of Architecture, engineering, finance, quantity and IT person by using purposive sampling. Multiple linear regressions have been used to analyze the digital marketing practices and the predictor variables.

In order to minimize the risk of minimum response rate, the researcher applied Saunders, Lewis and Thornhill (2009, p.362) recommendations i.e. designing the questions clearly, to have a clear layout, to include the purpose of the questionnaire in letter head and planned and executed the questionnaires properly.

3.3 RESEARCH DESIGN

This research applies a cause-and-effect research design to investigate the effect of digital marketing practice on business performance at K2N Architecture and Engineering plc.

First demographic variables: this part includes multiple items to measure the demographic status of respondents including (Gender, qualification, age, years of experience as well as department).

Second: questionnaire items: This part includes several elements to measure the effect of digital marketing practices on the business performance of K2N Architecture and Engineering consultancy plc. as an effective tool to enhance the business performance (social media marketing which is consists of (9) items, mobile phone marketing which is consists of (9) items, website marketing which is consists of (9) items, Website Marketing which is consists of (9) items, email Marketing which is consists of (8) items, and the Organizational performance which is consist of four (4) sub-sections: 1st: Quantity which is consist of (3) items; 2nd: Quality which is consist of (2) items; 3rd: Timelines which is consist of (2) items; 4th: Cost-effectiveness which is consist of (1) items). Total the questions were 5 points, 43 Likert's scale questions, which the respondents were required to answer on the basis of their knowledge and experience with the issue concerned.

Table 3.1 Likert scale degrees

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

According to Norman (2010) Likert scale is used to assess the accreditations as the following categories:

- Mean between the interval (1.000 ~ 1.499) - Strongly disagree.
- Mean between the interval (1.500 ~ 2.499) - Disagree.
- Mean between the interval (2.500 ~ 3.499) - Neutral.
- Mean between the interval (3.500 ~ 4.499) - Agree.
- Mean between the interval (4.500 ~ 5.000) - Strongly agree.

3.4 TARGET POPULATION AND SAMPLE SIZE

In conducting researches that require taking a sample, it always has the stage of deciding the sample size. In consideration of this, the decision is crucial since taking too large sample implies waste of resources while too small sample reduces the usefulness of the results or representativeness of sample to population. Thus, in order to have an optimum sample size, there are a number of points one has to take into account. Some of these issues are objective of the research, the sampling design, cost constraint, degree of confidence with which to conclude and degree of precision required for generalization.

Target population of this research is from different department worker in K2N company, who work as Managers, team leaders, supervisors, and employees belong to department of Architecture, engineering,

finance, quantity and IT person and a stratified random sampling approach will be used to ensure representation in different departments. As the researcher discusses before about the study area there are 200 target population in this company so the sample size is determined from this. According to Prance, (2004) as cited by (Alemayehu,2020) sample population is expected to have a valuable insight since they are assumed to be relatively able to practice digital marketing. The sample size is determined by Slovin's formula, which is one of the most used formulas to get a representative sample from a target population (Saunders, Lewis, & Thornhill, 2019). Slovin's formula is expressed as:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

- n = Required sample size
- N = Total population (200 employees)
- e = Margin of error (typically 5% or 0.05 for 95% confidence level)

Substituting the values into the formula:

$$n = \frac{200}{1 + 200(0.05)^2}$$

$$n = \frac{200}{1 + 200(0.0025)}$$

$$n = \frac{200}{1.5}$$

n=133.33 Since the sample size must be a whole number, it is rounded to **133 respondents**.

Therefore, for a total of 200 employees, a sample size of 133 employees is sufficient to access diverse opinions in the company and for its size.

3.5 DATA SOURCES TYPES AND DATA COLLECTION PROCEDURE

Methods of data collection include the actual practicality of obtaining the data required for analysis. This includes collecting both primary and secondary data.

Primary data collection: In order to collect primary data, the researcher used questionnaires. To investigate “Digital marketing practice and its effect on business performance: an empirical review of K2N architecture and engineering consultancy plc”. The researcher will conduct five-point Likert scales of 43 questions in English printed format for collecting data then it is distributed to the different department worker in K2N company, who work as Managers, team leaders, supervisors, and employees belong to department of Architecture, engineering, finance, quantity and IT person. The research questionnaires were adjusted from previously approved and tested research paper by *Mobydeen (2017)*; “The impact of digital marketing practices on the organizational performance in the mobile phone companies in Jordan.”

Secondary data: the secondary data were collected in this study from a variety of sources from the literature review like books, Journals, researches, dissertations, articles, google scholar and worldwide web

3.6 ETHICAL CONSIDERATIONS

Ethical concerns are a key aspect of carrying out research, especially when carrying out research on human subjects. Since the research will entail gathering data from workers, management of K2N PLC, as well as secondary data, there is a requirement to follow ethical standards that will protect the rights and welfare of the research participants.

This study was not fictitious or misrepresenting the data. Consent of each participant/sample unit was obtained before data collection was commenced. The researcher undertook the rights of the respondents by: Confirming that all collected data was used solely for the academic study purpose and kept confidential. Informing the respondents to participate without any forced act and clearly informing all respondents the reason and purpose of the research. Besides, ethical concerns also involve transparency in the research process.

3.7 DATA ANALYSIS

The data obtained from the study subjects analyzed using the Statistical Package for Social Sciences (SPSS) version 25 was used to analyze the questionnaire data. The significance level is set at 0.05. The data was cleaned and examined for missing data, outliers, and broad codes by examining the frequency distributions of all who describe the demographics of the participants.

Descriptive statistics used to draw summaries related to the variables of the current study, including the calculation of means, standard deviations, important levels, one sample test, and the T. test. Also, the analysis contains some tables describing the relationships between the variables of the current study concepts. Also, to analyze these data into categories that provide Results for a discussion and study of Digital marketing practice and its effect on business performance: an empirical review of K2N architecture and engineering consultancy plc.

3.7.1 Quantitative Data Analysis

Quantitative analysis of the data will include the application to describe quantitatively the descriptive statistics such as mean, standard deviation, and frequency distribution will be used in reporting the data. Inferential statistics in the form of regression analysis and correlation testing shall be employed in order to define the direction as well as the magnitude of digital marketing activities as related to results of business performance (Hair, 2019).

Multiple regression analysis shall be employed in the study for determining the effect of different forms of digital marketing; social media marketing, mobile phone marketing, website marketing and Email marketing. upon business performance. The regression model can be articulated as follows:

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

Where:

- Y = Business Performance (measured by profitability, quality, customer satisfaction, and revenue growth)
- X₁ = social media marketing
- X₂ = Mobile phone marketing
- X₃ = Website marketing
- X₄ = Email marketing

- β_0 = Intercept
- $\beta_1, \beta_2, \beta_3, \beta_4$ = Regression coefficients
- ε = Error term

Correlation analysis will also be applied to measure the level of association between digital marketing activity and business performance measures. A Pearson correlation coefficient (r) will be employed to determine the strength of the relationship, with values nearing +1 indicating strong positive association and values near 0 indicating no to weak correlation (Hair, 2019).

3.7.2 Data Presentation

The results of the data to be analyzed will be presented in tables, charts, and graphs for ease of interpretation. The descriptive statistics will be graphed in bar and histogram, while regression results will be presented in tabular form with values of coefficients, p-values, and R-squared.

3.7.3 Reliability and Validity

Alpha was developed by Lee Cronbach in 1951 to provide a measure of the internal consistency of a test or scale; it is expressed as a number between 0 and 1. For the validation of data accuracy, internal consistency of survey findings will be verified by Cronbach's Alpha, where above 0.7 will ensure acceptable reliability (Tavakol & Dennick, 2011).

Table 3.1: Reliability Test

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent (High-Stakes testing)
$0.7 \leq \alpha < 0.9$	Good (Low-Stakes testing)
$0.6 \leq \alpha < 0.7$	Acceptable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: (Tavakol & Dennick, 2011, p.54).

CHAPTER FOUR: RESULTS AND DISCUSSION

4.1 RESPONSE RATE

The study targeted 133 respondents and to determine the actual number of the respondents who actively participated in the research study by filling and submitting back the questionnaires, the analysis of the response rate was conducted as follows;

Table 4.1: Response Rate

	Frequency	Percentage (%)
Responded	95	71.42
Not Responded	38	28.58
Total	133	100

Source: *Own survey, 2025*

Table 4.1 shows that 95 respondents were able to fill and return the questionnaires which amounted to a response rate of 71.42%. According to Kumar (2010) a response rate of 50% and above is acceptable for statistical analysis.

4.2 DEMOGRAPHIC INFORMATION

The study sought to establish the respondents' demographic information which included gender, occupation and age. The respondents answered questions concerning the same in the questionnaire for the data to be obtained.

Table 4.2: Descriptive statement of demographic distribution

	Frequency	Percentage (%)
Gender		
Male	52	54.7
Female	43	45.3
Total	95	100.0
Age		
18-25	5	5.3

26-35	64	67.4
35-45	23	24.2
45 and above	3	3.2
Total	95	100.0
Educational Background		
High school	1	1.1
Diploma	1	1.1
Bachelor's Degree	49	51.6
Master's Degree	35	36.8
PhD and higher	9	9.5
Total	95	100.0
Position in the Company		
Manager	12	12.6
Finance	6	6.3
IT personnel	2	2.1
Architect/Engineer	47	49.5
Other discipline	28	29.5
Total	95	100.0
Years of Experience in the consultancy company		
Less than one year	4	4.2
1-3 year	33	34.7
4-6 years	40	42.1
More than 6 years	18	18.9
Total	95	100.0

Source: *Own survey, 2025*

From the findings the study found that male respondents were 54.7% while female respondents were 45.3%. This shows that the survey has a gender balanced sample, which helps to ensure that both male and female perspectives are fairly represented and reduce the risk of skewed results.

Also, on the result of age group, highest respondents were aged between 25-35 year which is 67.4% followed by 35-45 year and the lowest respondents are between age 18-25 and above 45 and aged

between 35-45 by (24.2%), This implies that the respondents who participated in the study were mid-career professionals to cooperate in giving reliable information on the subject under study.

The respondents educational background majority of the respondents are bachelor degree holders 51.6% which is more than half percent followed by master's degree and PHD holders This implies that the dominant perspectives are mid-level decision makers and senior executives in the field so, the majority of respondents read carefully and pay attention since they know the value the right answer for research paper.

The respondent's position in the company working as a manager as shown by 12.6%, working as a Finance as shown by 6.3%, working as It/Tech personnel as shown by 2.1%, working as an Architect/Engineer as shown by 49.5%, and working on other discipline as shown by 29.5%. Hence, the respondents are all knowledgeable and there feedbacks were valuable to gather data about digital marketing practices effect on business performance in case of K2N consulting architects and engineers plc.

Since years of experience in consultancy company the findings show that less than one year as shown by 4.2%, 1-3 year as shown by 34.7%, 4-6 years as shown by 42.1%, and more than 6 years as shown by 18.9%. This indicated that the respondents have experience in the field to share their observation on the subject under study.

4.3 STUDY RESULTS RELATED TO DESCRIPTIVE STATISTICS ANALYSIS (MEAN & STD.)

In the following part, a comprehensive descriptive analysis was conducted for each of the study variables. This was conducted utilizing data gathered from primary source: questionnaire. The researcher obtained important data through the methods of calculating the mean, and determining the standard deviation. The primary aim of the research was to investigate digital marketing practice and its effect on business performance in case of K2N architecture and engineering consultancy plc. The participants were instructed to apply a Likert scale, with the following numerical values assigned to each response option: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree. The results were as follows;

4.3.1 Social media marketing

Table 4.3: Descriptive statistics of social media marketing

	Mean	Stad. Dev.
In our company, employing Facebook boosts productivity and effectiveness.	4.49	.944
In our company, employing LinkedIn improves overall efficiency and effectiveness.	4.63	.620
In our company, employing Twitter improves communication and engagement.	4.31	.800
In our company, employing podcasts improves knowledge sharing and engagement.	4.34	.738
In our company, employing content communities (such as YouTube and TikTok) boosts engagement and visibility.	4.43	.808
Social media promotes our company by providing customers with personalized, location-and time-sensitive information using interactive wireless media.	4.48	.666
There is increased ease of communication through social media.	4.65	.523
Use of social media increases quality of information provided.	4.54	.755
Use of social media enhance frequency of interaction with clients.	4.64	.544
Aggregate	4.50	.711

Source: *Own survey, 2025*

The descriptive statistics in the table 4.3 above showed that the total of the social media marketing in all of its forms on the usage of social media as a digital marketing practice was perceived by the study sample to be present with an aggregate mean of 4.40 (SD=0.683). Whereas The responses of each and individual mean ranging from (4.31–4.64). The highest mean result is for “Use of social media enhance frequency of interaction with clients.” with a mean equal to 4.64 (SD = 0.544), and the lowest mean result is for “In our company, employing Twitter improves communication and engagement.” with a mean equal to 4.31 (SD=0.800).

All responses' means of the individual question and the aggregate reflects positive opinions about the total social media marketing in all of its forms influence the business performance of K2N architecture and engineering consultancy plc according to study sample responses.

4.3.2 Mobile phone marketing

Table 4.4: Descriptive statistics of mobile phone marketing

	Mean	Stad. Dev.
In our company, employing SMS (short message service) as a mobile phone service improves communication and efficiency.	4.46	.616
In our company, employing MMS (multimedia messaging service) as a mobile phone service improves communication and engagement.	4.22	.865
In our company, employing Infrared as a mobile phone service facilitates seamless data transfer.	4.06	.954
In our company, employing Bluetooth as a mobile phone service improves connectivity and data sharing.	4.19	.776
In our company, employing video technology as a mobile phone service improves communication and collaboration.	4.52	.616
Mobile phone marketing deployment by your company increases ease of data handling.	4.51	.634
Implementing mobile phone marketing enhance ease of client reachability.	4.58	.557
Putting into use of mobile phone marketing improve Frequency of use of mobile phones for business transactions.	4.61	.532
Mobile marketing efforts have resulted in an increase in website traffic.	4.45	.597
Aggregate	4.40	.683

Source: *Own survey, 2025*

The descriptive statistics in the table 4.4 above showed that the total of the mobile phone marketing in all of its forms on the usage of mobile phone as a digital marketing practice was perceived by the study sample to be present with an aggregate mean of 4.40 (SD=0.683). Whereas The responses of each and individual mean ranging from (4.06–4.61). The highest mean result is for “Putting into use of mobile phone marketing improve Frequency of use of mobile phones for business transactions.” with a mean equal to 4.61 (SD = 0.532), and the lowest mean result is for “In our company, employing Infrared as a mobile phone service facilitates seamless data transfer.” with a mean equal to 4.06 (SD=0.954).

All responses' means of the individual question and the aggregate reflects positive opinions about the total mobile phone marketing in all of its forms influence the business performance of K2N.

4.3.3 Website marketing

Table 4.5: Descriptive statistics of website marketing

	Mean	Stad. Dev.
In our company, employing a corporate (brand) website as a marketing tool improves brand visibility and customer engagement.	4.26	.587
Deployment of marketing website by our company has enhances all times connectivity through website	4.52	.599
Using a marketing website as a promotional tool increases consumer connection and awareness of the company in our organization.	4.61	.589
Our company has a well-designed and user-friendly website.	4.58	.594
Implementation of website marketing develop to Effective customer feedback and supplement.	4.57	.577
Using website marketing is Nurturing creativity and innovation through responsive websites for our company.	4.62	.568
Website deployment has increased the ability to quickly access information through use of search engines.	4.57	.558
Website marketing has lift up level of responsiveness and simplicity of use of the website.	4.56	.540
Level of sufficiency of information offered is increased by website marketing.	4.39	.704
Aggregate	4.52	.591

Source: *Own survey, 2025*

The descriptive statistics in the table 4.5 above showed that the total of the website marketing in all of its forms on the usage of website as a digital marketing practice was perceived by the study sample to be present with an aggregate mean of 4.52 (SD=0.591). Whereas The responses of each and individual mean ranging from (4.26–4.62). The highest mean result is for “Using website marketing is Nurturing creativity and innovation through responsive websites for our company.” with a mean equal to 4.62 (SD = 0.568), and the lowest mean result is for “In our company, employing a corporate (brand) website as a marketing tool improves brand visibility and customer engagement.” with a mean equal to 4.26 (SD=0.587).

All responses' means of the individual question and the aggregate reflects positive opinions about the total website marketing in all of its forms influence the business performance of K2N architecture and engineering consultancy plc according to study sample responses.

4.3.4 Email marketing

Table 4.6: Descriptive statistics of email marketing

	Mean	Stad. Dev.
In our company, employing opt-in email improves customer engagement and communication.	4.53	.682
In our company, employing opt-out improves user experience and communication efficiency.	4.37	.700
In our company, employing RSS (real simple syndication) feeds for educational or informative articles improves knowledge sharing and accessibility.	4.39	.776
In our company, employing partnering arrangement campaigns strengthens collaboration and outreach efforts.	4.40	.721
Deployment of Email marketing by your company enhance email newsletter efficiency.	4.29	.849
Partnering arrangements are made easier by using email marketing.	4.20	.833
Level of ability to maintain current customers at the same time attract new customers is effective by using email marketing.	4.37	.773
Deployment of email marketing increase level of ability to build customer management service.	4.41	.707
Aggregate	4.37	.775

Source: *Own survey, 2025*

The descriptive statistics in the table 4.5 above showed that the total of the email marketing in all of its forms on the usage of email as a digital marketing practice was perceived by the study sample to be present with an aggregate mean of 4.37 (SD=0.775). Whereas The responses of each and individual mean ranging from (4.20–4.53). The highest mean result is for “In our company, employing opt-in email improves customer engagement and communication.” with a mean equal to 4.53 (SD = 0.682),

and the lowest mean result is for “Partnering arrangements are made easier by using email marketing.” with a mean equal to 4.20 (SD=0.833).

All responses' means of the individual question and the aggregate reflects positive opinions about the total email marketing in all of its forms influence the business performance of K2N architecture and engineering consultancy plc according to study sample responses.

4.3.5 Business Performance

Table 4.7: Descriptive statistics of business performance

	Item	Mean	Std.
Quantity	The revenue generated improved.	4.55	.632
	The project volume increased.	4.42	.766
	The profitability improved.	4.45	.665
Aggregate		4.47	0.687
Quality	The customer relationship satisfaction improved.	4.54	.649
	The margin achieved improved.	4.49	.727
Aggregate		4.52	0.688
Timeliness	The results on time improved.	4.57	.595
	The reports on time improved.	4.54	.649
Aggregate		4.55	0.622
Cost effectiveness	The performance within the agreed expense budget improved.	4.53	.666
Aggregate		4.53	0.666
Total Aggregate		4.51	0.664

Source: *Own survey, 2025*

The descriptive statistics in the table 4.7 above showed that the total of the business performance in four different sub-categories: quality, quantity, timeliness and cost effectiveness was perceived by the study sample to be present with an aggregate mean of 4.47, 4.52, 4.55 and 4.53 respectively. Whereas The responses of each sub-category mean ranging from (4.47–4.55). The highest aggregate mean result is for timeliness with a mean equal to 4.55 (SD = 0.622), and the lowest mean result is for quantity with a mean equal to 4.47 (SD=0.687).

All responses' means of the individual question and the aggregate reflects positive opinions about the total business performance in different sub-categories in all of its forms influence the business performance of K2N architecture and engineering consultancy plc according to study sample responses.

4.4 INFERENCE ANALYSIS

This section presents the findings of the correlation and regression studies. Correlation analysis was conducted to assess the impact of correlation, whereas regression analysis was utilized to ascertain the connection between the study variables.

Table 4.8: Reliability Analysis

	No of items	Cronbach's Alpha
Social media marketing	9	0.813
Mobile phone marketing	9	0.757
Website marketing	9	0.727
Email Marketing	8	0.802
Business performance	8	0.827
Over all	43	0.841

Source: *Own survey, 2025*

findings indicated that social media has a coefficient of 0.813, mobile marketing has a coefficient of 0.757, web solution has a coefficient of 0.727 and email marketing has a coefficient of 0.802 also business performance has a coefficient of 0.827. All constructs depicted that the value of Cronbach's alpha value is 0.841 which is above the suggested value of 0.7 thus it can be concluded that the study was reliable to capture the constructs (Creswell & Creswell, 2018).

4.4.1 Correlation Analysis

This section contains a review of the correlation seen between the study variables. The results are documented in (Table 4.9).

Table 4.9: Correlations

		Correlations				
		Business Performance	Social Media Marketing	Mobile Phone Marketing	Website Marketing	Email Marketing
Business Performance	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	95				
Social Media Marketing	Pearson Correlation	.655**	1			
	Sig. (2-tailed)	.000				
	N	95	95			
Mobile Phone Marketing	Pearson Correlation	.579**	.596**	1		
	Sig. (2-tailed)	.000	.000			
	N	95	95	95		
Website Marketing	Pearson Correlation	.464**	.410**	.363**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	95	95	95	95	
Email Marketing	Pearson Correlation	.580**	.618**	.550**	.273**	1
	Sig. (2-tailed)	.000	.000	.000	.007	
	N	95	95	95	95	95
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: *Own survey, 2025*

Results in (table 4.9) reveal that there is a positive and significant correlation between social media and business performance ($r = 0.655$, $p \text{ value} = 0.000$). In addition, the study reveals that the correlation between mobile phone marketing and business performance is positive and significant ($r = 0.579$, $p \text{ value} = 0.000$). Further, the study reveals that the correlation between website marketing and business performance is positive and significant ($r = 0.464$, $p \text{ value} = 0.000$). Finally, the study establishes that there was a positive and significant correlation between email marketing and business performance. ($r = 0.580$, $p \text{ value} = 0.000$). This implies that all the variables had a positive and significant correlation with business performance.

4.4.2 Tests for Regression Assumptions

This section contains diagnostic tests for testing the regression assumptions such as multi collinearity test, homoscedasticity, normality test, linearity test and autocorrelation test.

4.4.2.1 Multicollinearity Test

Problem may arise when two or more predictor variables are correlated. The VIF detects multi collinearity by measuring the degree to which the variance has been inflated. A VIF greater than 10 is thought to signal harmful multi collinearity as suggested by Baum (2006).

Table 4.10: Summary of Collinearity Statistics

Model	Collinearity Statistics		
		Tolerance	VIF
1	(Constant)		
	Social media marketing	.493	2.028
	Mobile phone marketing	.576	1.736
	Website marketing	.810	1.234
	Email marketing	.567	1.764

Source: *Own survey, 2025*

The Variance inflation factor (VIF) has checked in all the analysis which is not a cause of concern according to Baum (2006) VIF result 0-4 is there is no multicollinearity problem, 5-10 little collinearity and more than 10 is unacceptable or any variable that indicated that a VIF greater than 10 is a cause of concern. So, the above value (table 4.10) all VIF score are between 0 – 4 this shows the variables has no multicollinearity problem.

4.4.2.2 Autocorrelation Assumption

Table 4.11 Durbin-Watson test results

Model Summary ^b	
Model	Durbin-Watson
1	2.098 ^a
a. Predictors: (Constant), Email Marketing, Website Marketing, Mobile Phone Marketing, Social Media Marketing	
b. Dependent Variable: Business Performance	

Source: *Own survey, 2025*

The Durbin-Watson test in SPSS is used to detect autocorrelation, which is the correlation of a time series with its lagged values. It checks if the residuals (errors) from a regression model are independent of each other. The Durbin-Watson statistic ranges from 0 to 4, with values close to 2 indicating no autocorrelation. Values below 2 suggest positive autocorrelation, while values above 2 suggest negative autocorrelation. So, the study results show (table 4.11) the Durbin-Watson result is 2.098 this indicate that the variables have negative autocorrelation. According to SAP help portal and Investopedia an autocorrelation range of 1.50 to 2.50 is generally considered acceptable.

4.4.2.3 Homoscedasticity

According to Hair, (2019) A homoscedasticity test determines the variance of errors (residuals) in a regression model is constant across all values of the independent variables. Figure 4.1 shows the spread of prediction errors is consistent throughout the data. So, if the variance is consistent, the model's predictions are equally reliable across the range of data, making it a crucial assumption for other statistical tests.

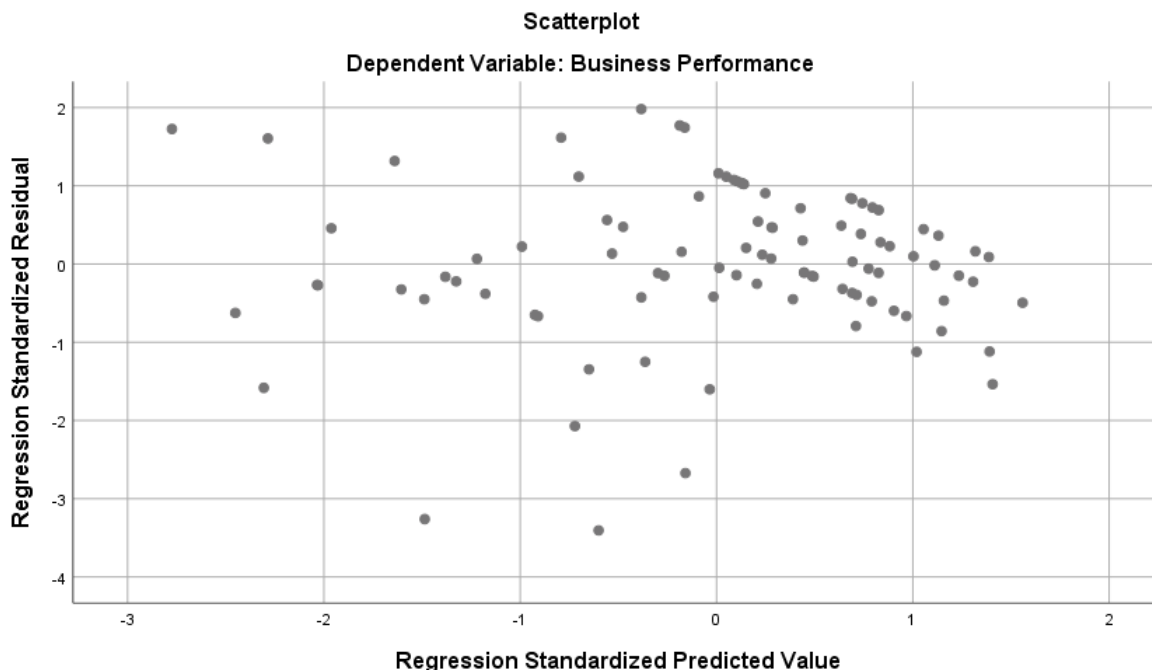


figure 4.1 Homogeneity plot

Source: *Own survey, 2025*

4.4.2.4 Normality test

In the multiple linear regression models the variables will obey normal distribution (George & mallery, 2010). To check the normality of the variable incorporated in the multiple linear regression

models, we use the histograms with a normal imposed curve, and as shown on figure 4.2 the variables in the multiple linear regression models followed normal distribution or positively skewed.

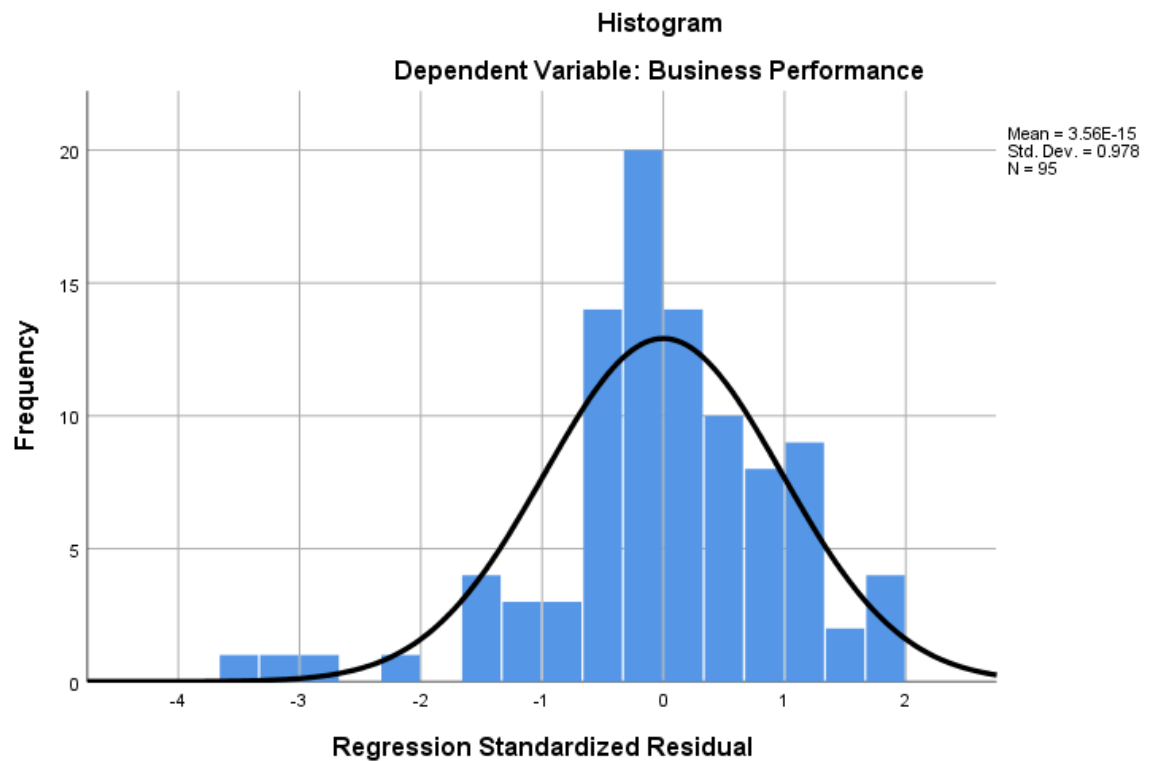


figure 4.2 Histogram normality plot

Source: *Own survey, 2025*

The normality of the variables is further tested using Skewness and Kurtosis. A skewness value between -1 and +1 is excellent, while -2 to +2 is generally acceptable. Values beyond -2 and +2 suggest substantial nonnormality (Hair et al., 2019). Kurtosis: Kurtosis indicates whether the distribution is too peaked or flat compared to a normal distribution. So, table 4.12 the Skewness value for all variables considered in the model is between -2 and 2. This indicated that the data is symmetry about the mean, normal. Likewise, the kurtosis value for all variables is between -2 and 2. The Skewness result also ascertained the normality of the variables.

Table 4.12 Skewness and kurtosis results

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Social Media Marketing	95	-1.575	.247	1.977	.490
Mobile Phone Marketing	95	-.385	.247	-.975	.490
Website Marketing	95	-.418	.247	-.109	.490
Email Marketing	95	-.676	.247	-.549	.490
Business Performance	95	-1.221	.247	1.093	.490
Valid N (listwise)	95				

Source: *Own survey, 2025*

4.4.2.5 Linearity Test

The P-P plot can be used to investigate whether the data are from a normal distribution and linearity (Sweet & Grace, 1999). Figure 4.3 below shows the normal P-P plot of regression. As it is indicated in the figure all points are near to the linear lines. This indicates that the assumptions of linearity and normality were satisfied. The assumption of normality of the dependent variable is one of the basic criteria to fit and use a regression model.

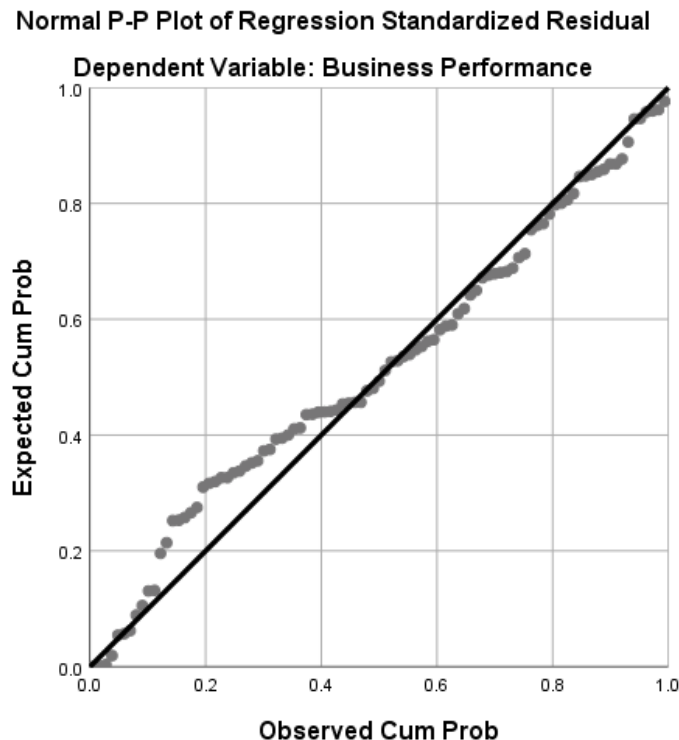


Figure 4.3: Linearity normality plot

Source: *Own survey, 2025*

4.4.3 Multiple Regression Analysis

Multiple regression analysis was used to test the relationship between the variables where it shows how the dependent variable is influenced by the independent variables. The study sought to determine the effect of email marketing, website marketing, mobile phone marketing and social media marketing on the business performance of K2N architecture and engineering consultancy.

Table 4.13: Model Summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737 ^a	.544	.524	.31151
a. Predictors: (Constant), Email Marketing, Website Marketing, Mobile Phone Marketing, Social Media Marketing				
b. Dependent Variable: Business Performance				

Source: *Own survey, 2025*

Table 4.13 The adjusted R square was found to be 0.524 implying that 52.4% of the variations digital marketing effect on business performance of K2N architecture and engineering consultancy plc are explained by changes in social media marketing, mobile phone marketing, web solutions and email marketing. The remaining 47.6% is attributable to additional factors not accounted for in the model of this study.

Table 4. 14: ANOVA^a

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.412	4	2.603	26.826	.000 ^b
	Residual	8.733	90	.097		
	Total	19.146	94			
a. Dependent Variable: Business Performance						
b. Predictors: (Constant), Email Marketing, Website Marketing, Mobile Phone Marketing, Social Media Marketing						

Source: *Own survey, 2025*

The value of 0.00 means that the regression relationship was statistically significant in determining how email marketing, website marketing, mobile phone marketing and social media marketing has

effect on Business performance. Also, the model was significant because of the F value (26.826) that calculated at the level of significance of level 5% greater than the value of critical Significance.

Table 4.15: Coefficients^a

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.026	.491		.052	.958
	Social Media Marketing	.311	.099	.320	3.153	.002
	Mobile Phone Marketing	.217	.105	.194	2.069	.041
	Website Marketing	.275	.108	.203	2.561	.012
	Email Marketing	.203	.087	.221	2.335	.022
a. Dependent Variable: Business Performance						

Source: *Own survey, 2025*

Mathematically, $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon_i$

$$Y = \beta_0 + \beta_1 SMM_i + \beta_2 MPM_i + \beta_3 WM_i + \beta_4 EM_i + \epsilon_i$$

Where: - Y= business performance

β_0 =constant

X_1 = social media marketing (SMM)

X_2 = Mobile phone marketing (MPM)

X_3 = Website Marketing (WM)

X_4 = Email marketing (EM)

$$Y = 0.026 + 0.311 SMM_1 + 0.217 MPM_2 + 0.275 WM_3 + 0.203 EM_4$$

Consequently, all independent variables of digital marketing practice have positive relationship and have positive effect on business performance.

Table 4.15 shows that the regression equation above has established that taking (social media, mobile phone marketing, website marketing and email marketing) constant at zero, business performance will be increased by 0.026. since there are other independent variable that are not included in this model of study.

Also, increasing the social media marketing by one unit would result in a 0.311 improvement in business performance. And the p value is 0.002 which is less than 0.05. This shows that there is a significant and positive relationship between social media and business performance.

Further, the findings show that when a unit increases in the scores of mobile phone marketing would lead to a 0.217 increase in the scores of business performances. And the p value is 0.041 which is less than 0.05. So, this indicate there is a significant and positive relationship between mobile marketing and business performance.

The study also found that a unit increases in the scores of website marketing would lead to a 0.275 increase in the scores of business performances. And the p value is 0.012 which is less than 0.05. So, the result show that there is a significant and positive relationship between email marketing and business performance.

When unit increases in the scores of email marketing also increase by 0.203 units on business performances. In addition, the p value is 0.022 which is less than 0.05. so, this shows there is a significant and positive relationship between email marketing and business performance.

Overall, Social media marketing has the greatest effect on business performance followed by website marketing, mobile marketing and email marketing consecutively. Therefore, this implies that all the variables are significant since their p-values is less than 0.05 and have a positive relationship with business performance.

4.5 DISCUSSION AND HYPOTHESIS TESTING

This section contains diagnostic tests the alternative hypothesis of the research is examined and discussed for the acceptance or rejection of the relationship between the independent variable: social media marketing, Mobile phone marketing, Website Marketing and Email marketing with the dependent variable business performance.

Table 4.16: Hypothesis

No	Hypothesis	Predictor	Regression result	Decision
1	H1	Social media marketing	$\beta = 0.320, P = 0.002 < 0.05$	Accepted
2	H2	Mobile phone marketing	$\beta = 0.194, P = 0.041 < 0.05$	Accepted
3	H3	Website Marketing	$\beta = 0.203, P = 0.012 < 0.05$	Accepted
4	H4	Email marketing	$\beta = 0.221, P = 0.022 < 0.05$	Accepted

Source: *Own survey, 2025*

H1: Social media marketing has a positive and significant effect on business performance.

Social media marketing has a positive and significant effect on business performance of K2N Architecture and Engineering consultancy plc. It is reinforced by Fan (2016) conducted a study and discovered that, lack of understanding on the relevance of social media marketing has a negative effect on business performance. Bakari et al., (2014) done an empirical study to comprehend how digital marketing practices in Tanzania which their discoveries exposed that lack of technology awareness and culture of fear of risks and change determines effect of business performance. Table 4.16 indicates association amongst social media marketing and business performance by $\beta = 0.320, p < 0.05$. It is statistically significance at $p < 0.05$, showing significant effect on business performance.

H2: Mobile phone marketing has a positive and significant effect on business performance.

Mobile phone marketing has a positive and significant effect on business performance of K2N Architecture and Engineering consultancy plc. since Table 4.16 shows coefficients establish correlation between mobile phone marketing and business performance by $\beta = 0.194, p < 0.05$. Supported by El-Gohary (2012) when it comes to the implementation of Digital marketing and its effect is determined by several factors then one of it becoming mobile phone marketing. Nkosana et al., (2016) stated with his finding that ICT –awareness and skills determine the effect digital marketing on business performance of architectural consultancy company.

H3: Website marketing has a positive and significant effect on business performance.

Website marketing has a positive and significant effect on business performance of K2N Architecture and Engineering consultancy plc. as we can see on (table 4.16) the Coefficients of independent variables website marketing with business performance indicates $\beta = 0.203, p < 0.05$.

This is also supported by Mihajlović, (2023; p 152) “The application of digital marketing in a specific branch such as architecture and the construction industry, in essence, boils down to how to reach as

many potential customers as possible, but also how to make it easier for them to come and actually become customers.” This can proof that how architectural consultancy companies can get a great advantage to reach out their target customer. Saidu, (2018) findings are also support this since effective interpersonal communications are conveyed either virtually or physically without restrictions today. Yet since website marketing makes the jobs easier by showing detail description about the company portfolio digital marketing is more recommendable than physical communication for each individual customer in consideration of time, cost effectiveness and reachability.

H4: Email marketing has a positive and significant effect on business performance.

Email marketing has a positive and significant effect on business performance of K2N Architecture and Engineering consultancy plc. Since Table 4.16 coefficients of independent variable indicate positive relationship between email marketing with business performance with $\beta = .221, p < 0.05$. According to prior studies, email marketing plays a vital role in enhancing customer engagement and Level of ability to maintain current customers at the same time attract new customers, there by contributing to overall business performance (Chaffey & Ellis- Chadwick, 2019). Email marketing, as a strategic digital communication tool, has become integral for business aiming to engage customers also it allows companies to deliver personalized content, promotional offers, and relationship building messages directly to the target customer (Kazungu et al., 2015). Also, statistical analysis supports this hypothesis. Table 4.9 The Pearson correlation coefficient ($r=0.580$) indicate a moderate to strong positive correlation between email marketing effects on business performance. This suggests that as the quality or intensity of email marketing increases, business performance indicator such as: revenue growth, profitability, customer satisfaction also tend to improve.

CHAPTER FIVE: SUMMERY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY OF MAJOR FINDINGS

To evaluate the effect of digital marketing practice on business performance variable which were Social Media Marketing, Mobile Phone Marketing and Website Marketing and Email Marketing were used.

Demographic analysis shows that the respondents were qualified with 51.6% with Bsc and 36.8 % of the respondents have MSc. 42.1 % of work experience of the respondents has 4 to 6 years' and 18.9 % have more than 6 years of work experience. The Demographic descriptive analysis shows that the data gathered from these respondents have high value.

With SPSS v 25 Software the researcher has analyzed effect of Digital marketing practice on business performance with independent variable of social media marketing, mobile phone marketing, website marketing and email marketing. As well as dependent variable business performance. The major findings of the study listed below.

The general objective of this paper was to determine the effect of social media marketing on business performance in case of K2N architecture and engineering consultancy plc. The researcher found that ease of communication with clients has effect on business performance since social media enables direct interaction with clients, fostering trust and loyalty through responses to comments and messages. The quality of information provided on social media that include high quality content to showcase the portfolio of K2N leads to improve customer engagement. The study found that currently, K2N have adopted digital marketing components as a tool to change the traditional way of conducting business. Frequency of interaction allowed K2N to build relationship with potential clients, influence design trends, ultimately leading to increased project inquires and bring reliable digital experience for clients and also it facilitated the acquisition of more clients for the company.

The first objective of the paper was to determine the effect of social media marketing on business performance in case of K2N architecture and engineering consultancy plc. The Data collected has shown that all the predictor variables have positive and significant relationship to business performance which is the dependent variable. Hence, the predictors have high effect on business performance of K2N architecture and engineering consultancy plc. social media marketing has positive effect on business performance with $p < 0.05$ and $\beta = .320$. following to social media marketing email marketing with $p < 0.05$ and ($\beta = .221$) and Website marketing as well as mobile phone marketing with $p = 0.012$ β

= .203 and $p=0.041$ $\beta =.194$ consecutively have positive effect on business performance of K2N Architecture and engineering consultancy plc.

The second objective was to determine the effect of mobile phone marketing practice on business performance in case of K2N architecture and engineering consultancy plc. The researcher found that mobile phone marketing has positive relationship and statistically significant for business performance. Ease of data handling increase with offering greater convenience, personalized experiences and enhanced also it can streamline the marketing efforts. Ease of client reachability by mobile phone marketing allows to reach a broader audience, including those who may not be actively searching for architectural services but are open to new ideas or are influenced by visual content. Frequency of mobile phone marketing used for commercial transaction since mobile marketing, through platforms like SMS, MMS and targeted ads, increase the visibility of K2N and making the office more accessible to potential clients.

The third objective was to determine the effect of website marketing practice on business performance in case of K2N architecture and engineering consultancy plc. The researcher found that website marketing is statistically significant and positive relationship with business performance. The study results show high level of responsiveness and simplicity of use of the website since user friendly website is crucial for the success of K2N, has significant effect on business performance. Also, a website that is easily navigable and adapts to different devices enhances the user experience leading to improved client engagement and well designed, responsive websites create a positive first impression with potential clients. The sufficiency and quality of information available directly influence the business performance of K2N because sufficient and accurate information allows for better decision making, improved project management and increased productivity, ultimately leading to higher connection and better client relationships.

Lastly, the fourth research objective was to determine the effect of email marketing practice on business performance in case of K2N architecture and engineering consultancy plc. According to study findings, email marketing is statistically significant and positive relationship with business performance, particularly in attracting new clients. It helps for K2N to stay connected with leads, nurture them into loyal customers and demonstrate their expertise. By leveraging email marketings K2N has effectively target the client, share valuable content and build relationships. By sharing valuable content, building relationships and providing a direct line of communication K2N has a capacity to draw in new clients

while retaining the existing ones this makes email marketing lead to improved customer engagement and satisfaction. Also, by sharing design updates existing clients informed and engaged, by providing personalized content gathering feedback, and addressing client needs through email K2N can prevent customer churn and build long-term relationships.

5.2 CONCLUSION

The purpose of this research was to investigate digital marketing practice and its effect on business performance: an empirical review of K2N architecture and engineering consultancy plc. According to according to the literature review, emphasizes the strategic importance of tools like social media marketing, mobile phone marketing, website marketing and email marketing helps business performance and innovation around the globe. The studies show that businesses employing digital marketing practice achieve higher ROI and competitive advantage. Ethiopia is now employing digital marketing to change the business environment at a startling rate. Ethiopian businesses are on the right path in seeking new ways to interact with their customers as digital technologies develop. In only the past year, Ethiopia has seen a rise of 1.1 million social media users. This growth is a sign of a new trend in Ethiopian consumers' adoption of virtual environments. To get a competitive edge in this rapidly expanding industry, both established businesses and local startups need to understand and efficiently implement digital marketing techniques (Birhanu, 2024).

Based on the survey result this study demonstrates the findings from the predictor variables identified the entire variables have significant relationship with business performance and from them social media marketing and website marketing has high effect.

Below are the conclusions based on the data collected from the sample population 95.

- All the predicting variables selected which are social media marketing, mobile phone marketing, website marketing and email marketing they all have statistically significant and positive relationship on the effect of business performance in case of K2N architecture and engineering consultancy plc.
- To determine digital marketing practices effect on business performance the predictor variables, have different level of effect on K2N.
- Social media marketing and website marketing have high effect on business performance of K2N.

5.3 RECOMMENDATIONS

The study recommended that AECC to reach their intended target client they should use several digital marketing ways including social media marketing, mobile phone marketing, website marketing and email marketing. This will help to spread awareness among them and to influence client's behavior thus A&E consultancy must formulate an effective Integrated digital Marketing Communication plan where they can combine various tools to grasp maximum prospects.

The study also recommended that every architecture and engineering consultancy companies big or small should grab this advantage and include digital marketing in their marketing efforts. Digital marketing forms can be mainly social media marketing, mobile phone marketing, website marketing and email marketing.

Additionally, this study suggested that clients prefer digital marketing to traditional marketing, so AECC can invest more on digital marketing instead of traditional tools.

Furthermore, this study recommends that AECC should incorporate digital marketing in to their integrated marketing communication practice. Which will mitigate the limitations of digital marketing as the other channels will establish the necessary credibility and positive image, which will foster consumer trust on the service.

The study also recommends that AECC should come up with digital marketing practice such as driving traffic. This includes keyword practice where the companies insert related keywords into content will help your content and website show up in more search results, this leads to higher volumes of web traffic. Website optimization is also recommended to ensure that their website is optimized and functioning at its best is essential since people don't want to visit a website that doesn't work properly.

5.4 LIMITATION AND FUTURE RESEARCH DIRECTIONS

The first limitation of this study is the lack of readily available secondary data specific to this study topic in Ethiopia. Duo to this limitation, the study majorly relied on secondary data from other developing countries with similar economic and technological contexts. Secondly, the study has focused and limited to one consultancy company in Addis Ababa, Ethiopia. Although, restricted number of variables included in the analysis. This was due to time constrains and the need to minimize respondents' burden by avoiding an excessive number of questions related to each variable. Considering their busk work schedules, the researcher also challenges obtaining the respondents

valuable time. To encourage them to participate in the study during their free time the researcher made appropriate arrangements with participants. Additionally, take into account that inaccurate outcomes could arise from respondents providing incorrect information. In this instance, the researcher makes sure the questionnaires question was clear and concise.

This study should be extended so as to cover all the cities of Ethiopia and other developing country as the researcher believes that clients design program behavior with respect to digital marketing may be at the variance in different counties.

The digital marketing practices this study include; social media marketing, mobile phone marketing, website marketing and email marketing. Therefore, the study proposes that a different study should be done that focus on other variables that are not included in this research.

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APPENDIX I: QUESTIONNAIRE

Addis Ababa University

College of Business and Economics

Department of Management

MBA

Prepared by: Kidist Tadesse

To whom it may concern,

Dear Sir/Madam

REF: REQUEST FOR RESEARCH DATA

I am student at Addis Ababa University pursuing a master's degree in Master of Business Administration (Management). Your organization has been selected to take part in a study I am undertaking titled "Digital Marketing Practice and Its Effect on Business Performance: An Empirical Analysis of K2N Architecture and Engineering Consultancy Plc". Herein attached, find a questionnaire designed to assist in collecting the necessary data for this research. The study is purely for academic purposes and all information collected from you shall be treated as confidential. In no way shall your name appear in the final report. Upon your request a copy of the thesis shall be availed to you. Your assistance, cooperation and honest responses will be highly appreciated.

Yours faithfully,

Kidist Tadesse.

Section A: General Information

1. Gender:

Male Female

2. Age:

18-25 26-35 36-45 46 and above

3. Educational Background:

- High School Diploma Bachelor's Degree
 Master's Degree PhD or Higher

4. Position in the Company:

- Manager Finance IT/Tech Personnel
 Architect/Engineer Other (please specify): _____

5. Years of Experience in the consultancy company:

- Less than 1 year 1-3 years 4-6 years More than 6 years

Section II: Digital Marketing Practice and Its Effect on Business Performance.

<p>Instructions: Please select/tick the number that reflects your level of agreement with each statement by selecting the appropriate response. Use the following scale: 5 = Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree 1= Strongly Disagree</p>									
# Items					5	4	3	2	1
Social media Marketing									
1.	In our company, employing Facebook boosts productivity and effectiveness.								
2.	In our company, employing LinkedIn improves overall efficiency and effectiveness.								
3.	In our company, employing Twitter improves communication and engagement.								
4.	In our company, employing podcasts improves knowledge sharing and engagement.								
5.	In our company, employing content communities (such as YouTube and TikTok) boosts engagement and visibility.								

6.	Social media promotes our company by providing customers with personalized, location-and time-sensitive information using interactive wireless media.					
7.	There is increased ease of communication through social media.					
8.	Use of social media increases quality of information provided.					
9.	Use of social media enhance frequency of interaction with clients.					
Mobile phone Marketing						
1.	In our company, employing SMS (short message service) as a mobile phone service improves communication and efficiency.					
2.	In our company, employing MMS (multimedia messaging service) as a mobile phone service improves communication and engagement.					
3.	In our company, employing Infrared as a mobile phone service facilitates seamless data transfer.					
4.	In our company, employing Bluetooth as a mobile phone service improves connectivity and data sharing.					
5.	In our company, employing video technology as a mobile phone service improves communication and collaboration.					
6.	Mobile phone marketing deployment by your company increases ease of data handling.					
7.	Implementing mobile phone marketing enhance ease of client reachability.					
8.	Putting into use of mobile phone marketing improve Frequency of use of mobile phones for business transactions					
9.	Mobile marketing efforts have resulted in an increase in website traffic.					

Website Marketing					
1.	In our company, employing a corporate (brand) website as a marketing tool improves brand visibility and customer engagement.				
2.	Using a marketing website as a promotional tool increases consumer connection and awareness of the company in our organization.				
3.	Our company has a well-designed and user-friendly website.				
4.	Deployment of marketing website by our company has enhances all times connectivity through website.				
5.	Implementation of website marketing develop to Effective customer feedback and supplement.				
6.	Using website marketing is Nurturing creativity and innovation through responsive websites for our company.				
7.	Website deployment has increased the ability to quickly access information through use of search engines.				
8.	Website marketing has lift up level of responsiveness and simplicity of use of the website.				
9.	Level of sufficiency of information offered is increased by website marketing.				
Email Marketing					
1.	In our company, employing Opt-in email improves customer engagement and communication.				
2.	In our company, employing opt-out improves user experience and communication efficiency.				
3.	In our company, employing RSS (real simple syndication) feeds for educational or informative articles improves knowledge sharing and accessibility.				
4.	In our company, employing partnering arrangement campaigns strengthens collaboration and outreach efforts.				

5.	Deployment of Email marketing by your company enhance email newsletter efficiency.					
6.	Partnering arrangements are made easier by using email marketing.					
7.	Level of ability to maintain current customers at the same time attract new customers is effective by using email marketing.					
8.	Deployment of email marketing increase level of ability to build customer management service.					
Business Performance						
A. Quantity						
1.	The revenue generated improved.					
2.	The project volume increased.					
3.	The profitability improved.					
B. Quality						
1.	The customer relationship satisfaction improved.					
2.	The margin achieved improved.					
C. Timelines						
1.	The results on time improved.					
2.	The reports on time improved.					
D. Cost effectiveness						
1	The performance within the agreed expense budget improved.					

Thank you very much for your cooperation!

Kidist Tadesse - MBA Thesis

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