

IMPACT OF DIGITAL MARKETING ON THE PERFORMANCE OF LOGISTICS COMPANIES IN OSOGBO, OSUN STATE, NIGERIA

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Abstract

This paper examined the impact of Digital marketing on the performance of a few logistics companies in Osogbo. Specifically, the study examined how electronic marketing has affected the business over the years. The population of the study covered three logistics companies in Osogbo. The study used primary data obtained from the questionnaire that was administered. Convenience Sampling Technique was used and the data gathered was analyzed using descriptive statistics analysis. Thereafter, regression analysis was conducted. The results reveal that The Performance of Logistics company in Osogbo are based on their ability to manage and make use of online space as much as possible as they can and also that Social media marketing plays a lot of influence on the performance of Logistics company than any other medium that was researched in this research so far. The study recommended that the logistics company should try to keep on managing their online platforms and also looks for a more ways to capture more online space, Future researcher should try as much as possible to reach out to the logistics company through google form as majority of them are always busy during work time and lastly Logistics company should monitor the space at which their customer is forth coming and seek a way to maintain them and improve in other aspects of service delivery.

Introduction

Digital Marketing is defined as the component of marketing that utilizes the internet and online-based digital technologies to promote products and services. (Smith, 2022). The importance of technology cannot be over emphasized in the business world today and this is why many small-scale enterprises owners find it very difficult to strive and survive today because they either neglect the importance of technology and choose to do their business the old way or are not well equipped with the skills required to take advantage of the opportunities presented by the technological revolution. Technology has made business advertising and marketing easier compared to the old ways of doing marketing. Technology has presented to us today social media platforms like Instagram, Facebook, WhatsApp, website and blog marketing as a method of effective advertising. In the digital era, online platforms have been significantly increasing customer satisfaction and customer loyalty and indirectly affect the economic growth of a community. (Adams et al, 2020).

Logistics Company serves as an intermediary between the customers and business owners. Logistics companies help organizations plan, implement, and execute the movement and storage of products, materials and services throughout the supply chain from the point of origin to the point of consumption. This might include transportation, shipping, warehousing, packaging, disposal, and security. The main contribution of this study is that it provides a broad overview of how digital marketing helps logistics companies to connect more to business owners which thereby increases their performance. Limited study on logistics has restricted the logistic owners to see the area in which they need to improve on to help their performance in operation. From research, there are few research work on the effect of digital marketing on logistics company, hence the major gap this research is covering.

Statement of Problem

In today's fast-evolving business environment, digital marketing has emerged as a crucial tool for

enhancing the performance of various industries, including logistics. However, despite its increasing relevance, there remains a significant gap in research exploring the specific impact of digital marketing on logistics companies (Ćorović et al 2022). While studies have extensively examined digital marketing in sectors such as retail and e-commerce, relatively little attention has been given to how logistics firms, particularly those operating in Osogbo metropolis, leverage these strategies to improve operational efficiency, customer acquisition, and profitability (Sakas et al., 2022).

Also, existing research on logistics performance has primarily focused on factors such as supply chain management, and service quality, often overlooking the role of digital marketing in driving competitiveness and market expansion (Ippolitova & Beketov, 2024). Additionally, most available studies tend to be broad, failing to address the unique challenges logistics companies face in implementing digital marketing, such as high operational costs, technological adoption barriers, and the need for customer trust in delivery services (Dot IT, n.d.). This study seeks to fill these gaps by providing empirical insights into how digital marketing influences the performance of logistics companies in Osogbo Metropolis. It will examine the extent to which these companies adopt digital marketing strategies, the challenges they face, and the benefits they derive from such initiatives.

Research questions:

The study will provide answers to the research questions below:

- i. To what extent does social media marketing influence the performance of Logistics company.
- ii. What is the effect of blog marketing on the performance of Logistics company.

Objectives of this Study

The broad objective of the study is to examine the effect of digital marketing on the performance of selected logistics companies in Osogbo Metropolis

The specific objectives are to:

- i. determine the extent to which social media marketing has influenced on the performance of logistics companies in Osogbo metropolis
- ii. investigate how blog marketing influences the performance of logistics companies in Osogbo

Hypothesis of the Study

The hypothesis to be tested were formulated in the null form below:

H₀₁: Social media marketing has no significant influence on the performance logistics companies in Osogbo metropolis

H₀₂: There is no significant relationship between Blog marketing and performance of logistics companies in Osogbo metropolis

Literature Review

Conceptual Review

Digital Marketing

According to Adams et al.,(2020), digital marketing refers to the use of digital technology to create connected, measurable, and projected communications that aid in acquiring and retaining customers while deepening relationships. Chaffey & Smith (2021) defined digital marketing as the process of promoting products or services through digital media, primarily the internet, but also including mobile phones, display advertising, and any other digital medium. This definition highlights the multi-channel nature of digital marketing, and the tools used in the process. Kumar et al. (2020), describe digital marketing as a comprehensive approach to marketing that leverages online channels and technologies to reach consumers directly and interactively. This underscores the interactive aspect of digital marketing, emphasizing the bidirectional communication between businesses and consumers.

Social Media

Social media are web-based services that allow individuals, communities, and organizations to collaborate, connect, interact, and build community by enabling them to create, co-create, modifies, share, and engage with user-generated content that is easily accessible. (McCay-Peet & Quan-Haase, 2017). By social media technologies, we mean those digital platforms, services and apps built around the convergence of content sharing, public communication, and interpersonal connection. (Burgess & Poell, 2017)

Blog Marketing

Blog Marketing is any process that publicises or advertises a website, business, brand or service via the medium of blog. This includes but is not limited to marketing via ads placed on blogs, recommendations and reviews by the blogger, promotion via entries on third party blogs and cross-syndication of information

across multiple blogs. (Divecha,2007). Blog Marketing is a content marketing strategy. The marketing strategy uses blogs to address potential customers directly and individually, thus achieving customer loyalty for their own brand. This type of marketing uses viral marketing methods in which an interest group is built based on a blog. Readers can interact with the producers of content that is generally informative and entertaining, therefore increasing brand loyalty and identification potential. Shop bloggers for instance work on behalf of specific companies to promote their products and demonstrate their uses.

Performance

Performance is the degree to which an organization meets its financial objectives and operational goals as a result of its strategic decisions and activities. Hoskisson et al (2020) explained financial performance in terms of return on investment, profit margins, and market share, while exploring its connection to corporate governance and ethical practices. Richard et al. (2009) described business performance as "the sum of the financial and non-financial outcomes in the organization," asserting that performance must include measurable results in areas such as profitability, revenue growth, and market share, alongside non-financial metrics, like customer satisfaction and employee engagement.

Theoretical Review

Service-Dominant (S-D) Logic Theory: Introduced by Stephen Vargo and Robert Lusch in 2004, S-D Logic posits that value is co-created through interactions between providers and consumers, emphasizing service provision over tangible goods. In the context of logistics, this theory suggests that digital marketing facilitates collaborative value creation by enhancing customer engagement and integrating services. In a study by Flint and Mentzer (2006), which explores how logistics firms can adopt a service-oriented approach to co-create value with customers. They argue that by leveraging digital marketing tools, logistics companies can better understand customer needs and tailor their services accordingly, leading to improved performance.

Another research by Tokman and Beitelspacher (2011), who examine the role of S-D

Logic in supply chain management. They highlight that digital marketing enables logistics companies to engage in value co-creation with partners and customers, thereby enhancing overall supply chain performance. These studies underscore the applicability of S-D Logic in understanding how digital marketing strategies can enhance the performance of logistics companies through collaborative value creation. This then in return create customers provide real-time feedback, which companies can use to improve services, e.g: DHL's MyDHL+ platform enables customers to customize shipments, track packages, and manage deliveries and also this will lead to increased trust and repeat business, for example: GIG Logistics uses WhatsApp and email automation to provide instant shipment updates and customer support.

S-D Logic explains how digital marketing transforms logistics companies from mere service providers to co-creators of value with customers. This leads to improved customer satisfaction, better operational efficiency, and increased profitability.

Empirical Review

Ćorović et al (2022) focused on Digital Marketing in Logistics Companies in Serbia, Southeast Europe. The study examined the attitudes of logisticians regarding the success of the use of social media in their companies and from his research it was noted that social media can certainly be given the epithet of one of the most important tools of digital marketing. Some of his findings were that the benefits of using social media are inevitably very great, they are still considered in most cases only as a promotional tool, without using all the potentials that come with it, and this is something that must be changed in the near future to achieve maximum effect. He concluded that companies in Serbia have definitely realized to some extent, or at least begun to realize the importance of social media as a tool of digital marketing, but that level should certainly be raised in the near future.

Adam et al (2020) examines the effect of online media digital supply chain and consumer satisfaction and its structural relationship on the customer loyalty of SME product customers in the Aceh Province. The results indicate that online media has a positive but insignificant influence on consumer satisfaction, while digital supply chain were found to

have a positive and significant impact on consumer satisfaction. Furthermore, the research results also show that while online media platforms and consumer satisfaction were related to the enhancement of consumer loyalty, product reviews were not found to significantly influence consumer loyalty.

The guidelines proposed in this research can also be used to enable SME industries, as potential business actors, to support the economic growth of Indonesia by utilizing online media platforms (Facebook, Twitter, YouTube, etc.) as alternative media for SME product marketing. Further, the use of online media platforms is expected to help SMEs improve their competitiveness through digital supply chain.

Veleva et al (2020) in his research, characteristics of the digital marketing advantages and disadvantages reported in his findings that we definitely can say that digital marketing provides a huge opportunities for more effective customer relationship management and competitive advantage. It greatly facilitates the activities of marketing professionals and shortens the time to develop and run marketing campaigns. It meets the needs and understandings of modern business. He also concludes that digital marketing activities must not be considered on their own, but as dependent on the overall marketing development strategy of companies. Only then they will be able to make the most of the full potential of information and communication technologies in order to achieve higher economic results and competitiveness.

Methodology

Research Design

The study employed descriptive survey design. This design research used was considered because it describes characteristics of subjects or phenomena, opinions, attitudes, preferences and perceptions of persons of interest to the researcher.

Population of the study

The population for this study is made up of all marketing staffs of the selected logistics companies situated at Osogbo, metropolis totaling 57

Sample size and sampling technique

The sampling technique adopted in this research work is the convenience sampling technique. This sampling technique was adopted because it allows the researcher to complete interviews or get responses in a cost-effective way. (Rahi, 2017). The

sample size for this study was calculated using the Taro Yemane formula, which provides a statically valid way to determine an appropriate sample size for a population.

The formula is given by

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

Where n = sample size

N = population of the study

e = the margin error which is at 5%

$$\begin{aligned} n &= \frac{57}{[1+57(0.05)^2]} \\ &= \frac{57}{[1+57 \times 0.0025]} = \frac{57}{1.1425} \\ &= 49.89 \sim 50. \end{aligned}$$

Methods of Data Collection and Research Instrument

Data for this study were collected from primary sources only. The primary data were collected from a carefully constructed questionnaire. The core instrument used to gather information was the questionnaire. The questionnaire was properly designed and addressed to the selected logistics companies for the study. The questionnaire had two sections. Section A focuses on the bio-data of the respondents while Section B provides question relating to digital marketing and business performance. The questionnaires were personally administered by researcher and the researcher also ensured that the respondents were aware of the objectives of the research. Out of 50 questionnaires served on the respondents, all of the questionnaires were fully completed and returned. This represents a response rate of 100%.

The data collected were analyzed using statistical package for social science (SPSS) software (version 23.00). Descriptive Statistical techniques' involving total score and simple percentage were employed to the responses of each question.

Model Specifications

$$PLC = \alpha_0 + \beta_1 SMM + e \dots \dots \dots (1)$$

$$PLC = \alpha_0 + \beta_2 BM + e \dots \dots \dots (2)$$

Where:

α_0 = equation intercept (constant)

PLC = Performance of logistics companies

SMM = Social media Marketing

BM = Blog Marketing

e = Stochastic error term

$\beta_1, \beta_2, \beta_3$ are the coefficient parameters to be estimated.

This is divided into three sections. The first sections deal with the analysis of demographic information of respondent, the second section involves interpretation of results/testing of hypotheses/examination of research questions and the third section deals with the discussion of findings.

Results And Discussions

Analysis of Demographic Information

Table 1 Demographic Information of Respondents

Demographic variables	Group	Frequencies	Percentage (%)
How many years have your company being in logistics business	Less than 3years	18	36
	3-6 years	16	32
	7-10 years	10	20
	Above 10 years	6	12
Educational Level of the respondents	Master	12	24
	B.Sc./H.N.D	28	56
	O.N.D/NCE	7	14
	O'level	2	4
	Professional	1	2
Years of experience as a marketing staff	Less a year	33	66
	3-6 years	11	22
	7-10 years	3	6
	Above 10 years	3	6
Did you know about digital marketing	Yes	46	92
	No	4	8
Generally digital marketing improves the performance of logistics companies	Yes	49	98
	No	1	2
Digital marketing has proved to be a better way of advertising than the conventional methods	Yes	42	84
	No	8	16
Total		50	100

Source: Researcher's Field Survey

Table 2 Response on the effect of social media on performance of logistics companies

S/N	STATEMENT	SD F(%)	D F(%)	UD F(%)	A F(%)	SA F(%)
1.	Social Media marketing is more effective than any other marketing methods		2(4%)	11(22%)	8(16%)	29(58%)
2.	Social Media marketing converts more customers and increases sales revenue which improves financial performance		11(22%)	4(8%)	17(34%)	18(36%)
3.	Technology made Social Media advertising possible		6(12%)	8(16%)	6(12%)	30(60%)

4.	Social Media marketing improves performance than other technological methods of marketing	2(4%)	9(18%)	3(6%)	21(42%)	15(30%)
5.	Social Media is the best method of marketing to reach more consumers	4(8%)	6(12%)	7(14%)	7(14%)	26(52%)

Source: Computations and output of SPSS 23 based on author's field survey (2023).

Table 3 Response on the influence of blog marketing on performance of logistics companies

S/N	STATEMENT	SD F(%)	D F(%)	UD F(%)	A F(%)	SA F(%)
1.	Blog Marketing makes advertising easy		10 (20%)	6 (12%)	17 (34%)	17 (34%)
2.	Advertising through blogs will help us get new customers which will increase sales revenue	3 (6%)	10 (20%)	10 (20%)	18 (36%)	9 (18%)
3.	Marketing through blogs is the best method to reach more customers	6 (12%)	11 (22%)	17 (34%)	9 (18%)	7 (14%)
4.	Blog marketing improves performance than other technological methods of marketing	4 (8%)	14 (28%)	23 (46%)	5 (10%)	4 (8%)
5.	People reads blogs more than they use social media	10 (20%)	12 (24%)	16 (32%)	9 (18%)	3 (6%)

Source: Computations and output of SPSS 23 based on author's field survey (2023).

Table 4 Response on Performance of Logistics companies

S/N	STATEMENT	SD F(%)	D F(%)	UD F(%)	A F(%)	SA F(%)
1.	The survival of logistics company is greatly influenced by advertising/marketing	1 (2%)	8 (16%)	4 (8%)	4 (8%)	33 (66%)
2.	Poor media interaction of logistics company will have a negative impact on its performance	4 (8%)	8 (16%)	2 (4%)	19 (38%)	17 (34%)
3.	Advertising is pre-requisite for the survival of logistics company	6 (12%)	6 (12%)	4 (8%)	12 (24%)	22 (44%)
4.	Customer patronages are influenced by advertising	7 (14%)	5 (10%)	5 (10%)	10 (20%)	23 (46%)
5.	The performance of Logistics company is modern days is tied to its ability to maximize the online space	3 (6%)	7 (14%)	5 (10%)	12 (24%)	23 (46%)

Source: Computations and output of SPSS 23 based on author's field survey (2023).

Test of Hypotheses

This section deals with examination of the relationship that exists between the variables

identified in the study as stated in the research objectives, and the hypothesis. The model formulated earlier is tested using simple linear regression

Testing of Hypothesis One (H₀₁)

Research Hypothesis 1: H₀₁: There is no significant relationship between social media marketing and performance of SME

Table 5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804 ^a	.646	.638	.714

a. Predictors: (Constant), Social media marketing.

Table 6 Analysis of variance (ANOVA)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	44.642	1	44.642	87.539	.000 ^b
Residual	24.478	48	.510		
Total	69.120	49			

a. Dependent Variables: Performance

b. Predictors: (constant), Social media marketing

Table 7 Regression Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.547	.471		-1.161	.251
Social Media Marketing	1.006	.108	.804	9.356	.000

a. Dependent Variable: Performance

Table 5 presents the model summary. The result shows that the value of R squared was 0.646 indicating that there was variation of 64.6 percent in performance of logistics firm in Osogbo due to changes in social media marketing. This shows that 64.6 percent changes in performance of logistics firms in Osogbo could be accounted to social media marketing. Consequently, this means that other factors not included in the model explain 35.4% of the variations in performance of Logistics firm in Osogbo.

R represents correlation coefficient which shows the relationship between the dependent and independent variable, from the findings shown in Table 5 above there is a strong positive relationship

($R = 0.804$) between social media marketing and performance of logistics firm in Osogbo.

Also, the ANOVA statistics as presented in Table 6 show that the F- statistics were computed to be 87.539. This was found to be significant at 5% level. This implies that the overall model was significant, and that social media marketing significantly influenced the performance of Logistics firms in Osogbo.

The model was significant at 0.000 which is less than 0.05, the null hypothesis was rejected while the alternative hypothesis was accepted. The study therefore concludes that social media marketing has significant influence on the performance of logistics companies in Osogbo.

Testing of Hypothesis Two (H_02)

Research Hypothesis 2: H_02 : There is a significant relationship between Blog marketing and performance of SME

Table 8 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637 ^a	.406	.394	.782

a. Predictors: (Constant), Blog Marketing

Table 9 Analyses of variance ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	20.056	1	20.056	32.828	.000 ^b

Residual	29.324	48	.611		
Total	49.380	49			

a. Dependent Variable: Performance

b. Predictors: (Constant), Blog Marketing

Table 10 Regression Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.237	.298		4.155	.000
Blog Marketing	.528	.092	.637	5.730	.000

a. Dependent Variable: Performance

Table 8 presents the model summary. The result shows the value of R squared was 0.406 indicating that there was variation of 40.6 percent in performance of logistics firm in Osogbo due to changes in blog marketing. This shows that 40.6 percent changes in Performance of logistics firms in Osogbo could be accounted to blog marketing. Consequently, this means that other factors not included in the model explain 59.4% of the variations in performance of Logistics firm in Osogbo.

R represents correlation coefficient which shows the relationship between the dependent and independent variable, from the findings shown in table 8 above there is a weak positive relationship ($R = 0.637$) between blog marketing and performance of logistics firm in Osogbo.

From the ANOVA result as presented in Table 9, The F- statistics was found to be 32.828. this found to be significant at 5% level ($p < 0.05$). This implies that the overall model was significant, and blog marketing significantly influenced the performance of Logistics firms in Osogbo.

Since for hypothesis two the significance is 0.000 which is less than 0.05, the null hypothesis was rejected while the alternate hypothesis was accepted. The study concludes that there is a significant relationship between Blog marketing and performance of SME.

Discussion of findings

Having examined and analyzed the research hypotheses in consideration of the explanatory and the dependent variables, regression statistical analysis was used by the researcher to examine the relationship that exists between the various explanatory variables (social media marketing and blog marketing) and the dependent variables 'performance' and the findings shows that:

Firstly, social media marketing significantly influences the performance of Logistics company, which means that Logistics performance is influenced on the social media. Also, there is a significant relationship between blog marketing and performance of Logistics company.

This finding also corroborates with the work of Ćorović et al (2022). The study examined the attitudes of logisticians regarding the success of the use of social media in their companies and from his research it was noted that social media can certainly be given the epithet of being one of the most important tools of digital marketing. Some of his findings were that the benefits of using social media are inevitably great. He concluded that companies in Serbia have definitely realized to some extent or at least begun to realize the importance of social media as a tool of digital marketing, but that level should certainly be raised in the near future.

Evident from the analysis that the performance of logistics companies in Osogbo is based on their ability to make use of the online space as much as they can, in use of social media marketing and blog marketing, as long and as well they can make effective use of these marketing mediums, they will be effective in driving competitiveness and market expansion.

Conclusion and Recommendations

This study examined the effect of electronic marketing on the performance of logistics companies in Osogbo, with a specific focus on GIG and DHL. This research concludes that digital marketing strategies, particularly social media and blog marketing, play a significant role in enhancing the operational efficiency and market reach of logistics companies. Businesses that effectively utilize these tools experience increased customer engagement,

brand awareness, and improved service delivery, leading to better overall performance.

Additionally, social media platforms provide a direct and interactive channel for customer communication, service promotion, and brand visibility. Blog marketing, on the other hand, contributes to customer education, trust-building, and long-term relationship management. The combined impact of these digital strategies demonstrates the necessity for logistics companies to continuously adapt and optimize their online presence.

Based on the findings the study recommend that logistics companies should invest in training marketing staff on the effective use of various digital platforms. Equipping them with the necessary skills will enable them to create engaging content, interact with customers efficiently, and leverage digital tools to improve brand visibility and customer acquisition. Additionally, companies should develop a structured social media marketing strategy that includes regular posting, targeted advertisements, and active customer engagement to strengthen their online presence and attract more customers. Also blog marketing should also be prioritized by creating informative content that provides valuable insights, service updates, and industry trends. This approach will enhance customer trust and position the company as an authority in the logistics sector. Moreover, businesses should adopt digital marketing analytics tools to track customer engagement, assess campaign effectiveness, and refine their strategies based on real-time data. Collaborating with social media influencers and professional digital marketers can also help expand reach and build credibility in a competitive market.

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