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Digital Marketing Platforms and Sales Performance of Selected Roofing Sheet Companies in Anambra State Nigeria

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ABSTRACT: The study examined digital marketing platforms, and sales performance of selected roofing sheet companies in Anambra state, Nigeria. The study identified that roofing sheet companies in Nigeria faces a significant hurdle in effectively leveraging digital marketing platforms to enhance their sales performance as a problem. The specific objective was to determine the effect of WhatsApp on sales performance of selected roofing sheet companies in Anambra state, Nigeria among others. Research questions were to what extent does WhatsApp as a digital platform affect the sales performance of selected roofing sheet companies in Anambra state, Nigeria? Among other. Research hypothesis stated WhatsApp as a digital platform has no significant effect on sales performance of selected roofing sheet companies in Anambra state, Nigeria among others. The study found that E-mail marketing and WhatsApp marketing are the most effective and statistically significant digital channel for driving sales performance among roofing sheet companies in Anambra state, Nigeria. The study recommended that given its statistically proven and most significant positive impact on sales, companies should substantially increase strategic efforts in advanced email campaigns, focusing on tailored content and strong calls to action to maximize direct sales conversions among others.

Keywords: Digital marketing platform, roofing sheet companies, sales performance

1. INTRODUCTION

The contemporary business landscape is characterized by rapid technological advancements, fundamentally transforming how companies interact with their markets and drive sales. In an increasingly digital world, the adoption of digital marketing platforms has become not merely an advantage but a necessity for business survival and growth, particularly for Small and Medium Enterprises (SMEs) and even larger, specialized companies operating in dynamic economies (Chukwuemeka & Okoye, 2024; Ifenkwe, 2024). This shift is evident globally and profoundly impacts emerging markets like Nigeria, where internet penetration and smartphone usage are continually on the rise (Nigerian Communications Commission, 2023; Udume & Nwoke, 2023).

The roofing sheet industry, while traditionally reliant on conventional

marketing channels, is not immune to these digital transformations. Roofing sheet companies, operating within a competitive and often price-sensitive market, are constantly seeking innovative strategies to enhance their sales performance, expand market reach, and cultivate stronger customer relationships (Olanrewaju ., 2020). Sales performance, encompassing metrics such as sales volume, revenue growth, market share, and customer acquisition rates, remains the ultimate indicator of a company's success and sustainability (Nzewi & Okoye, 2023). In Anambra State, a prominent commercial hub in Nigeria, the construction sector, including roofing, is vibrant due to ongoing urban development and a burgeoning population (Anambra State Government, 2023). This dynamism underscores the critical need for roofing sheet companies in the state to leverage modern marketing tools effectively.

Digital marketing platforms offer an array of tools that enable businesses to connect with customers, build brand awareness, and ultimately drive sales in ways traditional methods often cannot (Alzyadat & Al-Refae, 2022). Specifically, social media platforms and messaging applications have emerged as potent channels for business engagement. WhatsApp, for instance, has transcended its primary role as a messaging app to become a significant tool for direct customer communication, order placement, customer service, and even informal e-commerce, particularly among SMEs in Nigeria (Udume & Nwoke, 2023). Its widespread adoption allows for personalized interactions and quick dissemination of product information to potential buyers. Similarly, E-mail marketing, despite the rise of social media, remains a highly effective and cost-efficient digital marketing channel for lead generation, nurturing customer relationships, and direct promotional campaigns. Its ability to deliver targeted content to a subscribed audience makes it invaluable for businesses seeking to maintain consistent engagement and drive repeat purchases (Alzyadat & Al-Refae, 2022; Taiminen & Karjaluoto, 2015).

Professional networking platforms like LinkedIn offer unique opportunities for business-to-business (B2B) engagement. For roofing sheet companies, LinkedIn can be instrumental in connecting with contractors, architects, real estate developers, and large-scale clients, fostering industry partnerships, showcasing project successes, and establishing brand credibility, which can indirectly but significantly influence sales performance (Alzyadat & Al-Refae, 2022).

Furthermore, image- and video-centric platforms such as Instagram have become powerful visual storytelling tools. For the roofing industry, Instagram provides a platform to showcase completed projects, demonstrate product durability, highlight aesthetic appeal, and engage with a visually-driven audience, thereby building brand recognition and attracting potential customers through compelling visual content (Bimo & Latar, 2023).

Finally, Facebook, with its vast user base and sophisticated advertising capabilities, continues to be a dominant force in digital marketing. It allows roofing sheet companies to conduct targeted advertising campaigns, build online communities, gather customer feedback, and drive traffic to their websites or physical locations, translating into tangible sales leads and conversions (Bimo & Latar, 2023; Ifenkwe ., 2024).

Despite the growing evidence of the efficacy of these digital marketing platforms, there remains a gap in understanding their specific application and impact on the sales performance of specialized industries like roofing sheet companies, particularly within the distinct commercial landscape of Anambra State, Nigeria. While general studies on digital marketing and sales exist (Ifenkwe, 2024; Alghizzawi, 2021; Olanrewaju, 2020), empirical research specifically dissecting the contributions of WhatsApp, e-mail, LinkedIn, Instagram, and Facebook to the sales performance of roofing sheet companies in this context is limited. This study therefore seeks to bridge this gap by examining the relationship between the utilization of these identified digital marketing platforms and the sales performance of selected roofing sheet companies in Anambra State, Nigeria, contributing valuable insights to both academic discourse and practical marketing strategies for businesses in the region.

The main objective of this study is to examine digital marketing platforms and sales performance of selected roofing sheet companies in Anambra State, Nigeria. Specifically, the study examined the effect of WhatsApp, e-mail, LinkedIn, Instagram and Facebook on sales performance of selected roofing sheet companies in Anambra State, Nigeria.Hypothetically, the study stated that the various variables for the digital marketing platforms has no effect on sales performance of selected roofing sheet companies in Anambra State , Nigeria.

2. LITERATURE REVIEW

Digital Marketing Platforms

The marketing of goods and services has always been a business that demands continual innovation worldwide. Kotler (2016) defines marketing as "the process of engaging customers and managing profitable customer relationships." He emphasizes the importance of understanding customer needs and wants in crafting effective marketing strategies. Ahmad (2022) said that digital marketing is an important marketing strategy in recent times. A study by Rajaletchumi (2023), stated that digital marketing is a new advertising strategy that utilises digital technology and the internet. Digital marketing has revolutionised the way companies use technology for their advertising (Rajaletchumi, 2023). Digital marketing refers to the promotion of products, brands or services using digital channels, platforms, and technologies (Chaffey, 2020). According to Kotler and Keller (2016), digital marketing is "the use of digital technologies to create, communicate, and deliver value to customers."

The focus of digital marketing is to engage with customers at various touch points in their digital journey. Digital marketing is the use of web-based and mobile technologies to turn communication into interactive dialogue (Kaplan & Haenlein, 2010; (Paquette, 2013; McCann & Barlow, 2015). Digital marketing is quite effective since it helps the marketers to measure and know the amount of the customer's perceived and experienced brand equity (Madhavaram, 2005). The ultimate aim of adopting digital marketing is to continuously recruit new customers, while retaining the existing ones (Dewhirst & Davis 2005; Kyomuhendo, 2025). Digital marketing is the promotion of brands to get closer to potential customers, expanding channels of distribution, and increasing sales through digital media channels (Ayia & Umar, 2024; Mohammad, 2021; Chaffey

& Ellis-Chadwick, 2019). Digital marketing differs from traditional marketing in that it involves the use of online channels and methods that enable businesses and organizations to monitor the success of their marketing campaigns, often in real time, to better understand what does and doesn't work.

2.1.2 WhatsApp

WhatsApp is a very popular and widely-used social media messenger, use by more than (2) two billion people in over one hundred and eighty (180) countries. It is a mobile instant messaging (MIM) application (Balarabe, 2020 as cited in Abubakar, 2022), that enables smart phone users, with the convenience of a mobile data plan, to send and receive text messages to individuals or groups of people, businesses receive location information, images and audio-visual materials, make voice and video calls, and share multimedia content, such as photos, videos, and documents—all for free, as long as there is an internet connection. Its simplicity and encryption for privacy are among its standout features. Initially launched in 2009, it has grown immensely and is now owned by Meta Platforms, Inc. It has a huge global user base, especially in regions where short massage service (SMS) costs are high or unreliable. It also supports group chats, status updates, and even payments in some countries. It's a versatile tool for personal and professional communication.

2.1.3 E-mail

Email is a powerful digital marketing platform that allows businesses to connect directly with their audience. Email marketing is a long-standing practice that continues to be effective for direct communication. It allows for personalized messaging, segmentation, and automation, reaching audiences directly in their inbox. It is cost-effective and offers a high return on investment (ROI), with studies showing an average ROI of Thirty six dollars ($36) for every one dollar ($1) spent. E-mail marketing involves sending targeted messages to customers and prospects via email. Businesses use email to nurture leads, promote products, and build relationships (Chaffey & Ellis-Chadwick, 2019). Ahmad (2022) sees e-mail marketing as one of the oldest and most used kinds of direct marketing, in which commercial and promotional communications are delivered to current and prospective clients through electronic methods. He also opined on the fact companies see e-mail as the most effective form of marketing, because everyone on the planet has an E-mail account. Tools like automation and analytics further enhance the efficiency of email campaigns, enabling businesses to track performance and optimize strategies.

2.1.4 LinkedIn

LinkedIn is a digital platform that has rapidly gained popularity, especially among younger demographics (Oberlo, 2022). LinkedIn has emerged as a dynamic digital marketing platform, especially for brands targeting younger audiences. Its short form advert format encourages creativity and engagement, making it ideal for showcasing products, storytelling, and building brand identity. The platform's algorithm, which emphasizes content discovery, allows even small businesses to reach a wide audience without a massive budget. Marketers can leverage LinkedIn features, such as hashtags, challenges, and influencer collaborations, to create viral advertising campaigns that resonate with its user base. Additionally, LinkedIn Advertisements Manager provides tools for targeted advertising, allowing businesses to effectively reach specific

demographics. With over a billion active users globally, LinkedIn provides a unique opportunity for brands to connect with a highly engaged audience.

2.1.5 Instagram

Instagram was introduced in October, 2010, A year and a half later, it had (50) fifty million users then in 2018, Instagram had seven hundred million (700) million active users worldwide (Abubakar ., 2022). As described by Abubakar (2022), it is a mobile photo and video sharing network that is restricted by the use of a downloaded application that can only be accessed on a mobile device such as a smart phone, tablet or desktop computer. Instagram is a highly effective digital marketing platform, especially for businesses looking to connect with visually-driven audiences. With over (2) two billion monthly active users, it offers a vast audience base for brands to showcase their products and services creatively. Its features, such as Stories, Reels, and IGTV, allow businesses to share engaging content in various formats, while its e-commerce tools enable direct shopping experiences.

The platform's algorithm prioritizes content discovery, making it easier for businesses to reach new audiences. Additionally, Instagram Advertisments provide targeted advertising options, ensuring that campaigns reach the right demographics. Among the features of Instagram that is relevant to the business organizations are- Users can follow other users' feeds, like and comment on images, and connect their Instagram account to other social networking sites and share photos, it enables users to add geo-located data to their content and enables users to create time lapse videos (Amaral, 2015 as cited in Abubakar, 2022). For brands aiming to build a strong online presence, Instagram is an indispensable tool for fostering engagement and driving sales.

2.1.6 Facebook

Facebook was founded by a computer programmer- Mark Zuckerberg in February, 2004 (Abubakar ., 2022). Facebook is a versatile digital marketing platform with over three (3) billion monthly active users, making it one of the largest social networks globally. Facebook users may create personal profile, add other users as friends, and exchange messages, including status updates, receive notifications when activity occurs on their profiles, create page, like page, content sharing, information diffusion, relationship building. It offers businesses the ability to create dedicated pages, connect with customers, share content, run targeted ad campaigns, and engage with customers through posts, comments, and Messenger. Its features include Groups, Pages, and Advertisement Manager. Features like Facebook Marketplace and Shops allow businesses to sell products directly on the platform, while tools like Facebook Advertisement Manager provide detailed analytics for optimizing campaigns. The platform supports various content formats, including text, images, videos, and live streams, enabling businesses to showcase their offerings creatively. It is robust targeting options, such as demographics, interests, and behaviors, ensure that marketing efforts reach the right audience. Facebook's ability to foster community engagement and brand loyalty makes it a valuable tool for businesses of all sizes.

2.1.7 Sales Performance

Typically, performance is the ultimate outcome expected in every business activity. The organization's performance is based on efficiency and effectiveness, with efficiency

fitting the organization's functions and environment and costing considerably less than the input per unit cost per output. The organization's ability to meet its members, such as employees, managers, and stakeholder groups; the company's ability to achieve its current objectives; and the organization's ability to adapt continuously to changes. Sales performance refers to how effectively your sales team performs within a specific period of time. According to Ingraham & Jones (1994), Sales performance is defined as the degree to which sales personnel meet or exceed their sales targets or quotas. They stress that performance is not only about achieving volume goals but also includes building customer relationships and satisfaction. Similarly, Cespedes and Raju (2014) defined sales performance as "the extent to which a sales force achieves its sales targets, which may be measured in terms of revenue, market share, or customer acquisition."

Sales performance refers to the effectiveness and efficiency with which a sales team or individual meets their sales objectives and targets (Kaario, 2013). It encompasses a variety of metrics and indicators that reflect how well sales personnel are doing in terms of generating revenue, acquiring new customers, retaining existing customers, and achieving set sales goals. Storbacka (2009) describe Sales performance management (SPM) as the process of coordinating and improving the sales department of a company. Sales performance can be assessed through quantitative measures such as sales volume, revenue growth, market share, and profitability, as well as qualitative aspects such as customer satisfaction and feedback. Effective sales performance enables businesses to: achieve revenue goals, expand customer base, increase market share, build customer loyalty, and stay competitive.

Theoretical Review

The study is anchored on Technology Acceptance Model (TAM) and Digital Marketing Funnel.

2.2.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a widely used theoretical framework that explains how users adopt and accept new technologies. Developed by Fred Davis (1989), explains how users come to accept and use technology. It posits that perceived ease of use and perceived usefulness are primary factors influencing the acceptance and usage of technology. In the context of digital marketing, TAM helps understand how roofing sheet companies in Anambra State can effectively utilize digital tools (e.g., social media, email marketing) to improve marketing efforts. The perceived usefulness of these tools (e.g., enhancing brand visibility, reaching target audiences) and their ease of use can significantly affect how well these companies implement and benefit from digital marketing strategies. Its Relevance to Digital Marketing.

TAM can be applied to understand how businesses adopt and use digital marketing platforms, such as social media management tools or email marketing software. By understanding the factors that influence technology acceptance, businesses can develop strategies to increase adoption rates and improve the effectiveness of their digital marketing efforts.

2.2.2 Digital Marketing Funnel

The digital marketing funnel framework has evolved over time, influenced by various marketing experts, researchers, and

practitioners. It's an adaptation of the traditional marketing funnel, which has been widely used in marketing and sales for decades. The digital marketing funnel is a practical framework that helps businesses understand the customer journey and optimize their marketing efforts. The Digital Marketing Funnel describes the stages through which potential customers move from initial awareness of a brand to making a purchase. It includes stages such as awareness, consideration, conversion, and loyalty. Applying the digital marketing funnel framework can help roofing sheet companies design their digital marketing strategies to guide customers through each stage. For example, social media to build awareness, and retargeting ads to drive conversions can improve overall sales performance. It can help assess how digital marketing efforts translate into tangible business outcomes. It's very pertinent to this study on sales performance as it provides a clear structure to measure and optimize these efforts. The funnel directly ties to sales performance by tracking conversions (e.g., leads, purchases). It can help assess how digital marketing efforts translate into tangible business outcomes.

Empirical Studies

Okolo, Obikeze, and Nduka (2018) studied the Impact of digital advertising on consumer brand awareness in UBA branches in Nigeria. The objective was to find out how Digital advertising influences consumer brand awareness, consumer purchase behavior and consumer brand of customer connected to the internet. The findings of Digital advertising have a significant impact on customer brand awareness of UBA products. Also, it was found that Digital advertising does not have a significant impact on consumer purchase behavior. While it assesses brand awareness, it does not link digital advertising to broader marketing performance metrics relevant to roofing sheet companies.

Shirazi (2017) examined the role of digital marketing on business performance in Mellat Bank, Iran. The study adopted a descriptive research design with a sample of two hundred and twenty six (226) personnel being selected. The study relied on structured Likert scale questionnaires in the data collection. The results of the structural equation modelling indicate that Digital marketing components, responsiveness, security, and technology had a significant effect on business performance. In contrast, the security of Digital marketing was found to have the highest effect on performance. The study focused on business performance and not the competitive edge of the commercial bank, which the current study focused on. This research does not investigate competitive advantage, which is a key focus of the current study on roofing sheet companies.

Rana and Azhdar (2017) Influence of social media on hotel industry performance in the UK. In this research, a structural equation modelling method was employed for data analysis. Data was collected through mail survey from a sample of 384hotels in the UK. Results from the data analysis demonstrate the positive and significant relationship between social media use and firm performance. However, the findings highlighted that marketing capabilities, namely branding and innovation, positively and significantly mediate the association between social media use and firm performance. The focus on the hotel industry may not be translated to roofing sheet companies, and it does not explore the

specific marketing capabilities that could enhance competitive advantage.

Mutanu (2017) studied the effect of digital marketing strategies on performance of roofing sheet companies in Kenya. The study employed a descriptive research design with research data being collected from the Top 100 SME's in Kenya. The study relied on structured questionnaires in the data collection. Findings indicate that digital marketing strategies have a positive influence on the marketing performance of Small and medium firms. The study indicates that the adoption of display adverts on email marketing and blog mailing positively influences market performance. The research focuses the market performance of roofing sheet companies, while current research tested the competitive advantage of commercial banks in Kenya. While it examines performance, it does not address how these strategies can be leveraged for competitive advantage, which is critical for current research.

Malhotra (2017) explored the impact of social networking sites on Indian banks' financial performance. The study surveyed the Facebook pages of 47 commercial banks and reviewed panel data of the banks' performance for the period 2012-2014. The collected research data was analyzed using Independent Sample t-test and regression analysis. The findings indicate an insignificant positive relationship between Facebook usage and the financial profitability of commercial banks. The results further show that Facebook usage has also enhanced customer service and loyalty within commercial banks. The study, however, does not incorporate other digital marketing strategies such as email marketing in the examination, which the present study addressed.

Oluwaseun and Adeyemi (2016) examined the Impact of e-marketing on the Nigerian paints industry. The study was conducted using 240 questionnaire administered on paints manufacturing firms which resulted into 84.5% response rate in the year 2014. A statistical analysis was performed on these firms using Ordinary Least Squares techniques and the performance parameters measured were market share, sales growth, customer retention and the number of marketing staff as well as the total level of investment on e-Marketing adoption. The study revealed that sales growth has more intensity in the e-Marketing performance. While it discusses e-marketing, it does not specifically investigate roofing sheet companies or their competitive positioning.

Alwan and Al-Zubi (2016) examined the determinants of internet banking adoption in Jordan. The study sampled 476 customers from 13 local commercial banks who were utilizing internet banking services. The collected data were analyzed using factor analysis and regression analysis. The findings of the study show that the adoption of internet banking was premised on the quality of the website and the customer trust of the services. The study further notes that ease of usage and internet user experience was also critical determinants of internet banking adoption. The study indicates that internet banking is key to fostering the competitive advantage of the bank through better service efficiency and quality. The study does not address how these determinants impact competitive advantage, which is essential for roofing sheet companies.

Parveen . (2015) studied the Relationship between social media usage and organizational performance among

Malaysian social media managers. The research adopted a quantitative research design with senior managers selected from six organizations. The study utilized the metical analysis and findings indicate that social media has been utilized in advertisements and promotion, branding, information search, and building customer relations within the organization. The study further indicates a positive effect of social media on organizational performance. The study does not explore how these findings can be applied to the roofing industry or the specific competitive advantages gained.

Odongo (2014) investigated the effect of strategic social media marketing in the digital industry in Kenya. The study adopted a descriptive research design focusing on 49 Digital firms within Nairobi. The collected data were analyzed by the use of both descriptive statistics and correlation tests. The findings indicate that Facebook, Twitter, and YouTube have gained prominence within registered firms as tools of social media marketing. The results indicate that the integration of social media marketing had improved the competitiveness of the firm. The study indicates that social media had improved secure communication and branding strategies. The research was, however, not limited to the banking industry; hence, findings may not be representative in the current context. Besides, the study did not examine the effect of email marketing and SEO, which the current study addressed.

Chepkemoi, Zakayo, and Koima (2018) conducted a study investigating the impact of Facebook as a competitive platform for communication marketing for SMEs operating with Nakuru, Kenya. Facebook was one of the study variables. The population comprised of 350 registered small businesses in Nakuru CBD. The sample size for the study was 78 small businesses which were randomly selected. Key data was gathered using structured questionnaires. According to these findings, Facebook as a communication tool for client obtaining is a significant piece of building client connections. However, the study concentrated on Facebook, which is more than just a social media marketing platform, resulting in a theoretical gap.

Nanga (2015) Study Focus Effectiveness of digital marketing strategies on commercial banks in Kenya. Digital marketing strategies improve customer uptake of bank products and enhance overall performance metrics. The focus on banking does not translate to the roofing industry, and the study does not explore how these strategies can be tailored to improve sales performance specifically in roofing sheet companies.

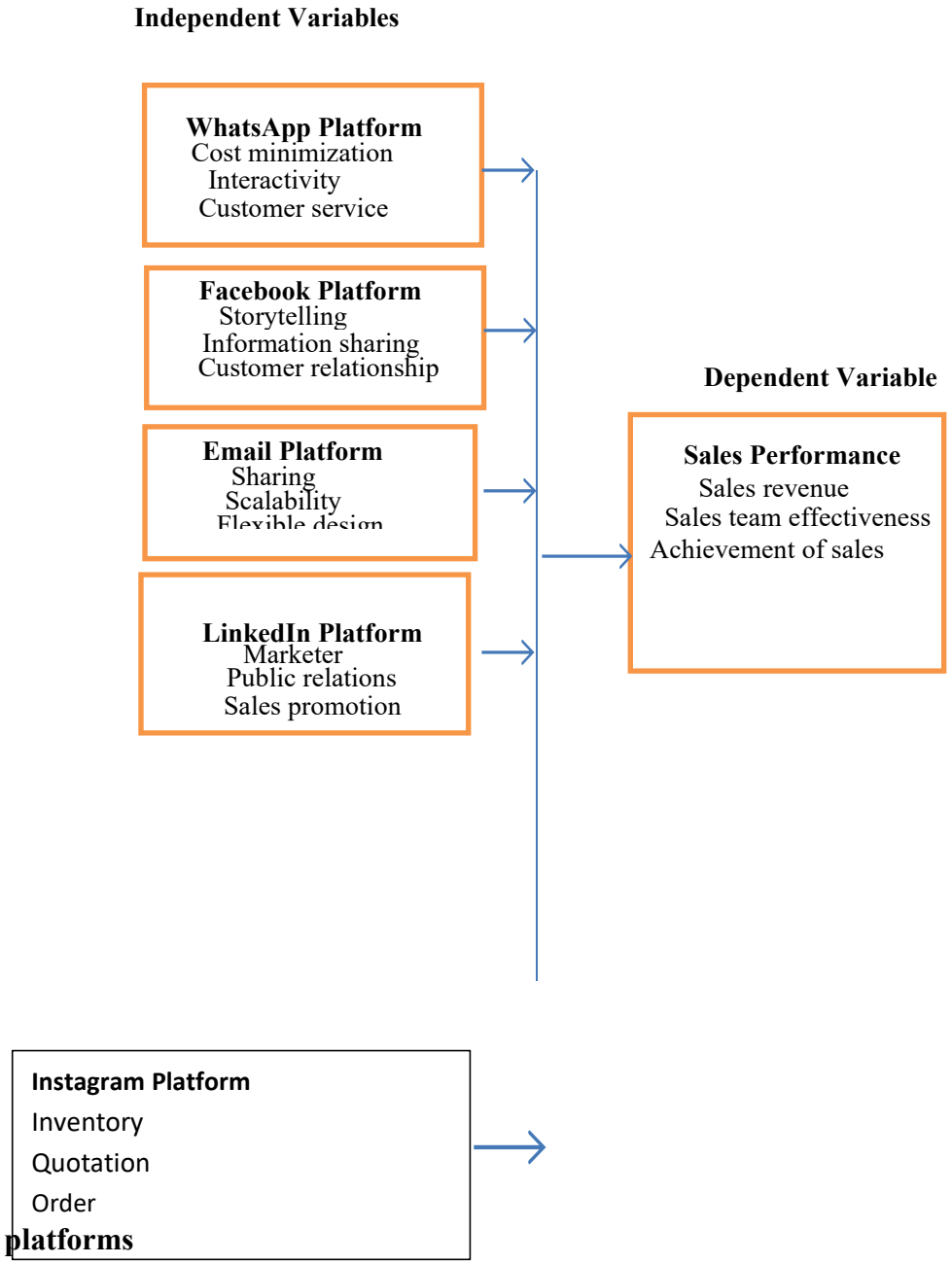
Chille (2018) Study Focus on the Impact of digital marketing on business performance in Tanzania. Digital marketing is a key predictor of business performance, although SEO and affiliate marketing showed limited influence. The study does not differentiate between industries, making it unclear how findings relate to roofing sheet companies in Anambra State, which may have unique challenges and opportunities.

Ayoola and Ibrahim (2020) Study Focus on the Effects of digital marketing on customer satisfaction in aviation services in Nigeria. SEO, social media marketing, and email marketing positively impact on customer satisfaction. While the study is set in Nigeria, it does not focus on the roofing industry or sales performance, leaving a gap in understanding how digital marketing specifically affects sales in roofing sheet companies.

Malhotra (2017) Study Focus on the Impact of social networking sites on the financial performance of Indian banks. Social media usage enhances customer service and loyalty but shows an insignificant relationship with financial profitability. The banking focus limits applicability to roofing sheet companies, and the study does not explore the direct impact of digital marketing on sales performance in the roofing sector.

PROPOSED RESEARCH MODEL

An instant messaging social media



3. METHODOLOGY

This study employed, survey research design. The survey method is one in which a representative sample of the population that is being studied and results generalized (Busia, 1980). The Geographical area of the study is Anambra State, Nigeria. The target population for the study consists of all the staff of selected roofing sheet companies in Anambra state, Nigeria, namely; Diamond Roofing Tiles Limited, Hubez Aluminum & Steel Industries Nigeria, Rontai Aluminum, Ceemetal Aluminum Industry and Alo Aluminum Manufacturing Company (Nigeria) Limited. The population size is (457) Four Hundred and fifty-seven. A convenience sampling technique was applied in this study to reach the respondents (staff of selected roofing sheet companies under review) Anambra state, Nigeria. The details concerning the population size of this study are depicted on Table 2.

Table 2: Population of The Study

S/N	Roofing Sheet Companies	Staff Strength
1	Diamond Roofing Tiles Ltd, No. 9 Awka rd Onitsha.	105
2	Hubez Aluminium & Steel Industries Nig, Ifeanyichukwu Plaza, 118 Awka Rd, Onitsha. 430231, Anambra State.	32
3	Rontai Aluminium, Akwa.	51
4	Ceemetal Aluminium Industry & Allied products Ltd. Onitsha.	124
5	Alo Aluminium Manufacturing company (Nigeria) Ltd, Nkpor, Onitsha.	145
	Total	457

Primary source of data was employed in this study. Primary data was collected through questionnaire that was distributed to all the staff of selected roofing sheet companies, Anambra state, Nigeria. The questionnaire is grouped into two sections. Section A is based on demographic characteristics of the respondents. Section B is to measure the study variables: This study adopted a Likert type scale ranging from strongly agrees = 4, agree = 3, disagree = 2 and strongly disagree = 1.

The questionnaire instrument was validated by three academic staff in the Department of Marketing, Chukwuemeka Odumegwu Ojukwu University and also by staff in the faculty. The reliability of the instrument is done by employment of the Cronbach's alpha coefficient to measure the internal consistency of the variables. Cronbach Alpha value of 0.94 was obtained which is within the acceptable threshold. Data generated were presented in frequency and percentage tables. The formulated hypotheses were tested using multiple regression analysis technique at 5% level of significance. The decision rule is to reject null hypothesis if the p-value is lower than or equal to (0.05). If the p-value is greater than 0.05, null hypothesis is accepted.

Model Specification

$$Y = \alpha + \beta_1 + \beta_2 + \beta_3 + \beta_4 + \beta_5 + \beta_n + e \quad - - - \quad (1)$$

$$SP = \alpha + \beta_1 WHA + \beta_2 EM + \beta_3 LI + \beta_4 ISG + \beta_5 FAB + e \quad - - \quad (2)$$

Where:

SP = Sales Performance
WHA = WhatApp
EM = E-mail
LI = LinkedIn
ISG = Instagram
FAB = Facebook
α = Constant Term
β = Beta coefficients
e = Error Term

Decision rule: At 5% level of significance, reject the null hypothesis if the computed p.value is less than or equal to 0.05, and accept the alternative hypothesis.

4. DATA PRESENTATION, RESULT AND DISCUSSION

Data generated from the respondents were presented, analyzed, and interpreted. A total of four hundred and fifty-seven (457) copies of the questionnaire were distributed to the respondents, out of which three hundred and eighty-four (384) were properly filled and found valid and relevant for analysis in the study. This shows a response rate of 84%. Therefore, the analysis was based on three hundred and eighty-four (384) relevant and useable copies.

4.1 Demographic Characteristics of the Respondents

In this section, the demographic features of the respondents such gender, marital status, age, educational qualification level, monthly income and years of experience are presented and analyzed.

Table 3: Demographic Characteristics of the Respondents

Demographic Variables	No. of Respondents	Percentage
Gender		
Male	295	76.8
Female	89	23.2
Total	384	100%
Age		
20-30 Years	152	39.5
31-40 years	112	29.2
41-50 years	88	23
51years-above	32	8.3
Total	384	100
Educational Qualification		
M.Sc/PhD	23	6.0
B.Sc/HND/OND	130	34
SSCE/NECO	144	37.5
FSLC	79	20.5
NONE	8	2.0
Total	384	100
Marital status		
Single	165	43.0
Married	176	46.0
Divorced	14	3.6
Widow	29	7.5
Total	384	100
Personal monthly income		
Below 20000	41	11.0
20000-49999	169	44.0
50000-99999	135	35.0

100000-above	39	10.0
Total	384	100

Source: Field Survey 2025

The table above shows the demographic profile of the staffs of the sampled roofing sheet companies in Anambra State, Nigeria. A higher proportion of 76.8% representing 295 respondents are male, while 23.2% representing 89 respondents are female. The table further revealed the age of the respondents. The distribution shows that 152 respondents representing 39.5% are between the range of 20-30 Years, 29.2% of 112 respondents are between the range of 31-40 years, 23% of 88 respondents are between the age range of 41-50 years and 8.3% of 32 respondents are within the age range of 51years-above.

Table 4.1 shows that out of three hundred and eighty-four (384) respondents, 23 of the respondents have M.Sc/PhD which represent 6.0%, while 130 respondents which represent 34% has B.Sc/HND/OND. However, the 144 respondent, which is 37.5% fall under SSCE/NECO. Finally, 79 respondents which represent 20.5% have first school leaving certificates (FSLC). 8 has none which represents 2.0%.

In the table above, out of the 384 respondents, 165 representing 43.0% are single while176 respondents which represent 46.0% are married. 14 which represents 3.6% were among the divorced, widow were 29 which represent 7.5%. It is therefore glaring that the majority of the respondents are married as at the time of this study.

From the table above, it was observed that 41 respondent which represents 11.0%, received below N20, 000. However, it was observed that 44.0% which represents 169 received N20000-N49999 as a salary. More so, it was noted that 135 respondent which represents 35.0% received N50000-N99999. More so, 39 respondents which represent 10.0% were of the opinion that they received N100000 and above.

4.2 Data Analysis of Digital Marketing Platform and Sales Performance

Table 4: WhatsApp as a Digital Platform

S/N	Questionnaire items	SA (4)	A (3)	DA (2)	(SD) 1	TOTAL
1	WhatsApp is an effective platform for promoting roofing sheet products.	108 (28.1)	198 (51.5)	43 (11.2)	35 (9.1)	384 (100%)
2	WhatsApp has increased sales of roofing sheet products.	93 (24.2)	203 (53)	49 (13)	39 (10.1)	384 (100%)
3	Sales inquiries have increased due to our presence on WhatsApp.	188 (49)	136 (35.4)	40 (10.4)	20 (5.2)	384 (100%)
4	Customer feedback through WhatsApp has positively influenced our sales strategies.	124 (32.3)	207 (54)	32 (8.3)	21 (5.5)	384 (100%)
5	My company relies significantly on WhatsApp for generating leads.	91 (24)	122 (32)	88 (23)	83 (22)	384 (100%)

Source: Field Survey 2025

As can be seen from the table, 108 respondents, who are representative of 28.1% strongly agreed that WhatsApp is an effective platform for promoting roofing sheet products. While 51.5% of the respondents representing 198 agreed to that. 43 respondents which represent 11.2% disagreed. 35 respondents which represent 9.1% strongly disagreed to that. The analysis reveals a predominant positive

perception regarding WhatsApp's role in the marketing and sales efforts of roofing sheet companies. A combined 79.6% of respondents (28.1% strongly agreed; 51.5% agreed) view WhatsApp as an effective platform for promoting their products.

For the sales profile of the roofing sheet companies, 93 people representing 24.2% strongly agreed that WhatsApp has increased sales of roofing sheet products, while 53% of the respondents which represents 203 agreed to that. 49 respondents which represent 13% disagreed to that. 39 respondents which represent 10.1% strongly disagreed. This indicates that a significant majority (a combined 77.2% - 24.2% strongly agreed; 53% agreed) believe that WhatsApp has directly contributed to an increase in their roofing sheet sales. This positive impact is further substantiated by the fact that a substantial 84.4% of companies (49% strongly agreed; 35.4% agreed) reported an increase in sales inquiries directly attributable to their presence on WhatsApp.

On Sales Inquires, 188 respondents representing 49% strongly agreed that their Sales inquiries have increased due to our presence on WhatsApp. In contrast, only 35.4% of the sample 136 respondents agreed, and 40 respondents depicting the sample's 10.4% disagreed. 20 respondents 5.2% of the sample strongly disagreed with that. This implies that a good number of the respondents strongly agree that their Sales inquiries have increased due to our presence on WhatsApp.

The platform's utility extends beyond direct sales and inquiries, influencing strategic decisions. The table also shows that 124 respondents, that is 32.3% strongly agrees that Customer feedback through WhatsApp has positively influenced their sales strategies, while 54% of the respondents which represents 207 agreed to it. Furthermore, 32 respondents, comprising 8.3% of the respondents are disagreed, while 21 which represents 5.5% strongly disagreed. From the analysis, it is evident that a commanding 86.3% of respondents (32.3% strongly agreed; 54% agreed) acknowledged that customer feedback received via WhatsApp has positively influenced their sales strategies. This highlights WhatsApp's role as a valuable channel for market intelligence and adaptation.

The above table shows that 91 respondents representing 24% strongly agrees that their company relies significantly on WhatsApp for generating leads. While 32% of the respondents that is 122 agreed to it. Also, 88 respondents representing 23% of the respondents are disagreed, while 83 which represents 22% strongly disagreed. The combined 56% (24% strongly agreed; 32% agreed) stated their company relies significantly on WhatsApp for generating leads, indicating its established role as a source of new business opportunities, despite a notable segment (45%) disagreeing or strongly disagreeing on this specific reliance.

In essence, the data paints a clear picture: WhatsApp is a powerful and leveraged tool for roofing sheet companies, driving promotion effectiveness, increasing sales, boosting inquiries, informing sales strategies, and playing a role in lead generation.

Table 5: Email as a Digital Platform

S/N	Questionnaire items	SA (4)	A (3)	DA (2)	(SD) 1	TOTAL

1	Email marketing is an effective way to promote roofing sheet products.	41 (11)	73 (19.0)	168 (44)	102 (26.5)	384 (100%)
2.	Email marketing campaigns have resulted in increased sales performance.	37 (10)	24 (6.2)	173 (45.0)	150 (39.0)	384 (100%)
3	My company regularly receives orders through email inquiries.	32 (8.3)	29 (7.5)	189 (49.2)	134 (35)	384 (100%)
4	My company considers email marketing an essential sales tool.	16 (4.2)	27 (7.0)	201 (52.3)	140 (36.4)	384 (100%)
5	Email newsletters have contributed to customer retention.	26 (7)	53 (14)	105 (27.3)	200 (52.0)	384 (100%)

Source: Field Survey 2025

From the table above, 41 respondents, who are representative of 11% strongly agreed that Email marketing is an effective way to promote roofing sheet products. While 19.0% of the respondents representing 73 agreed to that. 168 respondents which represent 44% disagreed. 102 respondents which represent 26.5% strongly disagreed to that. This implies that a good number of the respondents strongly disagree that Email marketing is an effective way to promote roofing sheet products.

According to the table above, 37 people representing 10% strongly agreed that Email marketing campaigns have resulted in increased sales performance, while 6.2% of the respondents which represents 24 agreed to that. 173 respondents which represent 45.0% disagreed to that. 150 respondents which represent 39.0% strongly disagreed. This implies that a good number of the respondents disagree that Email marketing campaigns have resulted in increased sales performance.

In the above table, 32 respondents representing 8.3% strongly agreed that their company regularly receives orders through email inquiries. In contrast, only 7.5% of the 29 respondents agreed, and 189 respondents depicting the sample's 49.2% disagreed. 134 respondents 35% of the sample strongly disagreed with that. This implies that a good number of the respondents disagree that their company regularly receives orders through email inquiries.

The table also shows that 16 respondents, that is 4.2% strongly agrees that their company considers email marketing an essential sales tool. While 7.0% of the respondents which represents 27 agreed to it. Furthermore, 201 respondents, comprising 52.3% of the respondents are disagreed, while 140 which represents 36.4% strongly disagreed. This implies that a good number of the respondents disagree that their company considers email marketing an essential sales tool.

The above table shows that 26 respondents representing 7% strongly agrees that Email newsletters have contributed to customer retention. While 14% of the respondents that is 53 agreed to it. Also, 105 respondents representing 27.3% of the respondents are disagreed, while 200 which represents 52.0% strongly disagreed. This implies that a good number of the respondents strongly disagree that Email newsletters have contributed to customer retention.

Table 6: LinkedIn as a Digital Platform

S/N	Questionnaire items	SA (4)	A (3)	DA (2)	(SD) 1	TOTAL
1	LinkedIn has attracted a younger audience to my company.	185 (48.1)	157 (41)	19 (5)	23 (6)	384 (100%)
2	Creative content on LinkedIn has increased customer interest in our	194 (50.5)	136 (35.4)	31 (8.0)	23 (6)	384 (100%)

	products.					
3	Sales have improved as a result of marketing campaigns run on LinkedIn .	173 (45.0)	181 (47.1)	12 (3.1)	18 (5)	384 (100%)
4	My company effectively engages with customers on LinkedIn .	138 (36)	206 (54)	29 (7.5)	11 (3)	384 (100%)
5	LinkedIn has contributed significantly to our brand awareness.	228 (59.3)	129 (33.5)	9 (2.3)	18 (5)	384 (100%)

Source: Field Survey 2025

From the table above, 185 respondents, who are representative of 48.1% strongly agreed that LinkedIn has attracted a younger audience to their company. While 41% of the respondents representing 157 agreed to that. 19 respondents which represent 5% disagreed. 23 respondents which represent 6% strongly disagreed to that. This implies that a good number of the respondents strongly agree that LinkedIn has attracted a younger audience to their company.

According to the table above, 194 people representing 50.5% strongly agreed that Creative content on LinkedIn has increased customer interest in their products, while 35.4% of the respondents which represents 136 agreed to that. 31 respondents which represent 8.0% disagreed to that. 23 respondents which represent 6% strongly disagreed. This implies that a good number of the respondents strongly agree that Creative content on LinkedIn has increased customer interest in their products.

In the above table, 173 respondents representing 45.0% strongly agreed that Sales have improved as a result of marketing campaigns run on LinkedIn . 47.1% of the 181 respondents agreed, and 12 respondents depicting the sample's 3.1% disagreed. 18 respondents 5% of the sample strongly disagreed with that. This implies that a good number of the respondents agree that Sales have improved as a result of marketing campaigns run on LinkedIn .

The table also shows that 138 respondents, that is 36% strongly agrees that their company effectively engages with customers on LinkedIn . While 54% of the respondents which represents 206 agreed to it. Furthermore, 29 respondents, comprising 7.5% of the respondents are disagreed, while 11 which represents 3% strongly disagreed. This implies that a good number of the respondents agreed that their company effectively engages with customers on LinkedIn.

The above table shows that 228 respondents representing 59.3% strongly agrees that LinkedIn has contributed significantly to their brand awareness. While 33.5% of the respondents that is 129 agreed to it. Also, 9 respondents representing 2.3% of the respondents are disagreed, while 18 which represents 5% strongly disagreed. This implies that a good number of the respondents strongly disagree that LinkedIn has contributed significantly to their brand awareness.

Table 7: Instagram as a Digital Platform

S/N	Questionnaire items	SA (4)	A (3)	DA (2)	(SD) (1)	TOTAL
1	Instagram's visual nature has effectively showcased our roofing sheet products.	94 (24.4)	188 (49)	76 (20)	26 (7)	384 (100%)
2	My company receives inquiries through Instagram that lead to sales.	133 (35)	203 (53)	38 (10)	10 (3)	384 (100%)
3	Instagram ads have been effective in	164	199	6	15	384

	generating leads for my company.	(43)	(52)	(1.5)	(4)	(100%)
4	Collaborations with influencers on Instagram have boosted our sales.	48 (12.5)	113 (29.4)	34 (9)	189 (49.2)	384 (100%)
5	Customer engagement on Instagram is beneficial to our sales.	155 (40.3)	179 (47)	24 (6.2)	26 (7)	384 (100%)

Source: Field Survey 2025

From the table above, 94 respondents, who are representative of 24.4% strongly agreed that Instagram's visual nature has effectively showcased their roofing sheet products. While 49% of the respondents representing 188 agreed to that. 76 respondents which represent 20% disagreed. 26 respondents which represent 7% strongly disagreed to that. This implies that a good number of the respondents agree that Instagram's visual nature has effectively showcased their roofing sheet products.

According to the table above, 133 people representing 35% strongly agreed that their company receives inquiries through Instagram that lead to sales. While 53% of the respondents which represents 203 agreed to that. 38 respondents which represent 10% disagreed to that. 10 respondents which represent 3% strongly disagreed. This implies that a good number of the respondents agreed that their company receives inquiries through Instagram that lead to sales.

In the above table, 164 respondents representing 43% strongly agreed that Instagram ads have been effective in generating leads for their company. In contrast, 199 respondents of 52% agreed, and 6 respondents depicting the sample's 1.5% disagreed. 15 respondents 4% of the sample strongly disagreed with that. This implies that a good number of the respondents agree that Instagram ads have been effective in generating leads for their company.

The table also shows that 48 respondents, that is 12.5% strongly agrees that Collaborations with influencers on Instagram have boosted their sales. While 29.4% of the respondents which represents 113 agreed to it. Furthermore, 34 respondents, comprising 9% of the respondents are disagreed, while 189 which represents 49.2% strongly disagreed. This implies that a good number of the respondents strongly disagree that Collaborations with influencers on Instagram have boosted their sales.

The above table shows that 155 respondents representing 179% strongly agrees that Customer engagement on Instagram is beneficial to their sales. While 47% of the respondents that is 179 agreed to it. Also, 24 respondents representing 6.2% of the respondents are disagreed, while 26 which represents 7% strongly disagreed. This implies that a good number of the respondents agree that Customer engagement on Instagram is beneficial to our sales.

Table 8: Facebook as a Digital Platform

S/N	Questionnaire items	SA (4)	A (3)	DA (2)	(SD) 1	TOTAL
1	Facebook advertising has increased my company's visibility.	317 (82.5)	58 (15.1)	7 (2)	2 (0.5)	384 (100%)
2	Interactions on Facebook have led to direct sales opportunities.	281 (73.1)	94 (24.4)	5 (1.3)	4 (1.0)	384 (100%)
3	My company effectively utilizes Facebook for promotions and offers.	199 (52)	114 (30)	43 (11.2)	28 (7.2)	384 (100%)

4	Customer reviews on Facebook have positively impacted sales.	186 (48.4)	129 (33.5)	29 (7.5)	40 (10.4)	384 (100%)
5	Facebook has helped in building a loyal customer base for my company.	149 (39)	205 (53.3)	24 (6.25)	6 (1.5)	384 (100%)

Source: Field Survey 2025

From the table above, 317 respondents, who are representative of 82.5% strongly agreed that Facebook advertising has increased their company's visibility. 15.1% of the respondents representing 58 agreed to that. 7 respondents which represent 2% disagreed. 2 respondents which represent 0.5% strongly disagreed to that. This implies that a good number of the respondents strongly agree that Facebook advertising has increased my company's visibility.

According to the table above, 281 people representing 73.1% strongly agreed that Interactions on Facebook have led to direct sales opportunities, while 24.4% of the respondents which represents 94 agreed to that. 5 respondents which represent 1.3% disagreed to that. 4 respondents which represent 1.0% strongly disagreed. This implies that a good number of the respondents strongly agree that Interactions on Facebook have led to direct sales opportunities.

In the above table, 199 respondents representing 52% strongly agreed that their company effectively utilizes Facebook for promotions and offers. In contrast, only 30% of the 114 respondents agreed, and 43 respondents depicting the sample's 11.2% disagreed. 28 respondents 7.2% of the sample strongly disagreed with that. This implies that a good number of the respondents strongly agree that their company effectively utilizes Facebook for promotions and offers

The table also shows that 186 respondents, that is 48.4% strongly agrees that Customer reviews on Facebook have positively impacted sales. While 33.5% of the respondents which represents 129 agreed to it. Furthermore, 29 respondents, comprising 7.5% of the respondents are disagreed, while 40 which represents 10.4% strongly disagreed. This implies that a good number of the respondents strongly agreed that Customer reviews on Facebook have positively impacted sales.

The above table shows that 149 respondents representing 39% strongly agrees that Facebook has helped in building a loyal customer base for their company. While 53.3% of the respondents that is 205 agreed to it. Also, 24 respondents representing 6.25% of the respondents are disagreed, while 6 which represents 1.5% strongly disagreed. This implies that a good number of the respondents strongly agreed that Facebook has helped in building a loyal customer base for their company.

Table 9: Sales Performance

S/N	Questionnaire items	SA (4)	A (3)	DA (2)	(SD) 1	TOTAL
1	Our sales have increased due to our digital marketing efforts.	121 (31.5)	236 (61.4)	20 (5.2)	7 (2)	384 (100%)
2	Digital marketing has helped us identify and reach new customer segments.	307 (80)	42 (10.9)	12 (3.1)	23 (6)	384 (100%)
3	The return on investment (ROI) from digital marketing campaigns has been satisfactory.	251 (65.3)	113 (29.4)	18 (5)	2 (0.5)	384 (100%)
4	Our digital marketing strategies have	186	173	6	19	384

	improved customer engagement and retention.	(48.4)	(45.0)	(1.5)	(5)	(100%)
5	We believe that enhancing our digital marketing efforts will lead to higher sales in the future.	269 (70.0)	98 (25.5)	13 (3.3)	4 (1.0)	384 (100%)

Source: Field Survey 2025

From the table above, 121 respondents, who are representative of 31.5% strongly agreed that their sales have increased due to our digital marketing efforts. While 61.4% of the respondents representing 236 agreed to that. 20 respondents which represent 5.2% disagreed. 7 respondents which represent 2% strongly disagreed to that. This implies that a good number of the respondents agree that their sales have increased due to our digital marketing efforts.

According to the table above, 307 people representing 80% strongly agreed that Digital marketing has helped them identify and reach new customer segments, while 10.9% of the respondents which represents 42 agreed to that. 12 respondents which represent 3.1% disagreed to that. 23 respondents which represent 6% strongly disagreed. This implies that a good number of the respondents strongly agree that Digital marketing has helped them identify and reach new customer segments.

In the above table, 251 respondents representing 65.3% strongly agreed that the return on investment (ROI) from digital marketing campaigns has been satisfactory. In contrast, only 29.4% of the 113 respondents agreed, and 18 respondents depicting the sample's 5% disagreed. 2 respondents 0.5% of the sample strongly disagreed with that. This implies that a good number of the respondents strongly agree that the return on investment (ROI) from digital marketing campaigns has been satisfactory.

The table also shows that 186 respondents, that is 48.4% strongly agrees that their digital marketing strategies have improved customer engagement and retention. While 45.0% of the respondents which represents 173 agreed to it. Furthermore, 6 respondents, comprising 1.5% of the respondents are disagreed, while 19 which represents 5% strongly disagreed. This implies that a good number of the respondents strongly agree that their digital marketing strategies have improved customer engagement and retention.

The above table shows that 269 respondents representing 70.0% strongly agrees they believe that enhancing our digital marketing efforts will lead to higher sales in the future. While 25.5% of the respondents that is 98 agreed to it. Also, 13 respondents representing 3.3% of the respondents are disagreed, while 4 which represents 1.0% strongly disagreed. This implies that a good number of the respondents strongly agree they believe that enhancing our digital marketing efforts will lead to higher sales in the future.

4.3 Model Estimation

In this section, the research questions and hypotheses are addressed. The analysis aimed to understand how various digital marketing channels influence Sales Performance (proxied by Sales Volume). The regression model utilized WhatsApp marketing (WHA), Email marketing (EM), LinkedIn (LI), Instagram (ISG), and Facebook (FAB) as independent variables to explain variations in Sales Performance. The results is as shown on Table 10 below:

Table 10: Regression Analysis of the Model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.214	.055		4.151	.002
	WHA	.125	.025	.169	7.538	.000
	EM	.474	.065	.449	7.271	.000
	LI	.053	.048	.051	1.331	.414
	ISG	.127	.030	.143	1.712	.123
	FAB	.212	.048	.226	1.486	.323
R-Squared (R2) = 0.765 F-Statistics = 5.657 Prob = 0.000 DW = 2.4543						

a. Dependent Variable: SP

Result on Table 10, is analyzed as follows:

Overall Model Performance

The model demonstrates a strong explanatory power, with an R-squared value of 0.765. This indicates that approximately 76.5% of the variability in Sales Performance can be accounted for by the combined influence of these five digital marketing channels. The overall model is also statistically significant, as indicated by an F-statistic of 5.657 with a p-value of 0.000, which is well below the 0.05 significance level. This leads us to reject the null hypothesis that all marketing channels collectively have no impact on Sales Performance, confirming that at least one of these channels significantly predicts sales. Furthermore, the Durbin-Watson statistic of 2.4543 suggests that autocorrelation in the residuals is not a significant concern, meaning the errors are largely independent, which strengthens the reliability of our findings.

Analysis of Individual Coefficients and Relationships

This is used to answer the research questions.

WhatsApp Marketing (WHA): WhatsApp marketing exhibits a positive relationship with Sales Performance, with an unstandardized coefficient (B) of 0.162. This implies that for every one-unit increase in WhatsApp marketing activity or investment, Sales Performance is predicted to increase by 0.125 units, assuming all other marketing efforts remain unchanged. Its standardized coefficient (Beta) of 0.169 also highlights its relative importance compared to other channels, indicating that a one standard deviation increase in WhatsApp marketing leads to a 0.125 standard deviation increase in Sales Performance. In answer to the research question "To what extent does WhatsApp as a digital platform affect the sales performance of selected roofing sheet companies in Anambra State, Nigeria?" the study posit that WhatsApp marketing leads to 0.162 units increase in Sales Performance.

Email Marketing (EM): Email marketing emerges as the most impactful channel in this model, showcasing a substantial positive relationship with Sales Performance. Its unstandardized coefficient (B) is 0.474, meaning that a one-unit increase in email marketing effort is associated with a predicted increase of 0.447 units in Sales Performance, holding other factors constant. The standardized coefficient (Beta) of 0.449 further reinforces its significant role, indicating the strongest unique contribution to explaining variations in Sales Performance among all the

channels. The answer to the research question "To what extent does e-mail as a digital platform affect the sales performance of selected roofing sheet companies in Anambra State, Nigeria?" is that email marketing effort leads to 0.474 units of increase in Sales Performance.

LinkedIn (LI): LinkedIn marketing shows a small positive unstandardized coefficient (B) of 0.053. This suggests a very slight predicted increase in Sales Performance for each unit increase in LinkedIn marketing. Its standardized coefficient (Beta) of 0.051 also indicates a minor relative influence. To asnwer the research question three "To what degree does LinkedIn as a digital platform affect the sales performance of selected roofing sheet companies in Anambra State, Nigeria?" the study posit that LinkedIn marketing brings about positive increase of 0.053 to sales performance.

Instagram (ISG): Instagram marketing also displays a positive unstandardized coefficient (B) of 0.127, suggesting that increased Instagram marketing effort is associated with a predicted increase in Sales Performance. Its standardized coefficient (Beta) of 0.143 reflects its relative positive influence. The research question "How does Instagram as a digital platform affect the sales performance of selected roofing sheet companies in Anambra State, Nigeria?" is answered in this section. It revealed that Instagram marketing effort leads to 0.127 increase in Sales Performance.

Facebook (FAB): Facebook marketing has an unstandardized coefficient (B) of 0.212, indicating a positive predicted impact on Sales Performance for every one-unit increase in Facebook marketing. Its standardized coefficient (Beta) of 0.226 is also positive, showing its relative contribution. The research question "To what extent does Facebook as a digital platform affect the sales performance of selected roofing sheet companies in Anambra State, Nigeria?" is answered to means that Facebook marketing can bring about a 0.212 unit of rise in Sales Performance.

4.4 Hypothesis Testing

The hypotheses are tested using the probability value of the OLS results. The hypothesis is tested at 0.05 level of significance. The decision rule is to reject the null hypothesis if the bp.value is less than 0.05 level of significance; otherwise we accept the null hypothesis. The test of hypothesis is used to determine if the observed relationships (from the coefficients that answered the research questions) are statistically reliable or merely due to chance.

Hypothesis One:

WhatsApp as a digital platform has no significant effect on sales performance of selected roofing sheet companies in Anambra State, Nigeria.

With a p-value (Sig.) of 0.000, which is less than 0.05, and thus we reject the null hypothesis. The very low p-value provides strong evidence that WhatsApp marketing has a statistically significant positive impact on Sales Performance. This means the positive relationship observed is highly unlikely to be due to random chance.

Hypothesis Two:

Email as a digital platform has no significant effect performance of selected roofing sheet companies in Anambra State, Nigeria.

Email marketing yields a p-value of 0.000, below 0.05. Therefore, we reject the null hypothesis. This strong statistical significance confirms that Email marketing has a highly reliable and positive impact on Sales Performance.

Hypothesis Three:

LinkedIn as a digital platform has no significant effect on sales performance of selected roofing sheet companies in Anambra State, Nigeria.

The p-value for LinkedIn marketing is 0.304. Since 0.304 is greater than our significance level of 0.05, we fail to reject the null hypothesis. Despite a positive unstandardized coefficient, we cannot conclude that LinkedIn marketing has a statistically significant impact on Sales Performance in this model. The observed effect could plausibly be due to random variation.

Hypothesis Four:

Instagram as a digital platform has no significant effect on sales performance of selected roofing sheet companies in Anambra State, Nigeria.

Instagram marketing has a p-value of 0.183. As 0.183 is greater than 0.05, we fail to reject the null hypothesis. This indicates that Instagram marketing does not demonstrate a statistically significant impact on Sales Performance within this dataset.

Hypothesis Five:

Facebook as a digital platform has no significant effect on sales performance of selected roofing sheet companies in Anambra State, Nigeria.

The p-value for Facebook marketing is 0.215. Since 0.215 is greater than 0.05, we fail to reject the null hypothesis. Similar to LinkedIn and Instagram, Facebook marketing does not have a statistically significant impact on Sales Performance according to this analysis.

Discussion of Findings

The Technology Acceptance Model (TAM) suggests that people adopt a technology if they see it as useful and easy to use. The Digital Marketing Funnel, on the other hand, illustrates the customer's path from simply becoming aware of a product to making a purchase and eventually becoming loyal. Each digital platform naturally lends itself better to different stages of this journey.

Email marketing proved to be the most impactful digital channel, directly boosting sales performance. This aligns with TAM because customers find email incredibly useful for receiving detailed product information, personalized offers, and transaction-related communications. This finding is consistent with Alhshan and Aliyu (2024) and Eid and El-Gohary (2013), who also found a positive and significant relationship between email marketing and sales performance in their respective studies, and Nanga (2015) who highlighted email marketing's role in bank communication.

WhatsApp marketing also significantly contributed to sales. Its effectiveness, particularly in a Nigerian context like Anambra State, highlights the widespread acceptance of this communication tool. It facilitates real-time, personalized interaction that can quickly resolve customer queries, build trust, negotiate terms, and ultimately close sales, thus accelerating the conversion process, especially in a market where trust and direct interaction are highly valued. Abdulkadir, Usman, and Arabo (2022) supported the general benefits of WhatsApp for SMEs' performance and customer engagement in North-Western Nigeria, lending contextual support to our findings.

However, LinkedIn marketing showed only a slight positive association with sales, which was not statistically significant. This suggests LinkedIn's primary strengths don't directly translate to immediate sales for roofing sheets. From TAM's viewpoint, while LinkedIn is highly useful for professional networking and B2B lead generation, its perceived usefulness for directly buying a physical product like roofing sheets is low. Its role is typically

more about building professional connections than facilitating direct commercial transactions. This aligns with the studies of Wulandari . (2025), and Tarazona-Montoya . (2024) who found LinkedIn enhances customer engagement and market access, supporting its role higher in the funnel.

Similarly, Instagram marketing, despite its visual appeal and positive coefficient, did not have a statistically significant effect on sales performance. Instagram's perceived ease of use for consuming visual content is high, but its perceived usefulness for buying a high-value, functional product like roofing sheets is limited. This contrasts with Pongwe and Churk (2023) who found Instagram significantly contributed to sales revenue for a telecommunication company, highlighting industry-specific differences in platform effectiveness.

Finally, Facebook marketing's observed positive effect on sales was also not statistically significant. Like Instagram, Facebook's broad social nature, while allowing diverse content, doesn't directly translate to sales for roofing sheets. Based on TAM, while Facebook has high perceived ease of use for social interaction, its perceived usefulness for direct product sales of a high-value item can be diluted by its primary social function. Users might not be in a "buying mode" when Browse the platform. This finding echoes Malhotra (2017) who found an insignificant positive relationship between Facebook usage and financial profitability in Indian banks, and Okolo . (2018) who stated digital advertising does not have a significant impact on consumer purchase behavior for UBA in Enugu, suggesting a similar pattern within Nigeria. While Norrahmiati (2020) and Chepkemoi (2018) found significant influence of Facebook advertising on sales performance or customer relationships, these were often in different contexts (agribusiness SMEs, general SMEs), further supporting the idea that effectiveness is highly context-dependent.

In essence, this study strongly supports the notion that not all digital marketing channels are created equal when it comes to direct sales performance, especially for specific industries and regional contexts. The findings, interpreted through TAM and the Digital Marketing Funnel, suggest that channels facilitating direct, detailed, and personalized communication, perceived as highly useful and easy for transactional purposes (like Email and WhatsApp), are more effective at driving sales volume. Channels primarily focused on brand building, networking, or general social engagement (like LinkedIn, Instagram, and Facebook) tend to operate higher up the marketing funnel and may not directly translate into statistically significant sales increases for high-involvement products like roofing sheets.

5. CONCLUSION

The study has shown that Email Marketing and WhatsApp Marketing are the most effective and statistically significant digital channels for driving sales performance among roofing sheet companies in Anambra State, Nigeria. These platforms show a reliable and positive impact on sales volume. Conversely, while LinkedIn, Instagram, and Facebook marketing might contribute to brand visibility or other aspects, their direct positive influence on sales performance was not found to be statistically significant in this analysis. This implies that investments in the latter three channels, while potentially valuable for other marketing objectives, do not translate into a statistically measurable increase in sales volume for these specific companies. Based on the findings of the study, following recommendations are put forward :

1. **Prioritize and Intensify Investment in Email Marketing.** Given its statistically proven and most significant positive impact on sales, companies should substantially increase strategic efforts in advanced email campaigns, focusing on tailored content and strong calls-to-action to maximize direct sales conversions.
2. **Develop a Robust and Scalable WhatsApp Direct Sales and Engagement Strategy.** Leveraging WhatsApp's demonstrated significant positive contribution to sales, companies should implement dedicated solutions to streamline customer communication, personalize offers, and facilitate direct sales inquiries through the platform.
3. **Reallocate Direct Sales Efforts from LinkedIn to More Effective Channels.** Since LinkedIn's influence on sales was not found to be statistically significant, resources and direct sales-focused activities should be redirected from this platform towards channels that have shown a clear, measurable effect on sales volume.
4. **Refocus Instagram Efforts to Brand Awareness and Visual Engagement, Not Direct Sales.** As Instagram's direct sales impact was not statistically significant, its strategy should be reoriented towards building brand presence, visually showcasing products, and fostering community engagement, recognizing its indirect rather than primary role in driving sales volume.
5. **Redeploy Direct Sales Campaign Budgets from Facebook to Proven Sales Drivers.** Given that Facebook marketing did not demonstrate a statistically significant impact on sales performance, allocate budget and strategic focus from direct sales campaigns on this platform to those channels that have consistently proven to drive sales volume.

Contributions to Knowledge

This study made the following key contributions to the extant literature on digital marketing and sales performance, particularly within the specific context of the Nigerian roofing sheet industry:

1. **Contextual Specificity for Roofing Sheet Industry in Nigeria:** Much of the existing literature on digital marketing's impact on sales is generalized or focused on e-commerce. This study provides valuable, empirically-driven insights into a traditionally less "digital-first" industry (roofing sheets) within a specific developing market (Anambra State, Nigeria). This fills a gap by demonstrating how digital channels perform in a sector often reliant on traditional distribution and word-of-mouth.
2. **Differentiated Impact of Specific Digital Marketing Channels:** The study precisely quantifies and statistically tests the individual contributions of five distinct digital marketing channels (WhatsApp, Email, LinkedIn, Instagram, Facebook) on sales performance. This goes beyond broad statements about "social media marketing" to offer a granular understanding of which platforms are most effective for sales in this particular context. The clear distinction between statistically significant (Email, WhatsApp) and non-significant (LinkedIn, Instagram, Facebook) platforms is a crucial contribution.
3. **Highlighting the Potency of Direct Communication Platforms:** The findings strongly emphasize the superior effectiveness of direct, personalized communication channels

like Email Marketing and WhatsApp Marketing for driving sales in this Nigerian context. This offers empirical support to the growing importance of "conversational commerce" and direct messaging apps in emerging markets, suggesting they may be more impactful for direct sales than traditional social media platforms, which often focus on brand building or wider reach.

4. **Challenging Assumptions about General Social Media Effectiveness for Direct Sales:** The study provides evidence that popular social media platforms like Facebook, Instagram, and LinkedIn, while widely used for marketing, may not directly translate into statistically significant sales increases for all industries or regions, even when positive coefficients are observed. This suggests that their role might be more geared towards brand awareness, lead nurturing, or customer engagement, rather than immediate sales conversions, especially in a B2B or specialized product context. This nuanced finding encourages a re-evaluation of how businesses allocate resources across different digital channels based on specific sales objectives.
5. Empirical Basis for Strategic Marketing Recommendations in an African Context: By providing empirical data from Nigeria, the study contributes to the relatively less explored body of literature on digital marketing effectiveness in African markets. This research offers actionable, evidence-based recommendations for businesses operating in similar environments, guiding them on where to strategically invest their digital marketing efforts for measurable sales outcomes.

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