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## Breaking Barriers: The Crossroads of Social Media, Affiliate, and YouTube Marketing in Nigerian Integrated Marketing Communication

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**Abstract:** *This research investigates the interplay between marketing strategies and Integrated Marketing Communication (IMC) within the dynamic Nigerian market. Hypothesis 2 suggests that there is a statistically significant correlation between an upsurge in Affiliate Marketing (AM) and an increase in Integrated Marketing Communications (IMC). Hypothesis 1 posits that there exists a statistically significant negative correlation between Social Media Marketing (SMM) and Integrated Marketing Communications (IMC), indicating that the increasing prevalence of SMM may impede the effectiveness of IMC in the context of Nigeria. Hypothesis 3 posits a statistically significant negative correlation between YouTube Marketing (YM) and Integrated Marketing Communications (IMC), indicating that an escalation in YM might potentially lead to a reduction in IMC, specifically in terms of Internalized Motivation to Conform. A purposive sampling technique is employed to conduct a descriptive survey among marketing and sales department officers from Coca-Cola HBC Nigeria, Uber Nigeria, and Dulux Paints. The objective of this survey is to determine the optimal sample size for the study. The study employed Partial Least Squares Structural Equation Modelling (PLS-SEM), a statistical technique known for its proficiency in managing limited sample sizes and non-normal data distributions, to analyse the responses obtained from Likert Scale questionnaires. The statistical analysis of the study was found to be valid, and its relevance to Nigerian business marketing strategies was emphasized through the use of SmartPLS calculations.*



***Keywords: Online Marketing, Social Media Marketing, Affiliate Marketing, YouTube Marketing, Integrated Marketing Communication.***

## **1. INTRODUCTION**

Organizations are increasingly turning to innovative technologies to align with their distinctive business needs and strategically position themselves to capitalize on global shifts in business operations. As enterprises consistently adjust to the dynamic digital landscape, it is crucial to grasp the synergies and obstacles presented by the convergence of social media, affiliate marketing, and YouTube [1]. The profound alterations observed in the twenty-first century are attributed to the swift progress of emerging and established technologies. These shifts manifest in the pervasive impact of globalization and the interconnection of individuals and entities on a worldwide level [2]. In the realm of marketing, it is indisputable that for a company to enhance both customer retention and the overall market value of the organization, a crucial imperative lies in the adept understanding and implementation of optimal strategies tailored to cultivate robust relationships with its clientele [3].

### **Related Work Marketing**

As per the American Marketing Association (AMA), marketing is characterized as the systematic planning and execution of the conception, pricing, promotion, and distribution of concepts, goods, and services [4]. The overarching objective is to facilitate transactions that satisfy the goals of both individuals and organizations. The core objective of marketing is to allure and maintain customers by generating and delivering value through products and services, necessitating in-depth consumer research, analysis, focus groups, surveys, scrutiny of online shopping behaviours, all centred around the fundamental inquiry: "Where, when, and how does our consumer prefer to engage with our business?" [5]–[7]. The primary objective of marketing is to enhance company revenue through increased sales, achieved by stimulating financially advantageous customer behaviours, establishing brand recognition, preserving current customer relationships, cultivating new customer connections, fortifying brand associations and recall, and fostering sustained business expansion [8]–[11]. Marketing holds significance for businesses as it cultivates optimal buyer awareness, interest, desire, and subsequent action towards a brand and its offerings [12].

### **Social Media Marketing**

Social media marketing (SMM) involves leveraging social media platforms and online sites to endorse a product or service, establish and enhance a company's brand, boost sales, and drive traffic to its website [13], [14]. Social media marketing is to establish a relationship with the target audience, raise brand recognition, attract potential customers, and boost sales [15]. Social media marketing (SMM) incorporates the dissemination of pertinent material, active interaction with customers, and the implementation of social media advertisements with the aim of expanding the target audience and enhancing brand exposure [16], [17]. Social media marketing plays a crucial role in building a positive brand reputation, fostering active customer



participation and loyalty, promoting wider brand awareness, generating potential customers, boosting website traffic, increasing revenue, enhancing customer service through prompt interactions, and enabling effective crisis management to uphold reputation and customer confidence [9], [18]–[21]. Social media marketing is crucial for businesses as it enables them to effectively reach their targeted audience, establish brand authenticity, and generate revenue across several platforms and channels [22].

### **Affiliate Marketing**

Affiliate marketing is a promotional scheme where associates are compensated with a commission for every visit, signup, or sale they make for a merchant [23]. This arrangement facilitates the practise of firms exporting a portion of their sales process, hence functioning as a variant of performance-based marketing in which the commission serves as a motivating factor for the affiliate [24]. The primary objective of affiliate marketing is to facilitate revenue generation for businesses via the use of affiliates who actively promote their products or services [25]. Organizations have the capacity to utilize a number of strategies, such as organic search engine optimization, paid search engine marketing, email marketing, content marketing, display advertising, and social media marketing, with the objective of boosting sales and augmenting brand visibility [26]. Affiliate marketing offers organisations an economically feasible and low-risk strategy to enhance brand recognition, attract specific audiences, and augment sales by leveraging the contributions of affiliate partners [27], [28].

### **YouTube Marketing**

YouTube marketing refers to a deliberate and planned method that involves the development and distribution of video material on the YouTube platform, with the primary objective of endorsing a brand, product, or service [29], [30]. The main goal of leveraging YouTube advertising methods is to increase brand recognition, generate significant relationships with the intended audience, and ultimately generate sales and money [31]. The utilization of video content enables companies to successfully grow their target audience, enhance their search engine optimization (SEO) methods, and augment their overall brand visibility [32]. The utilization of YouTube marketing is crucial for organizations as it enables them to make connections among their target audience, provide pertinent details, and generate revenue through many platforms and channels [33].

### **Integrated Marketing Communication**

Integrated Marketing Communication (IMC) is a strategic marketing approach that entails the harmonious integration of diverse communication tools and channels to establish a cohesive and united message, with the objective of endorsing a brand, product, or service. In the Nigerian context, Integrated Marketing Communication (IMC) has gained significant prominence as a crucial component of marketing strategies employed by corporate entities, with a specific focus on the telecommunications and hospitality sectors [34], [35]. The notion of IMC, or integrated marketing communication, is widely recognized as a crucial strategic concept for ensuring the long-term viability of small and medium-sized firms (SMEs) in Nigeria. This approach offers an economically efficient and low-risk strategy for enhancing brand recognition, recruiting targeted audiences, and promoting sales by engaging in joint efforts with affiliate partners [36].

The significance of Integrated Marketing Communication (IMC) as a strategic concept for the sustainability of small and medium-sized firms (SMEs) in Nigeria is generally recognized. The approach outlined in this methodology offers a cost-efficient and low-risk approach to enhance brand awareness, target specific demographics, and boost sales by using collaborative efforts with affiliate partners [37]. The potential advantages associated with integrating marketing communications (IMC) in Nigerian firms involve enhancing overall performance, increasing brand awareness, and driving sales through different channels of marketing. These channels encompass advertising, public relations, direct marketing, social media, search engine optimization (SEO), sponsored search, email marketing, and landing pages [38].

This study aims to examine the effects of Social Media Marketing (SMM), YouTube Marketing (YM), and Affiliate Marketing (AM) on Integrated Marketing Communication (IMC) in Nigeria. The conceptual framework is as follows in the figure 1,

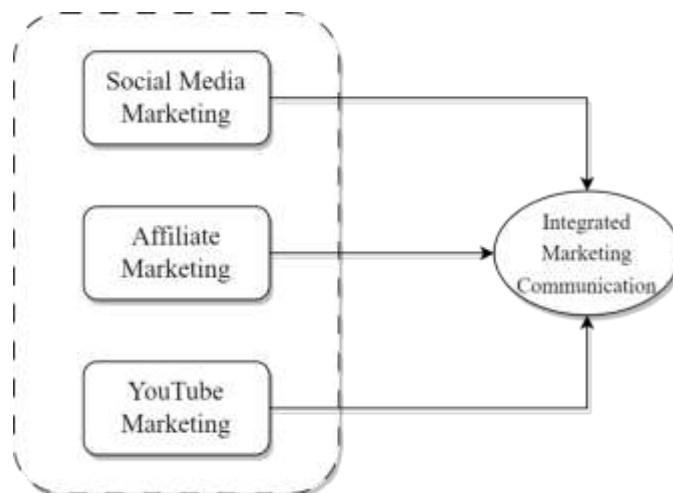


Figure 1 Conceptual Framework (Proposed by authors)

### Hypotheses

**H1:** There exists a correlation between Social Media Marketing (SMM) and Integrated Marketing Communication (IMC), denoted as (SMM→IMC).

**H2:** There exists a correlation between Affiliate Marketing (AM) and Integrated Marketing Communication (IMC), denoted as (AM→IMC).

**H3:** There exists a correlation between YouTube Marketing (SMM) and Integrated Marketing Communication (IMC), denoted as (YM→IMC).

## 2. METHODOLOGY

### Data Collection

The researchers employed purposive sampling to ascertain the optimal sample size for the survey prior to its implementation. In order to examine the degree to which integrated marketing communication can be achieved through online marketing, a descriptive survey was conducted by the researcher among marketing and sales department officers employed by three

distinct organizations. Throughout the duration of the inquiry, a series of tests were carried out on three entities, namely Coca-Cola HBC Nigeria, Uber Nigeria, and Dulux Paints. Responses were collected using a questionnaire that utilized a Likert Scale consisting of five points where 1 denoted Strongly Disagree and 5 as strongly agree.

### Data Analysis

Partial Least Squares (PLS) is a widely employed method of estimation in the field of multivariate statistical analysis. The utilization of this strategy proves to be quite beneficial when working with datasets that encompass a substantial quantity of observations. Structural Equation Modeling (PLS-SEM) is a statistical tool utilized to analyze the structural relationships between latent variables [39]. This method integrates components of factor analysis with regression analysis in order to evaluate intricate correlations within data, with a special focus on domains such as business and social sciences [40]. Partial Least Squares Structural Equation Modeling (PLS-SEM) is widely respected within academic communities for its adeptness in handling constrained sample sizes, non-normal data distributions, and its efficacy in predictive modeling [41]. SmartPLS 3.2.8 was used to carry out the calculations using the PLS-SEM method [42].

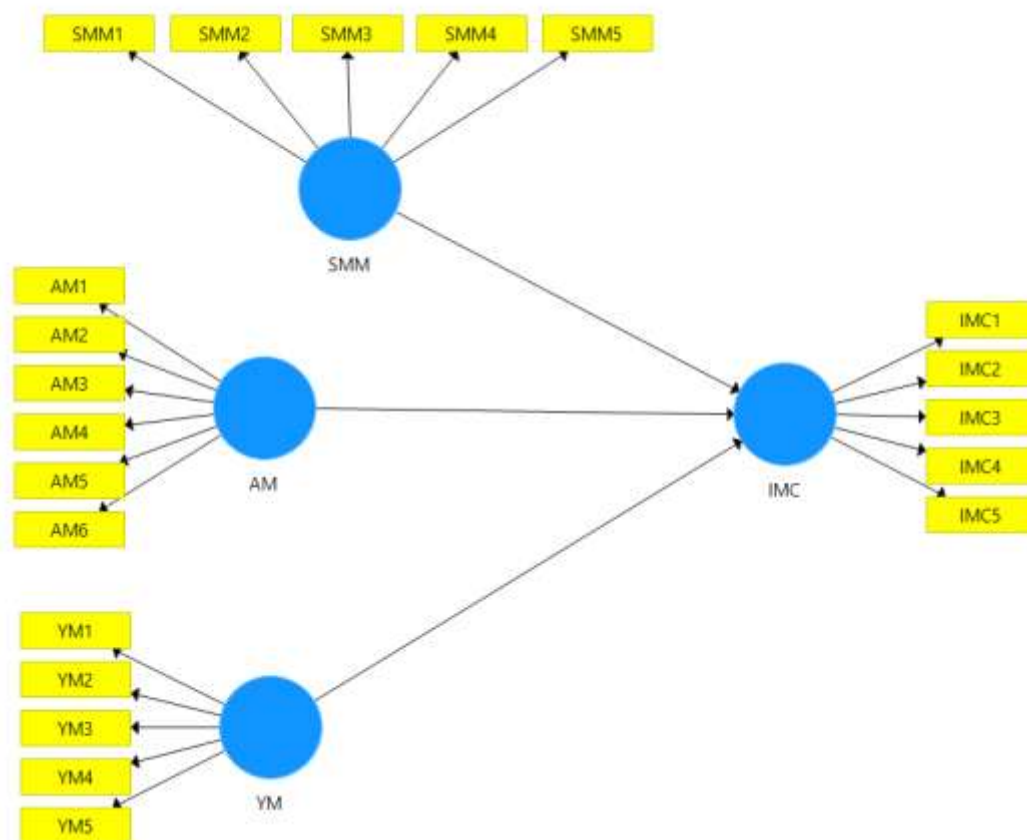


Figure 2 Conceptual Model on SmartPLS 3.2.8

### 3. RESULTS AND FINDINGS

The relevant connections were detected using SmartPLS 3.2.8 software, and a thorough comprehension of the model was attained by applying the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique with bootstrapping. After the completion of the construction phase, a visual depiction of the finished model was acquired, as illustrated in Figure 3.

Table 1 Bootstrapping Parameters

Subsamples	500
Number of Results	Complete Bootstrapping
Test Type	Two Tailed
Significance Level	5%

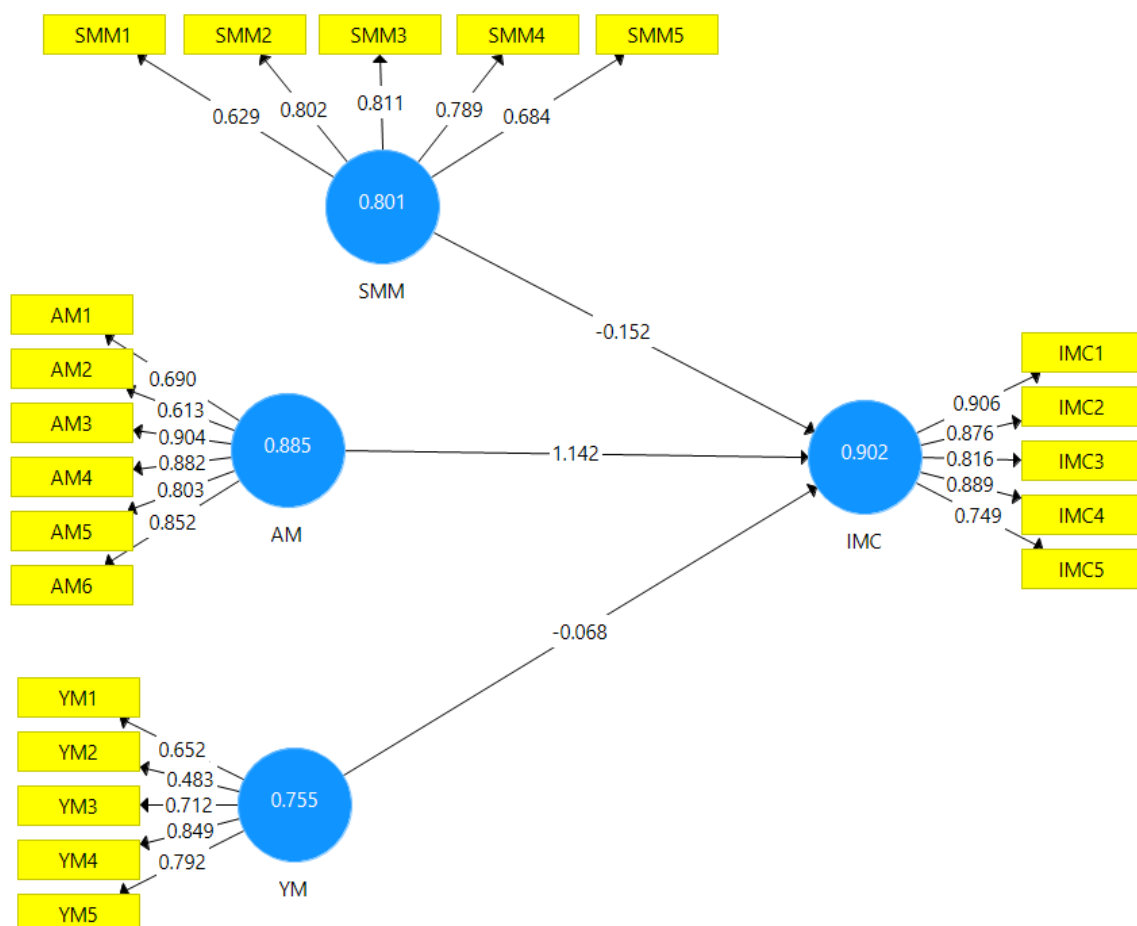


Figure 3 The conceptual model includes outer loading, path coefficients, and constructs, such as Cronbach's Alpha.



**Convergent and Discriminant Validity**

Convergent validity, which is a facet of construct validity, evaluates the extent to which a measurement aligns with other measurements that are postulated to gauge the same underlying construct [43]. Essentially, it assesses the degree to which a measurement exhibits coherence with other measurements of the identical concept.

Table 2 Construct Reliability and Validity

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>AM</b>	<b>0.885</b>	<b>0.914</b>	<b>0.912</b>	<b>0.636</b>
<b>IMC</b>	<b>0.902</b>	<b>0.913</b>	<b>0.928</b>	<b>0.721</b>
<b>SM</b>	<b>0.801</b>	<b>0.823</b>	<b>0.862</b>	<b>0.557</b>
<b>YM</b>	<b>0.755</b>	<b>0.804</b>	<b>0.830</b>	<b>0.503</b>

The Fornell-Larcker criterion is a technique employed by scholars to assess the discriminant validity of measurement models [44]. According to this criterion, it is crucial that the square root of the average variance obtained from a construct surpasses the correlation between that construct and any other construct. Upon satisfying this criterion, the attainment of discriminant validity is achieved.

Table 3 Fornell-Larcker criterion

	<b>AM</b>	<b>IMC</b>	<b>SMM</b>	<b>YM</b>
<b>AM</b>	0.798			
<b>IMC</b>	0.968	0.849		
<b>SMM</b>	0.820	0.733	0.747	
<b>YM</b>	0.724	0.645	0.754	0.709

**Hypothesis Testing**

Table 4 Hypotheses Testing

<b>Hypotheses</b>		<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Decision</b>
<b>H2</b>	<b>AM → IMC</b>	1.142	1.139	0.024	47.345	<b>0.000</b>	<b>Supported</b>
<b>H1</b>	<b>SMM → IMC</b>	-0.152	-0.148	0.025	6.007	<b>0.000</b>	<b>Supported</b>
<b>H3</b>	<b>YM → IMC</b>	-0.068	-0.067	0.024	2.813	<b>0.005</b>	<b>Supported</b>



Hypothesis 2 proposes that there is a statistically significant positive association between Affiliate Marketing (AM) and Integrated Marketing Communication (IMC), indicating that an increase in AM is accompanied by a simultaneous increase in IMC. Hypothesis 1 posits a statistically significant inverse relationship between Social Media Marketing (SMM) and Integrated Marketing Communications (IMC), suggesting that an increase in SMM is associated with a decrease in IMC. Finally, Hypothesis 3 posits a statistically significant inverse relationship between YouTube Marketing (YM) and IMC (Internalized Motivation to Conform), indicating that an increase in YM is associated with a decrease in IMC. The aforementioned hypotheses serve as the foundation for examining the complex interconnections of emotional motivation, social media marketing, youthfulness motivation, and integrated marketing communication within the designated study framework.

#### **4. CONCLUSIONS**

Within the dynamic and diverse landscape of the Nigerian market, the hypotheses presented in our study provide an engaging story that explores the interplay between motivational factors and the implementation of Integrated Marketing Communication (IMC). Hypothesis 2 can be understood as a gradual increase in intensity, resembling a rhythmic crescendo. In this analogy, the steady rise of Affiliate Marketing (AM) can be likened to a symphony, accompanied by a simultaneous surge in Integrated Marketing Communications (IMC). This implies that in the changing corporate landscape of Nigeria, employing affiliate methods might be a vital strategy for efficiently organizing a cohesive marketing effort. On the other hand, the elusive characteristics of Hypothesis 1 offer a captivating storyline. The proposition posits a poetic association between the extent of social media buzz (SMM) and the harmonious integration of marketing communication (IMC), indicating that the excessive clamour produced by social media in Nigeria may paradoxically undermine the efficacy of integrated marketing communication. On the other hand, Hypothesis 3 proposes a narrative progression in which the considerable achievements of YouTube Marketing (YM) may have a detrimental effect on the immersive quality of Integrated Marketing Communications (IMC). This study emphasizes the importance for Nigerian marketers to adopt a more sophisticated approach in comprehending marketing dynamics. This statement highlights the significance of acknowledging that the effective execution of diverse tactics can have a substantial impact on the overall coordination of integrated communication within the dynamic and diverse Nigerian market.

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