

**Perceived Influence of Digital Marketing on Employment among Business Education Students: A Case Study of Federal College of Education (Technical) Akoka.**

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**Abstract**

*Digital marketing comprises all marketing efforts that use the internet such as engines, email and websites social media etc among others that can be used to connect with the current and prospective customers. The objective of this study was to examine the perceived influence of digital marketing on employment among business education students in tertiary institutions, with particular reference to Federal College of Education (Technical), Akoka, Yaba-Lagos. Descriptive survey research design was adopted for this study and 70 respondents were used for this research. It was found out that Google, Facebook, Whatsapp, Instagram, Youtube, Twitter, Snapchat and Telegram are the commonly used digital platforms. From the grand mean of 3.40; it was observed that digital marketing had an influence on employment. It was concluded that digital marketing training can be beneficial for students in so many ways, professionally and personally.*

**Keywords:** *Digital marketing, employment, business education, digital platforms,*

**Introduction**

Since the inception of trade, marketing has played a significant role in connecting with audiences at the appropriate time and place. The advent of the internet has revolutionized this process, allowing for easy audience engagement through digital marketing. Digital marketing encompasses various strategies employed on the internet, including search engines, email, social media, and websites, among others, to connect with existing and potential customers. Given the widespread use of screens by consumers today, the internet has become the primary location for effective interaction. Digital marketing involves using electronic devices, social media platforms, and other available internet technologies to promote products, services, and brands. In simpler terms, it can be described as employing conventional marketing techniques via online channels. Nigeria, known as the economic powerhouse of Africa due to its abundant mineral resources and ranking as one of the top 10 oil-producing countries globally, still faces significant developmental challenges that adversely affect the lives of its citizens, with regard to unemployment (Newsonline, 2022).

The unemployment rate in Nigeria is predicted to reach 33%, surpassing the previous year's projection of 32.5%. Historical data indicates a consistent rise in unemployment over the past years. For example, in the first quarter of 2020, over 33% of the workforce was unemployed. These statistics emphasize the importance of seeking job opportunities that are in high demand, providing individuals with an advantage in securing employment more efficiently. It is well known that certain degree programs offered by Nigerian tertiary institutions have lower prospects in the job market due to their lack of marketability. Many of us have experienced this oversight during our undergraduate days. Despite the prevalent unemployment rate in Nigeria, there are numerous high-paying positions that offer excellent career growth opportunities. With the emergence of technology and social media, one of the fastest paths to get a well-paid job in Nigeria is through the field of digital marketing. This industry offers ample opportunities to advertise and sell various products through social media platforms by leveraging content creation, leading many organizations to actively seek individuals skilled in this area (Susa, 2022)

The digital marketing field in Nigeria has become a major source of income for many individuals due to its accessibility and rapid turnaround. Unlike traditional job roles, digital marketing does not necessarily require specific qualifications to start, and it offers flexibility in terms of working hours. To excel in this field, one can acquire skills by taking online courses or attending physical classes for a fee. In Nigeria, digital marketers can earn varying sums, with some making millions of naira while others earning more modest sums. The reach of digital marketing extends to mobile devices, subway platforms, video games, and smartphone applications. Many individuals are transitioning their careers into digital marketing, while others are upgrading their digital skills to remain relevant in today's job market. It is important to note that digital marketing roles are diverse and constantly changing. If you aspire to work in a digital marketing agency or pursue a digital job in Nigeria, it is crucial to stay up to date with the constantly evolving digital trends. Virtually all companies and in Nigeria require the services of digital marketers in some capacity. Whether your interests lie in business and management, technology, or the creative aspects, there will always be digital job opportunities available for graduates.(Barone, 2020).

According to Gaurav (2022) digital marketing presents an excellent opportunity for students pursuing a business education to work part-time from the comfort of their homes and earn a decent income. This field is known for its dynamic nature, offering flexibility and potential financial support for students. By acquiring various digital marketing skills, students can easily generate enough income to cover tuition fees and other expenses without the need for additional infrastructure, just a laptop and an internet connection.

Engaging in digital marketing as a undergraduate not only allows students to sustain themselves financially during their studies but also helps them develop valuable skills for

future employment. This independence and self-sufficiency are crucial for business education students. Furthermore, digital marketing can contribute to a country's gross national product (GNP) by virtue of its cost-effectiveness and precise targeting. It has proven to be the most effective method for generating leads and converting them into sales, surpassing traditional marketing techniques in terms of conversion rates.

For students of business education, one of the key advantages is the ability to work online, primarily from home. By dedicating just 3-4 hours a day, which is manageable for anyone, they can engage in digital marketing activities and reap the benefits.

### **Various Skills under Digital Marketing for Business Education Students to Learn**

Gaurav (2022) stated that there are various skills under digital marketing for students to learn. Let us discuss them one by one.

- (a) **Bloggng:** Bloggng can be described as a personal website accessible to the public, dedicated to specific topics or issues, where readers can engage and interact. It offers an excellent work-from-home opportunity for college students pursuing a business education, especially those with strong writing skills and the ability to understand client needs. The primary goal of bloggng is to create promotional content that effectively generates leads for. Blogs primarily serve as a source of informative content. For high school and college students with proficient writing skills, writing content for websites can be a valuable endeavor. By following instructions provided by employers, students can earn extra income without compromising their studies. Additionally, engaging in bloggng allows students to develop a skill that will prove beneficial throughout their lives.
  
- (b) **Social Media:** Nowadays, social media is widely used, and as a student, it is highly likely that you are also an active user. It is likely that you have accounts on platforms such as Facebook, Instagram, or Twitter. You can leverage your knowledge of social media to work from home and promote brands, potentially earning an income. By managing a brand's social media page and consistently sharing captivating content on their behalf, you aim to generate engagement with the target audience. Brands can use social media as a direct means to connect with consumers and engage in two-way communication, gaining valuable insights into their products and services. As a social media marketer, you will handle this communication according to the brand's guidelines. By posting regular content alone, you can easily earn around \$5,000 to \$10,000 per month from your initial social media marketing job. In addition, paid advertising plays a significant role in social media. However, this aspect requires more specialized skills beyond content creation. Social media marketing does not require producing long material, unlike bloggng. Instead, it emphasizes understanding effective communication strategies tailored to the target market. Students are well-

suiting for managing social media accounts of brands that cater to young audiences, such as fast food, fashion and entertainment industries.

**(c) E-mail marketing**

Although many individuals dismiss email marketing as a futile effort, it is a proven fact that email yields one of the highest returns on investment compared to other marketing methods. One of the greatest advantages of email marketing is its online nature, allowing you to conduct it from the comfort of your home. Emails are not sent arbitrarily; brands invest significant resources in hiring marketers who create targeted email lists based on people's purchasing profiles. These lists are built using user data, which includes information about their online behavior, product interests, purchases, app use, and subscriptions. User data is collected voluntarily, and individuals always have the option to opt out of tracking. As a student, your role primarily involves crafting promotional email content and sending it to individuals on the mailing list. These emails can feature captivating materials designed to lure recipients to visit the website. Once users are on the website, they can be presented with the products or services available for purchase, ultimately persuading them to make a sale. The key advantage of email marketing lies in its direct delivery of advertising material to users' mailboxes. If individuals have subscribed to a newsletter, the message lands in their inbox rather than the spam folder, ensuring its visibility. As a result, recipients are more likely to read the email. As a student, you can work from home and create custom email marketing templates for business mailing lists.

- (d) Affiliate Marketing:** Affiliate marketing involves earning a commission by endorsing products owned by individuals or companies. The process involves finding a product of interest, promoting it to others, and receiving a portion of the profit for each sale made. The entities involved in affiliate marketing include:

**The Merchant:** Sometimes it can be the seller, brand, or retailers. It can be the individual, startup, or big company.

**The affiliate:** It is also known as publisher. They take commission from the merchant.

**The customer:** Without a customer, the affiliate cannot earn a commission.

**The Network:** The networks as an intermediate between affiliate and merchant.

### **Concept of Business Education**

Business education as an aspect of vocational education can be described as that which is concerned with the preparation of skilled manpower. It is a form of education, training or retraining which is directed towards developing the learners to become productive in a paid employment or self employment in business (Azuka and Nwosu, 2018). They further stated that the emphasis is not only on the provision of skill manpower for a static economy but also

continuing to do so for a dynamic one, especially with changing societal needs for technological advancement.

Recent technological advancement offer tremendous challenges and significant opportunities for business education graduates. Globally, the nature of office work is undergoing tremendous challenges or changes in recent times as a result of the influx of new technologies in organizations. There is a technological race between the business environment and educational institutions. This was why Atephor (2018) stated that recent changes in external environment such as internationalization of education, technological innovation as well as labour market demands for new skills which inevitably leads to a shift in perception about the institution. Adepor advised that it is important for business education students who will form part of the stakeholders in the organization in future to be educated on standard institutional activities that are undertaken with the due diligence and accountability to meet organization objectives.

Igberaharha (2018) held the view that the tertiary education system has an important role in achieving long term and sustainable human capacity building. The goal of tertiary education is summarized as to contribute to national development through high relevant manpower training as well as to enable its recipients acquire both physical and intellect skills, competencies and knowledge which will enable individuals to be self reliance and useful members of the society at large, (Esene in Nwosu, Crossdale and Ofulue, (2018). Auwal (2020) maintained that business education involves the study of practical skills (including teaching skill), attitudes, understanding and knowledge related to the occupation of the various sectors of the economy and social life.

### **Statement of the Problem**

With the increasing prevalence of remote work and the rapid evolution of technology, it is essential to ensure that employees working remotely are effectively trained in digital tools, technology, and skills. Technology issues often pose a significant barrier to productivity in remote work settings. Studies indicate that approximately 11.3 million individuals lack essential digital skills, and 10% of employees have no basic digital skills at all. It is projected that by 2030, there will be a 69% increase in demand for employees with fundamental digital skills. The researcher's initial interest in this topic stems from observing students overusing social media platforms like Facebook, while neglecting their studies. Instead of engaging in activities that could benefit them, business school students were wasting time engaged in idle conversations and socializing. However, it is important to note that smartphones and handheld devices can serve as valuable tools for generating income if users possess the necessary digital skills. These skills can enable individuals to work independently or hire others in the future, aligning with the primary objective of education. Moreover, developing digital skills not only

benefits students personally but also contributes to the improvement of society and the country as a whole, both during their undergraduate years and after graduation.

### **Objective of the Study**

The main objective of this study was to examine the perceived influence of digital marketing on employment among business education students in tertiary institutions, with particular reference of Federal College of Education (Technical), Akoka, Yaba – Lagos. Hence, the study was designed to achieve the following objectives:

- (i) To identify the various platforms for digital marketing.
- (ii) To isolate the commonly used digital marketing platforms.
- (iii) To examine the influence of digital marketing on employment.

### **Research Questions**

The research questions that guide this study are as follows:

- (iv) What are the various digital marketing platforms for use?
- (v) What are the commonly use digital marketing platforms?
- (vi) What is the influence of digital marketing on employment?

### **Methodology**

The descriptive survey research design was adopted for this study. The study research design was adopted because it attempted to elicit the opinion of respondents used for the purpose of the study. Azuka (2010) noted that when opinion of respondents are to be collected on subject matter, survey research design is the most appropriate to be used. The population of this study was made up of 70 business education year two 2021/2022 from Federal College of Education (Technical) Akoka, Yaba Lagos. There was no sampling technique used as the population was of manageable size. All the 70 business education students were used as the sample of the population.

The researcher developed instrument titled:” Perceived influence of digital marketing on employment among business education students in tertiary institutions” in Federal College of Education (Technical), Akoka (PIDMEBEST). The instrument contains 14 items on a 4 point rating scale of: Strongly Agreed (SA), Agreed (A), Disagreed (D), and Strongly Disagreed (SD). The instrument (PIDMEBEST) was subjected to validation by two experts, one expert of business education all from Federal College of Education (Technical) Akoka . The experts comment and input were used for the modification of the final copy of the instrument, to ensure that it measures the intended attributes.

Data was analyzed using mean, frequency and percentage for the research questions. The mean was obtained by the summation of all responses as assigned to a rating scale in an item divided by the total number of the responses:  $4+3+2+1/4 = 2.50$ . The decision rule was that any mean

value of 2.50 and above was considered accepted while mean value below 2.50 were rejected. The analysis was performed by using SPSS version.

**Results**

**Demographic Information of Respondents**

Table 1:

Gender of Respondents

Sex	Frequency	Percent
Male	25	35.7
Female	45	64.3
<b>Total</b>	<b>70</b>	<b>100.0</b>

Table 1 shows the gender of the respondents, 45 respondents (64.3%) are female while 25 respondents (35.7%) are male.

Table 2:

Age of the Respondents

Age Group	Frequency	Percent
20 – 25 years	69	98.6
31 years and above	1	1.4
<b>Total</b>	<b>70</b>	<b>100.0</b>

Table 2 above signifies the age group of the respondents, 98.6% (69) of the respondents are from the 20-25 years age group while only 1.4% (1) of the respondents are from the 31 years and above age group.

Table 3:

Respondents Martial Status

Marital Status	Frequency	Percent
Single	68	97.1
Married	2	2.9
<b>Total</b>	<b>70</b>	<b>100.0</b>

The table 3 above shows that 97.1%(68) of the respondents are single while 2.9%(2) of the respondents are married.

**Analysis**

Objective 1: To identify the various platforms available for digital marketing

Table 4:

Descriptive statistics of the various digital marketing platforms available for use

	Strongly Agree	Agree	Disagree	Strongly Disagree	Mean
Google is a platform available for use by me.	45	21	3	-	3.56
I have a Facebook account	41	20	4	5	3.39
I am versed in Instagram	33	16	18	3	3.13
I normally use LinkedIn	22	14	23	11	2.67
Youtube is commonly used by me	37	20	9	4	3.29
I am a prominent Whatsapp user	44	16	7	2	3.43
I have a Twitter account	29	19	17	5	3.03
I am a Snapchat user	24	27	14	5	3.00
I have with the use of Pinterest	17	16	25	12	2.54
I commonly use Telegram	28	23	14	4	3.04
<b>Grand Mean</b>					<b>3.11</b>

Table 4 shows that various digital marketing platforms available for use to the respondents. Google (3.56), Facebook (3.39), Instagram (3.13), Youtube (3.29), Whatsapp (3.43), Twitter (3.03), Snapchat (3.00) and Telegram (3.04) were the digital marketing platforms majority of the respondents attested to use more than LinkedIn (2.67) and Pinterest (2.54) for digital marketing.

Objective 2: To isolate the commonly used digital marketing platforms

Table 5: The commonly used digital marketing platforms

**Descriptive Statistics**

	Yes		No	
	Frequency	Percentage	Frequency	Percentage
Is Google frequently used by you?	68	97.1	2	1.9
Is Facebook frequently used by you?	63	90	7	10
Is Instagram frequently used by you?	58	82.9	12	17.1
Is LinkedIn frequently used by you?	23	32.8	47	68.2
Is Youtube frequently used by you?	53	75.8	17	24.2
Is Whatsapp frequently used by you?	60	85.8	10	14.2
Is Twitter frequently used by you?	41	72.8	18	28.2
Is Snapchat frequently used by you?	47	67.1	23	33.9
Is Pinterest frequently used by you?	24	34.2	46	66.8
Is Telegram frequently used by you?	41	58.6	29	42.4

Table 5 shows that the commonly used digital marketing platforms are: Google (97.1%), Facebook (90%), Whatsapp (85.8%), Instagram (82.9%), Youtube (75.8%), Twitter (72.8%), Snapchat (67.1%) and Telegram (58.6%). The digital marketing platforms not commonly used are LinkedIn (32.8%) and Pinterest (34.2%).

Objective 3: To examine the influence of digital marketing on employment.

Table 6: The influence of digital marketing on employment

	Strongly Agree	Agree	Disagree	Strongly Disagree	Mean
Employment generation	44	19	7	-	3.53
Earn a living	43	21	4	2	3.50
To work from home	37	24	8	1	3.39
Highest paid job	23	27	17	3	3.00

To become an influencer	34	29	6	1	3.37
To enhance creativity	41	23	6	-	3.50
To start a business on my own	41	24	5	-	3.51
<b>Grand Mean</b>					<b>3.40</b>

Table 6 shows the influence of digital marketing on employment based on the various reasons respondents use these digital marketing platforms. Some respondents believe digital marketing is used for employment generation (3.53), some believe it has helped them to start their businesses (3.51), some believe the use of digital marketing is to earn a living (3.50), some believe it helps to enhance creativity while getting highest paid job (3.00) is the least reason why digital marketing is used. However, the grand mean of 3.40 indicates that the respondents agree that digital marketing influences employment.

**Discussion of Findings**

The goal of this study is to understand the influence of digital marketing on employment and contribute to the existing literature on the subject with new findings or a further confirmation of established ideas. For objective one, it was observed that the various digital marketing platforms available for use to the respondents are Google (3.56), Facebook (3.39), Instagram (3.13), Youtube (3.29), Whatsapp (3.43), Twitter (3.03), Snapchat (3.00) and Telegram (3.04) while LinkedIn (2.67) and Pinterest (2.54) were less popular in digital marketing. This finding is in agreement with Guarav (2022) in digital Marketing for students complete guide. According to a claim, rather of using social media for leisure, students can use it to make money. Instead of wasting time on activities that will not benefit their academic success, students should pay close attention to how to make the most use of their time.

In objective two, it was observed that Google, Facebook, Whatsapp, Instagram, Youtube, Twitter, Snapchat and Telegram are the commonly used digital platforms while LinkedIn and Pinterest are less commonly used. This negates the findings of Rodrigues and Martinez (2020) on the influence of digital marketing on recruitment effectiveness who found out that LinkedIn was considered to be more credible platform for advertising job openings than Facebook. For objective three, it was observed that digital marketing has an influence on employment due to the high grand mean of 3.40 obtained from the analysis. This agrees with Rodrigues and Martinez (2020) on the influence of digital marketing on recruitment effectiveness. It was

shown that while making decisions on job applications, businesses, digital marketing tools are viewed as being more credible and pertinent. If a student wants to be relevant on the job market and be able to support themselves, they must possess digital abilities.

### **Conclusion**

Acquiring digital marketing skills through training can offer numerous advantages to students, both in their professional and personal lives. In today's business landscape, a thorough understanding of digital marketing is essential for success. Having these skills undoubtedly increases the likelihood of securing better job opportunities in the future, as employers highly value candidates who demonstrate a desire to learn and adapt. Ultimately, the choice to pursue digital marketing training lies in your hands, allowing you to choose the path that best aligns with your interests and make the most of your life with these valuable skills.

### **Recommendations**

The following recommendations are put forward for consideration:

1. The government and education planners should include in the curriculum digital marketing as a course of study.
2. For them to be independent and find profitable employment, business education students should take seriously acquiring the necessary digital marketing abilities.
3. The government and educational authorities should permit free internet access for business education students.

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