

Research Article

# Digital Marketing Strategies and Social Entrepreneurship in Lusaka Province, Zambia

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## Abstract

This study investigates the application and effectiveness of digital marketing strategies employed by social enterprises operating within Lusaka Province, Zambia. It examines the various digital tools and techniques utilized, their impact on achieving social and economic objectives, and the challenges and opportunities encountered in this context. The study used a mixed-methods approach, combining surveys and in-depth interviews, the research provided insights into the evolving landscape of social entrepreneurship and digital marketing in a developing in Zambia. The study used 140 respondents to make a study population which was drawn from total number of registered enterprises in Zambia by PACRA which is the board mandated to register businesses and organizations in Zambia. The research objectives focused on awareness, effectiveness, challenges, measuring social impact and government policies as major areas of concentration to achieve the results in digital marketing and social entrepreneurship study. The data collected was analyzed using descriptive and statistical analysis with the support of SPSS. Themes were presented as they emerged in the data analysis. The findings of the study showed that majority of the entrepreneurs were aware of the strategies and were using at least one of the digital marketing tool but most of them are struggling with reaching effectiveness, measuring social impact. The research explored the challenges and opportunities associated with digital marketing adoption in this context, drawing upon the Diffusion of Innovation Theory and Relationship Marketing Theory as its theoretical framework. Key findings reveal a growing adoption of social media and mobile-based marketing, yet significant barriers persists like lack of funding, illiteracy, lack of access to internet, infrastructure, electricity and bureaucracy in government policies. The study recommends strategies such as re-allocating marketing budget of funds for digital marketing, creating online brand community, developing social media performance matric, employing social media expert and investing in training and digital marketing knowledge. Conversely, the study showed that there was a significant influence of government policies on the relationship between digital marketing and social entrepreneurship. The findings contributed to a better understanding of how digital platforms can be leveraged to enhance the reach, impact, and sustainability of social ventures in Zambia and similar contexts.

## Keywords

Digital Marketing Strategies, Social Entrepreneurship, Sustainable Social Impact

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## 1. Introduction

Social entrepreneurship, defined by its dual mission of addressing social problems while operating with business-like principles, is gaining increasing traction globally as a potent force for sustainable development. In the context of developing economies like Zambia, social enterprises play a crucial role in tackling pressing issues such as poverty, inequality, and environmental degradation. However, these ventures often face significant challenges related to resource constraints, limited market access, and low levels of awareness among target beneficiaries and potential supporters.

The advent of digital technologies and the proliferation of internet access, particularly through mobile devices present unprecedented opportunities for social enterprises to overcome these hurdles. Digital marketing, encompassing a range of online tools and strategies such as social media marketing, search engine optimization (SEO), email marketing, and content marketing, influencer marketing and video content creation offers cost-effective and scalable means to reach wider audiences, build brand awareness, mobilize support, and ultimately enhance their social and economic impact.

Lusaka Province, as the economic and political hub of Zambia, is home to a diverse and growing ecosystem of social enterprises operating across various sectors. Understanding how these organizations are adopting and adapting digital marketing strategies is crucial for several reasons. Firstly, it sheds light on the innovative approaches being employed to address local challenges. Secondly, it identifies best practices and potential pitfalls in leveraging digital tools within this specific socio-economic context. Thirdly, it provides valuable insights for policymakers, support organizations, and aspiring social entrepreneurs looking to harness the power of digital technologies for social good.

This study aims to address this knowledge gap by investigating the current state of digital marketing strategies adoption among social enterprises in Lusaka Province. It seeks to answer key questions such as: What digital marketing strategies are most commonly used and awareness levels? How effective are these strategies in achieving social and economic goals? What are the key drivers and barriers to digital marketing adoption? And what are the perceived social impacts of digital marketing on the sustainability and scalability of these ventures? What are the moderating effects of government policies and conditions? Therefore, addressing these questions, this research contributes to a more nuanced understanding of the intersection between digital marketing and social entrepreneurship in a Zambian context.

### *Research Objectives*

This Research aimed at achieving the following objectives;

- 1) Assess the awareness levels of adoption of digital marketing tools among social entrepreneurs in Lusaka Province, Zambia.
- 2) Evaluate the effectiveness of various digital marketing strategies in enhancing brand awareness and outreach

for social entrepreneurs in Lusaka province, Zambia.

- 3) Identify the challenges faced by social enterprises when implementing digital marketing campaigns in Lusaka Province, Zambia.
- 4) Examine the extent of digital marketing strategies on Social entrepreneur's impact assessment in Lusaka Province, Zambia.
- 5) Exploring the moderating effect of the government policies on the relationship between digital marketing strategies and social entrepreneurship in Lusaka Province, Zambia.

## 2. Literature Review

The intersection of digital marketing and social entrepreneurship is a relatively nascent area of academic inquiry, particularly within the context of sub-Saharan Africa. However, existing literature in related fields provides a valuable foundation for this study. The connection of digital marketing and entrepreneurship has garnered increasing attention in recent years [10]. Digital marketing provides entrepreneurs with cost-effective tools to reach target markets, build brand awareness, and drive sales [5]. According to United Nations children's fund report in 2024, for social entrepreneurs, the potential extends beyond economic gains to include enhanced social impact through increased visibility for their cause, improved stakeholder engagement, and efficient resource mobilization [12].

### 2.1. Digital Marketing for Businesses

A vast body of literature explores the principles and practices of digital marketing for traditional businesses. This includes discussions on various digital channels (e.g., social media, search engines, email), content creation, online advertising, analytics, and the development of comprehensive digital marketing strategies. Key concepts such as customer relationship management (CRM), search engine marketing (SEM), and social media engagement are well-documented.

### 2.2. Digital Marketing in Developing Economies

Research focusing on digital marketing in developing countries highlights both the opportunities and challenges. Studies emphasize the rapid growth of mobile internet penetration and its implications for reaching consumers and businesses. However, they also address issues such as limited digital literacy, infrastructure constraints, cost sensitivity, and the need for culturally relevant content. Studies in the African context highlight the growing adoption of mobile technology and social media as key digital marketing channels for businesses [4]. Research indicates a rising trend in digital marketing adoption among small and medium-sized enterprises

(SMEs) in Zambia, with social media marketing playing a crucial role in expanding market reach and enhancing customer engagement [6]. However, the application and effectiveness of these strategies within the social entrepreneurship sector in Sub-Saharan Africa, particularly in Zambia, remain less documented. Existing literature suggests that while social enterprises recognize the potential of digital marketing, they often face challenges related to limited digital skills, inadequate infrastructure, and the cost of internet access [7].

### 2.3. Social Entrepreneurship and Sustainability

The literature on social entrepreneurship emphasizes the importance of financial sustainability alongside the achievement of social impact. Effective marketing and communication are identified as critical for building legitimacy, attracting resources (including funding, volunteers, and customers), and scaling operations.

### 2.4. Social Media and Social Impact

Studies have explored the role of social media in facilitating social movements, raising awareness for social causes, and mobilizing collective action. In the context of social enterprises, social media can be a powerful tool for storytelling, engaging stakeholders, and building a community around their mission. Recent research emphasizes the importance of context-specific digital marketing strategies for African entrepreneurs, considering factors such as cultural nuances, local languages, and the prevalence of mobile-first internet usage [11]. Furthermore, the unique value proposition of social enterprises, which blends social impact with economic viability, necessitates a nuanced approach to digital marketing that effectively communicates both aspects to relevant stakeholders [3]. Studies also highlight that for Zambian MSMEs, factors such as lack of strategic support, infrastructure, and technical know-how hinder the full potential of social media marketing for business development [8].

### 2.5. Gaps in the Literature

While the aforementioned areas provide relevant insights, there is a limited body of research specifically examining the application, awareness, challenges, social impact assessment and effectiveness of digital marketing strategies by social enterprises in sub-Saharan Africa, and particularly in Zambia. This study aims to contribute to filling this gap by providing empirical evidence from Lusaka Province.

### 2.6. Theoretical Framework

This study is underpinned by two complementary theoretical frameworks: the Diffusion of Innovation Theory and the Relationship Marketing Theory.

#### 2.6.1. Diffusion of Innovation Theory

The Diffusion of Innovation (DOI) Theory, developed by Everett Rogers [9], explains how new ideas, products, and practices spread within a population over time. The theory identifies several key elements that influence the adoption of an innovation, including:

**Relative Advantage:** The degree to which an innovation is perceived as better than the idea it supersedes. For social entrepreneurs, digital marketing offers potential advantages in terms of reach, cost-effectiveness, and engagement compared to traditional methods.

**Compatibility:** The degree to which an innovation is perceived as being consistent with the existing values, past experiences, and needs of potential adopters. Social entrepreneurs need to see how digital marketing aligns with their mission and operational practices.

**Complexity:** The degree to which an innovation is perceived as difficult to understand and use. The perceived complexity of digital marketing tools and strategies can be a significant barrier to adoption.

**Trialability:** The degree to which an innovation may be experimented with on a limited basis. Offering opportunities for social entrepreneurs to pilot digital marketing initiatives can encourage adoption [14].

**Observability:** The degree to which the results of an innovation are visible to others. Demonstrating the success of digital marketing by other social enterprises can influence adoption decisions.

Applying diffusion of innovation to this study helped in understanding the rate and extent to which social entrepreneurs in Lusaka Province adopted different digital marketing strategies. It allowed for the identification of factors that either facilitate or hinder this adoption process.

#### 2.6.2. Relationship Marketing Theory

Relationship Marketing Theory focuses on building and maintaining strong, long-term relationships with customers and other stakeholders [2]. In the context of social entrepreneurship, relationship marketing is crucial for engaging beneficiaries, donors, volunteers, and the wider community in a meaningful way [1]. Digital marketing tools offer significant opportunities for social enterprises to cultivate these relationships through personalized communication, interactive content, and the creation of online communities.

The key tenets of relationship marketing relevant to this study include:

- 1) **Customer Lifetime Value:** Recognizing the long-term value of engaged stakeholders and focusing on building loyalty. Digital marketing can facilitate ongoing communication and engagement that fosters this loyalty
- 2) **Customer Relationship Management:** Utilizing tools and strategies to manage and analyze customer interactions and data throughout the customer lifecycle. Digital platforms provide avenues for collecting and utilizing data to personalize interactions.

- 3) Service Quality: Delivering consistent and high-quality interactions that build trust and satisfaction. Effective digital communication and responsiveness contribute to perceived service quality.
- 4) Communication: Engaging in two-way dialogue with stakeholders to understand their needs and preferences. Social media and other digital channels enable interactive communication [13].

By applying relationship marketing theory, this study analyzed how social entrepreneurs in Lusaka Province utilized digital marketing to build and nurture relationships that contribute to their social and economic sustainability.

### 3. Materials and Methods

This study employed a mixed-methods research design, combining quantitative and qualitative data collection and analysis techniques to provide a comprehensive understanding of the phenomenon under investigation.

#### 3.1. Study Area and Population

The study was conducted in Lusaka Province, Zambia. The target population comprised social enterprises operating within the province, identified through online databases, business support organizations, and snowball sampling. A social enterprise was defined as an organization that primarily aims to address a social or environmental problem while generating revenue through business activities.

#### 3.2. Sample and Sampling Technique

A purposive sampling technique was used to select social enterprises that actively utilize digital marketing strategies. An initial list of potential participants was obtained, and those meeting the inclusion criteria (operating in Lusaka Province, having a social mission, and actively using at least one digital marketing channel) were invited to participate. For the quantitative phase, a sample of approximately 140 social enterprises was targeted to ensure sufficient statistical power. For the qualitative phase, a smaller subset of 15-20 participants, representing a diverse range of sectors and levels of digital marketing adoption, was selected for in-depth interviews.

#### 3.3. Data Collection Instruments

**Surveys:** A structured questionnaire was developed to collect quantitative data on the types of digital marketing strategies used (e.g., social media marketing, SEO, email marketing, content marketing, online advertising), the frequency and intensity of their use, the perceived effectiveness of these strategies in achieving social and economic goals (measured through indicators such as reach, engagement, lead generation, sales, donations, volunteer recruitment, and awareness of social impact), the tools and platforms utilized, the resources

allocated to digital marketing, and the challenges and opportunities encountered. The questionnaire included both closed-ended (Likert scale, multiple choice) and open-ended questions to allow for richer responses. The questionnaire was pre-tested with a small group of social entrepreneurs to ensure clarity and validity.

**In-depth Interviews:** Semi-structured interview guides were developed to gather qualitative data on the experiences, perspectives, and in-depth understanding of the digital marketing practices of social entrepreneurs. The interviews explored the rationale behind their choice of digital strategies, the processes involved in implementation, the perceived impact on their social and economic objectives, the key challenges and enabling factors, and their future plans for digital marketing.

#### 3.4. Data Collection Procedure

Ethical clearance was obtained prior to data collection. Surveys were administered primarily physically and online using platforms like Google Forms to facilitate wider reach and efficient data collection. Follow-up reminders were sent to maximize response rates. In-depth interviews were conducted either face-to-face or via video conferencing, depending on the participants' availability and preference. Interviews were audio-recorded with the participants' consent and transcribed verbatim for analysis.

#### 3.5. Data Analysis

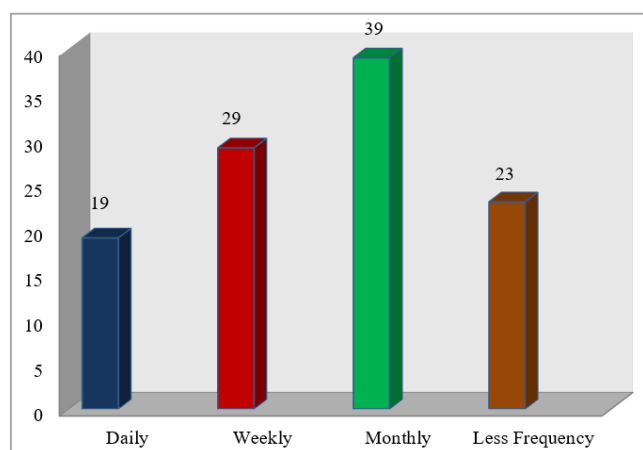
Quantitative data from the surveys were analyzed using descriptive statistics (frequencies, percentages, standard deviations) and inferential statistics (correlation analysis, regression analysis) using statistical software (SPSS). Qualitative data from the interviews were analyzed using thematic analysis to identify key themes, patterns, and insights related to the research questions. The integration of quantitative and qualitative findings allowed for triangulation and a more comprehensive understanding of the phenomenon.

### 4. Results

The results of this study provide insights into the digital marketing strategies employed by social enterprises in Lusaka Province, level of awareness, effectiveness, and their perceived impact, and challenges of digital marketing strategies in Lusaka.

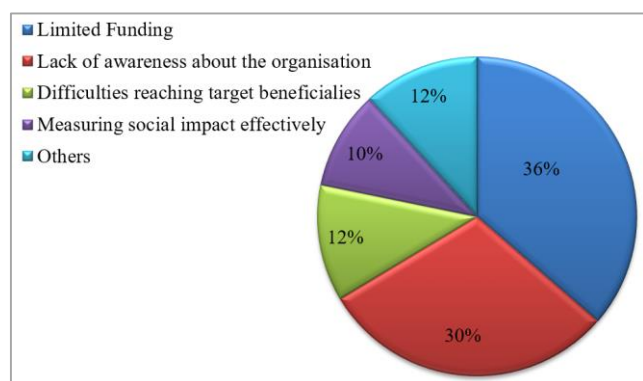
According to this study findings it reveals clearly that overall majority 50.0% of respondents used website (25.45%) and social media (25.55%) for their marketing, whereas the second majority used other channels and means for their digital marketing for social entrepreneurship causes, therefore, majority in Lusaka used digital marketing channels and strategies for their social enterprises and were aware of these tools and strategies on digital marketing for their social causes.





**Figure 1.** Effectiveness and Frequency.

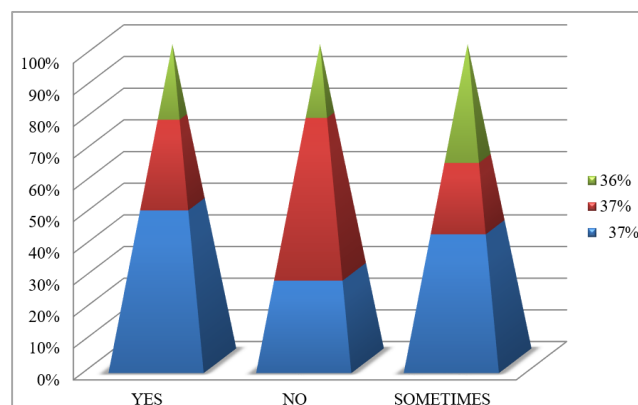
Majority of respondents perceived their digital marketing efforts as having a positive impact on their social and economic objectives when it comes to effectiveness and frequency in terms of frequency usage. Majority which is 39% updated the digital media handles monthly, nevertheless, social entrepreneurs and businesses which all together in totality majority thus over 50% published less frequently, weekly and daily all in total (71%) and had social media presence which to an extent shows the sign of effectiveness in terms of usage, nevertheless, some lacked the knowledge to engage effectively using these platforms frequently to publish. Social media marketing was particularly cited for its effectiveness in increasing brand awareness and engaging with beneficiaries and stakeholders. Content marketing (video) was seen as valuable for educating audiences and building trust and influencer marketing. Email marketing was reported to be effective for nurturing leads and driving specific actions (donations, event registrations). While SEO and online advertising were less widely used, those who implemented them reported positive results in terms of website traffic and lead generation.



**Figure 2.** Challenges in Achieving Digital Marketing Goal.

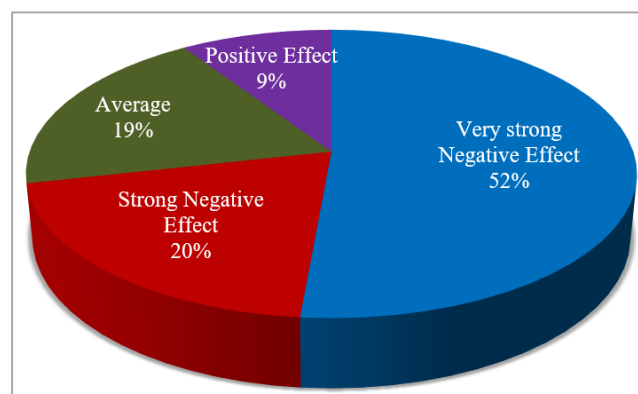
The study in figure 2 about challenges in achieving digital

marketing goals in Lusaka identified several key challenges faced by social enterprises in implementing digital marketing strategies. These included limited financial resources with 36% majority respondents, lack of digital awareness about organization 30%, difficulty reaching target beneficiaries 12%, 10% of the respondents had challenges in measuring social impact effectively and 12% had other challenges like unreliable internet access, the need to create culturally relevant and engaging content, lack of expertise, digital illiteracy and capacity.



**Figure 3.** Social Impact Assessments.

The study shows 37% of the respondents' track the performance of their digital marketing campaigns, 37% of the respondents do not track the performance and 36% of the respondents do track the performance sometimes. This simply means majority of respondent entrepreneurs do track their performance of digital marketing campaign but some respondents it is not often that they track. The tracking is this study and according to the respondents is done through number of people served, social returns on investments, beneficiaries and social media likes, comments, shares.



**Figure 4.** Government Policies and Regulations on Digital Marketing.

The study in figure 4 suggests that government policies and regulations pose a considerable challenge to the growth and development of social enterprises in the region, Lusaka. While a significant number of respondents (52%) agreed with the very strong negative effects, 20% agreed with moderate strong negative effect and 19% remained average and lastly only 9% of respondents agreed that government policies had positive effects. This indicates a diversity of perspectives among social entrepreneurs regarding the influence of these factors on their businesses. The findings suggest a need for a review of existing government policies to assess their impact on social entrepreneurship like tax policies, cyber security bill and regulatory framework. Policies that create barriers to entry or limit the ability of social enterprises to operate efficiently may need to be revised or eliminated.

Table 1 indicates how well the independent variables, as a group, predict the dependent variable. R (0.712) represents the multiple correlation coefficients which indicate a strong

positive correlation between the combined predictors and Social Entrepreneurship. R Square (0.507) Coefficient of determination, suggests that approximately 50.7% of the variance in Social Entrepreneurship is explained by the predictors in the model. Adjusted R Square (0.488), Adjusts R Square for the number of predictors, here, 48.8% of the variance in Social Entrepreneurship is explained by the model, accounting for model complexity. Lastly, Std. Error of the Estimate (0.633) is the average prediction error of the study.

**Table 1.** Model Summary.

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.712	0.507	0.488	0.633

**Table 2.** ANOVA<sup>a</sup>.

Model	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Regression	58.450	5	11.690	29.150	.000
Residual	57.750	144	0.401		
Total	116.200	149			

The ANOVA table 2 tests the overall statistical significance of the regression model, F-statistic in this instance F (29.150) tests if at least one predictor variable has a non-zero coefficient and Sig. (.000), the p-value is associated with the F-statistic. Since  $p < 0.05$ , the overall regression model is statistically significant, meaning the predictors as a group reliably predict Social Entrepreneurship. Therefore, the data is ideal for making a conclusion on the population's bound as the value is significant at  $F = 29.150$ ,  $p < 0.05$ .

Table 3 shows the contribution of each predictor variable to the study. B (Unstandardized Coefficient), represents the change in the dependent variable for a one-unit change in the predictor, holding others constant, thus Effectiveness

( $B = 0.550$ ) has the largest positive impact. Challenges ( $B = -0.210$ ) has a negative impact. Awareness ( $B = 0.280$ ) has a positive impact. Beta (\beta) (Standardized Coefficient), allows comparison of the relative strength of predictors. Effectiveness (\beta = 0.490) shows the strongest relative influence, followed by Challenges (\beta = -0.205) and Awareness (\beta = 0.185). t and Sig. (p-value), test the statistical significance of each predictor. Awareness, Effectiveness, and Challenges are significant ( $p < 0.05$ ). Social Impact Assessment and the Interaction Term are not significant ( $p > 0.05$ ). Conclusively, Collinearity Statistics (Tolerance, VIF), these values (Tolerance  $> 0.2$ , VIF  $< 5$ ) suggest that multicollinearity is not a significant issue among the predictors in this study.

**Table 3.** Coefficients<sup>a</sup>.

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig. (p-value)	Collinearity Statistics
	B	Std. Error	Beta (\beta)		
(Constant)	1.250	0.450		2.778	.006

Model	Unstandardized	Standardized	t	Sig. (p-value)	Collinearity
	Coefficients	Coefficients			Statistics
	B	Std. Error	Beta (\beta)		
Awareness	0.280	0.130	0.185	2.154	.031
Effectiveness	0.550	0.100	0.490	5.500	.000
Challenges	-0.210	0.085	-0.205	-2.471	.015
Social Impact	0.095	0.070	0.080	1.357	.182
Assessment (SIA)					
Effectiveness *	0.060	0.080	0.055	0.750	.450
Gov_Policies					

## 5. Qualitative Insights

The in-depth interviews provided richer context to the quantitative findings. Participants highlighted the importance of authentic storytelling, influencer marketing, video content creation and demonstrating social impact in their online communications. They also emphasized the need for building trust and credibility with their target audiences. Several participants shared examples of successful digital marketing campaigns that led to increased donations, volunteer recruitment, and partnerships. However, they also underscored the time-consuming nature of effective digital marketing and the ongoing need for learning, easy government policies, digital illiteracy, access to facilities and internet and adaptation.

## 6. Discussion

The findings of this study indicate that digital marketing is increasingly being recognized and adopted by social enterprises in Lusaka Province as a valuable tool for achieving their dual mission. The high adoption rate of social media marketing reflects its accessibility and potential for direct engagement with stakeholders. However, the lower adoption of more technical strategies like SEO, influencer marketing, video content creation and online advertising suggests a need for capacity building and awareness regarding their potential benefits.

The perceived positive impact of digital marketing aligns with existing literature highlighting its potential for enhancing reach, engagement, and resource mobilization for social ventures. The emphasis on authentic storytelling and demonstrating social impact in online communications underscores the importance of aligning digital marketing efforts with the core values and mission of social enterprises.

The identified challenges, such as limited resources and expertise, are consistent with the realities faced by many small and medium-sized enterprises in developing economies. Addressing these challenges through targeted training programs, access to affordable digital marketing tools, and the development of local digital marketing talent could significantly enhance the effectiveness of digital marketing for social enterprises in Zambia as majority respondents highlighted.

The opportunities identified, such as wider reach and community building, highlight the transformative potential of digital technologies for social impact. Therefore, leveraging digital platforms effectively, social enterprises can overcome geographical limitations, connect with a global audience, and foster a sense of community around their cause.

### *Social Impact Tracking*

In this study social impact was measured through a combination of self-reported data from the social entrepreneurs and observable digital engagement metrics. The questionnaire included questions about the number of beneficiaries reached through digital initiatives, changes in community engagement, and improvements in social outcomes attributed to digital marketing efforts. For instance, social entrepreneurs provided data on how digital marketing facilitated an increase in beneficiaries accessing healthcare information (e.g., from 100 to 300 individuals per month recorded an increase those in health) and participating in educational programs (e.g., a 20% rise in enrollment to those entrepreneurs in education and used digital platforms). Digital engagement was tracked through metrics such as website traffic, social media likes, shares, comments, and reach, as reported by the entrepreneurs. While these metrics provide an indication of reach and engagement, the study acknowledges the limitations of solely relying on these for a comprehensive assessment of social impact and encourages further research into more robust impact measurement frameworks within the digital context.

## 7. Conclusion

This study provides valuable insights into the adoption awareness, challenges, social impact assessment and effectiveness of digital marketing strategies among social enterprises in Lusaka Province, Zambia. The findings demonstrated the growing recognition of digital tools as essential for achieving both social and economic objectives. While social media marketing is widely used, there is potential for greater adoption of more sophisticated strategies like SEO and online advertising. Therefore, addressing the challenges related to resources, expertise, and infrastructure is crucial for maximizing the benefits of digital marketing in this context.

## 8. Policy Implications

The findings of this study have several important policy implications for fostering a more supportive digital ecosystem for social entrepreneurs in Lusaka Province:

**Streamlining Registration Processes:** Policymakers should work towards simplifying and streamlining the registration processes for online businesses, including social enterprises. This could involve creating a dedicated online portal with clear guidelines and reduced bureaucratic hurdles.

**Improving Digital Infrastructure and Access:** Investing in the development of robust and affordable digital infrastructure, particularly in underserved areas, is critical. Policies aimed at increasing internet penetration and reducing data costs will directly benefit social entrepreneurs.

**Developing Digital Literacy and Training Programs:** The government, in collaboration with NGOs and educational institutions, should implement targeted digital literacy and digital marketing training programs specifically designed for social entrepreneurs. These programs should cover a range of skills, from basic internet usage to advanced digital marketing techniques.

**Promoting Digital Inclusion:** Initiatives to promote digital inclusion, particularly for marginalized communities that social enterprises often serve, are essential. This includes providing access to affordable devices and digital literacy training for beneficiaries.

**Establishing Clear Guidelines for Online Social Enterprises:** Developing clear legal and ethical guidelines for social enterprises operating online can help build trust and accountability within the digital marketplace.

**Facilitating Access to Digital Marketing Resources:** Policymakers could explore initiatives to provide social entrepreneurs with access to affordable digital marketing tools, platforms, and expertise, potentially through subsidies or partnerships with technology providers.

## Abbreviations

CRM Customer Relationship Management

SEM Search Engine Marketing  
 SEO Search Engine Optimization  
 SMEs Small Medium Enterprises  
 SPSS Statistics Package for the Social Sciences  
 PACRA Patent and Companies Registration Agency

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## Author Contributions

Mwape Chewa is the sole author. The author read and approved the final manuscript.

## Data Availability Statement

The data supporting the outcome of this research work has been reported in this manuscript.

## Conflicts of Interest

The author declares no conflicts of interest.

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## Biography



**Mwape Chewe** is an international student of MBA from Zambia specializing in Social Entrepreneurship and Sustainability at Tangaza University, institute for Social Transformation in Kenya. He holds a Bachelor of Communication and Media Studies from the same university, 2024 and now seats as a communication committee member of the Association of Zambians living in Kenya and he has managed to publish quarterly and annual newsletters, magazines as editor, contributing writer and designer for the association. His interest in academia is in the field of Digital Transformation especially in this highway information era and digital landscape and in social entrepreneurship. He also holds a bachelor of Arts in Philosophy from St. Bonaventure University in Zambia affiliated by Antonianum Pontifical University in Rome, 2018. He has being recognized in different capacities of leadership and management as a student representative and business leader of his class. Currently he is serving as social secretary of the association of Zambians living in Kenya and in the same capacity as a finance secretary of the financial committee of Mariannhill in Kenya, managing and implementing different social projects in the region.