

# Leveraging Micro-Content Marketing for Enhanced Customer Growth in Botswana

Obonetse Fulu<sup>1</sup>, Ediri, Emmanuel Agada<sup>2</sup>

<sup>1</sup>Department of Business Administration, Africa Research University, Zambia

<sup>2</sup>Federal Polytechnic Ohodo, Enugu State, Nigeria

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\*Corresponding Author: Obonetse Fulu<sup>1</sup>

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## Abstract

## Original Research Article

The study seeks to explore the effect of micro-content marketing on customer growth. The objective of the study was to determine the effect of micro-content marketing on customer growth. The study employed a deductive research philosophy and conducted quantitative research where the data for the study was collected through the survey approach and analyzed via a regression approach. The findings of the study were that micro content use did not significantly impact customer growth in a business. However, social media marketing significantly increased customer growth compared to other marketing methods. The study also found that having a higher number of employees increased customer growth, while higher education levels reduced it. The lack of a significant association between micro-content and customer growth suggests that factors like product quality, customer engagement strategies, and overall brand reputation play a more significant role in fostering customer growth. The study emphasizes the importance of a holistic approach to marketing, focusing on product quality, customer service, and engaging marketing techniques beyond content format. Social media platforms can help businesses engage with their target audience, establish connections, and increase brand loyalty. Understanding these factors helps businesses customize their marketing strategies and customer service operations to cater to various client categories, promoting long-term sustainable growth.

**Keywords:** Social Media, Micro content, Customer growth,

## 1. INTRODUCTION

The digital marketing landscape has undergone a substantial shift with the introduction of micro-content marketing, a strategy that prioritises concise and effective messaging designed for rapid customer consumption. This trend caters to the contemporary consumer's inclination towards succinct and captivating content in the face of an overwhelming abundance of online information (Bazzani, Ravaioli, Trieste, Faraguna, & Turchetti, 2020: 7).

Micro-content marketing, distinguished by its utilisation of concise yet captivating content formats like as tweets, Instagram stories, and short videos, has become an essential instrument in attracting customer interest inside the saturated digital realm (Sharma & Jhamb, 2020). The main attraction of this is its capacity to effectively communicate messages in a concise manner, making it especially suitable for the rapidly changing internet environment where user attention is brief. The quick and widespread distribution and consumption of little

pieces of content promote increased rates of involvement, acting as a means to initiate more profound connections with a brand (Sorrentino, 2018).

There is a growing body of evidence that demonstrates the influence of micro-content on customer growth. Studies demonstrate that micro-content has a dual effect of increasing brand recognition and promoting brand loyalty, indicating a clear connection between brief content strategies and improved customer involvement (Sfenrianto, Yunita, & Gunawan, 2018). This is reinforced by research that emphasises the impact of micro-content on purchase intentions by positively altering customer attitudes and perceptions (Lim, Radzol, Cheah, & Wong, 2017).

Although micro-content marketing may seem advantageous, its implementation is not devoid of obstacles. The crucial factor for achieving success is to generate material that really connects with the intended audience, effectively balancing conciseness with meaningfulness. In a time period characterised by the constant inundation of customers with numerous digital

messages on a daily basis, the capacity to distinguish oneself through distinctive and pertinent micro-content becomes of utmost importance (Kodippili, Jayawickrama, Yugandari, Pamudini, & Samarasinghe, 2016). Furthermore, it is crucial to incorporate micro-content into a well-rounded marketing strategy in order to sustain and expand client relationships in the long run. This necessitates a unified approach that harmonises concise information with bigger marketing goals (Kaplan & Haenlein, 2010).

The aim of this study is to thoroughly analyse the impact of micro-content marketing on the expansion of the client base. The objective is to evaluate the effectiveness of micro-content in capturing consumer attention, engaging audiences, and eventually enhancing brand loyalty and buy intentions. This project aims to provide insights into optimising micro-content strategies for firms in the digital marketplace by focusing on practical outcomes and industry applicability. In essence, as the digital environment progresses, the significance of micro-content in stimulating consumer expansion remains a fundamental concern for marketers. This study aims to elucidate the tactics that optimise the efficacy of micro-content, providing a guide for utilising concise and captivating information to cultivate stronger consumer relationships and attain enduring expansion in the fiercely competitive online sphere.

## 2.LITERATURE REVIEW

### Social Media Marketing on Customers Purchase Intentions

Consumption can be influenced by socialization regarding brand expectations (Constantinides & Fountain, 2018: 235). Individual consumers can be influenced to purchase a brand through many social mechanisms, including but not limited to peer communications and social mechanisms. Consumers who make brand-specific purchases out of a concern for social responsibility should take heart from the aforementioned comments.

According to Gunelius (2011), the use of social media is beneficial in many different areas, including politics and ensuring fairness in jury deliberations, in addition to influencing consumers' purchasing decisions. For instance, in business law matters, juries can use the Internet to research issues and find resources that will aid them in their deliberations and decisions. The author suggests that Twitter is the ideal online media platform for spreading information and news since users can always find the most recent updates (Kumar, et al., 2016: 25). Researchers in the past have acknowledged the existence of hypotheses positing the importance of social influences on individuals' decision-making processes.

According to the authors, persons who take part in social

media events are part of virtual communities and seem to be swayed by the actions of their peers. This demonstrates how a person's actions can be influenced by the people around them when it comes to understanding social conduct. An argument in favor of social media is made here in light of the fact that it plays a role in every consumer's choice of whether or not to buy a product (Trainor, et al., 2014: 1203). Executives are often urged to welcome technological change as a means of differentiating their companies from the competition. According to the studies cited here, social media is considered in terms of its impact on the purchasing habits of consumers. This research tested the idea that consumers' traditional methods of making purchasing decisions are unaffected by social media marketing. Consumers' propensity to make a purchase is influenced by a wide range of variables, such as the company's marketing strategy, the individual's characteristics, the group's environment, and the consumer's own values and beliefs. For instance, as discussed by De Valck *et al.*, (2009), a customer's spending habits not only reflect but are also influenced by their social standing.

People who can afford high-end goods like cars, watches, and other accessories often feel a greater feeling of accomplishment and satisfaction in their possessions because of this perception. According to Gunelius (2011: 12), business managers should do research into certain consumer demographics to learn why consumers have a preference for a given brand. To begin, when formulating a business plan, it's important to consider all aspects of the marketing mix, including price, product, location, and promotion.

Each of these characteristics is crucial in meeting customers' expectations; as a result, marketing managers need to be aware of them in order to develop customer relationship management strategies tailored to each market group. Second, it's crucial to gain an understanding of a company's target market by taking demographic information such as age, gender, education level, and income into account. Consumers' dispositions toward making a purchase are affected by all of the above elements.

However, as Kaplan & Haenlein (2016: 27) point out, the influence is nuanced by individual variances in consumers' views of the organization's brand, which in turn affects sales, customer loyalty, and other metrics of success. And finally, purchase procedures can also be affected by consumers' motivation, attitudes, and beliefs. Emotional stimulation can transform a necessity into a driving force behind a purchase.

Intellectuals of consumer motivation contend that people's reasons for making a purchase are as varied as the products themselves. To put it another way, one gains knowledge through experience gained through one's own actions. According to the principles of learning theory, businesses can generate substantial interest by linking themselves with motivational cues that elicit positive reinforcement to buy. In addition, consumers' perceptions and beliefs point them in the

direction of products they may or may not be interested in purchasing. According to Kaplan & Haenlein (2016), people have diverse ways of selecting and processing information since their reactions to brands and services are largely influenced by their perceptions of those brands and services.

## Social Media Marketing on Consumer Purchase Decision

Brand loyalty can be influenced by a variety of factors, including consumer perceptions of the product, the store's convenience and cleanliness, and the quality of the brand's advertising. According to Asmussen *et al.*, (2018), consumers are more likely to have faith in an organization and its offerings when they have a positive impression of the company's products and services. In this way, customers feel more inclined to continue their loyal product usage and make repeat purchases. Consumers may now shop from home and have their purchases delivered straight to their door because of the global reach of social media. Moreover, the ambience created by the store's lighting, layout, music, and other aesthetic touches all play a role in determining whether or not a customer would return to buy more (Filo, Funk, & Hornby, 2019).

Time, the need to repurchase, and the influence of emotion can all play a role in whether or not a consumer decides to buy a replacement. These include the fact that supplies can be replenished easily, that customers don't have to travel far to reach the stores, that they have enough of disposable income to spend, and that the company might be in the right place at the right time to meet their demands (Trainor *et al.*, 2016: 1206). People's thoughts and experiences with the various brands that suit their requirements and preferences are distinct, hence consumer behaviour varies across groups, individuals, and businesses.

Human behaviour research can potentially shed light on the past and provide glimpses into the future, as Constantinides & Fountain (2018) pointed out. Learn about market tendencies by observing consumer behaviour on social media. The corporation can then learn how customers have been spending their money on its products and services and project customer behaviour going forward. In other words, the opinions of others, especially those expressed in online forums and by the consumer themselves, can have an impact on the likelihood of a shopper making a repeat purchase (Nader & Ladan, 2019). The online debate that provides feedback on specific businesses is a widespread phenomenon stemming from social media. A customer decides to make a second purchase after seeing positive comments about a product on social media. Nevertheless, Kaplan & Haenlein (2016) also reported that the gender disparity influenced how people saw the issue, with women being more likely to be influenced by the proximity of

stores carrying brands they liked than men were. Interaction between brands and consumers can also affect the frequency of subsequent purchases. For illustration, when businesses monitor consumer sentiment on social media to choose what goods and services to offer, people are more likely to identify with the company's brands thanks to the abundance of information they can find online about the quality and features of those brands.

Finally, Trainor *et al.* (2014) argue that maintaining a steady stream of online suggestions made by the firm's website management is another way to keep customers thinking about the goods the company sells. Social media has now created an online Word of Mouth (WOM) network that has allowed for consumer contact, allowing customers to interact with both brands and other customers to help them decide whether to make another purchase.

## 3.METHODOLOGY

This study utilises a deductive research philosophy and employs a quantitative method to examine the influence of micro-content marketing on customer growth. Utilising the deductive technique, the research hypotheses are derived from established theories and literature, and subsequently verified by empirical observation (Saunders, Lewis, & Thornhill, 2019). Data collection is carried out through surveys, which are selected as a method due to their efficacy in acquiring substantial amounts of data from a wide range of individuals, hence ensuring the generalizability of the results (Bryman, 2016). The poll focuses on customers who connect with micro-content on different digital platforms, with the goal of evaluating their degrees of involvement and consequent actions towards companies. The regression approach is used for data analysis to investigate the correlation between exposure to micro-content and important indicators of customer growth, which include brand loyalty and purchase intention (Field, 2018). This analytical framework enables a methodical investigation into the causal impacts of micro-content marketing techniques on consumer behaviour.

**Model:** Consumer growth

Growth = f(micro content marketing, Demographic factors, economic factors)

$$\text{Growth} = \beta_0 + \beta_1 \text{MicroContent}_t + \beta_n X_n + \mu \dots$$

Where:  $\beta_0$  = Intercept/Constant term;

$\beta_1$  = Regression Coefficients for micro content marketing

$\beta_n$  = Vectors of the Regression Coefficients;

$X_n$  = Vector Matrix of independent variables; demographic factors such as age of the business, level of education and gender of owner, economic factors such as number of employees and competition,  $\mu$  = Unobserved error term.

## 4.FINDINGS AND DISCUSSIONS

**Table 1:** Business Related Questions (n=104)

| Variable                          | Obs | Mean | Std. Dev. | Min | Max |
|-----------------------------------|-----|------|-----------|-----|-----|
| Customer Growth                   | 103 | .777 | .418      | 0   | 1   |
| Micro Content                     | 99  | .687 | .466      | 0   | 1   |
| Target Audience                   | 100 | .76  | .429      | 0   | 1   |
| Marketing                         | 103 | .845 | .364      | 0   | 1   |
| Competition                       | 104 | .942 | .234      | 0   | 1   |
| Insights on customers preferences | 104 | .913 | .283      | 0   | 1   |
| Source: Author's computation      |     |      |           |     |     |

From the tables it is evident that most businesses witnessed customer growth in the last business year, used micro contents, know their target audience, and had insights on customers preferences, as the mean values were 0.77, 0.68, 0.76, and 0.91

respectively. Furthermore, most business had reported they have competitors, and also engaged in marketing generally, with means of 0.94 and 0.84 respectively.

**Table 2:** Micro content and customer growth (n=96)

| Variables                              | Logit               | Probit              |
|--|---------------------|---------------------|
|  | Customer growth     | Customer growth     |
| Micro content                          | -0.440<br>(0.706)   | -0.212<br>(0.397)   |
| Target audience                        | 1.886*<br>(0.798)   | 1.070*<br>(0.458)   |
| Marketing Type                         |                     |                     |
| Reference Category (Digital Marketing) |                     |                     |
| Advertising                            | 0.755<br>(1.239)    | 0.398<br>(0.749)    |
| Social Media                           | 2.202*<br>(1.179)   | 1.217*<br>(0.694)   |
| Content Marketing                      | 0.666<br>(1.799)    | 0.358<br>(1.126)    |
| Word of Mouth                          | 0.860<br>(1.241)    | 0.456<br>(0.745)    |
| Insights on customer expectations      | -1.350<br>(1.309)   | -0.841<br>(0.753)   |
| Gender                                 | 0.0681<br>(0.601)   | 0.0149<br>(0.341)   |
| Education of business owner            | -1.230**<br>(0.468) | -0.735**<br>(0.268) |
| Number of employees                    | 0.149*<br>(0.0905)  | 0.0812*<br>(0.0454) |
| _cons                                  | 3.756<br>(2.121)    | 2.373<br>(1.240)    |
| $R^2$                                  |                     |                     |
| AIC                                    | 98.54               | 98.38               |
| BIC                                    | 126.8               | 126.6               |
| F                                      |                     |                     |

|   |    |    |
|---|----|----|
| N | 96 | 96 |
|---|----|----|

*Standard errors in parentheses*  
 \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$   
 Source: Author's Computation

Table 2 shows the result of the second objective of this study, which is to ascertain the effect of micro-content marketing on customer growth for business surveyed. The businesses were asked if they engaged in micro content marketing or not. Also, customer growth was measured by ascertaining if the business's customer base had grown in the last business year. Also, other control variables were included in the estimations. The results revealed that use of micro content was not significantly associated with the customer growth of the business. That is, micro content use did not significantly impact customer growth. The results for other control variables shows that social media marketing significantly increased customer growth, when compared other forms of marketing including advertising, content marketing and word of mouth. Furthermore, the results show that having a higher number of employees significantly increases customer growth, while higher level of education significantly reduces customer growth. However, insight on customer expectations and gender did not significantly affect customer growth.

For the business sample of the study, the results revealed that use of micro content compared large content was not significantly associated with the customer growth of the business. The results for other control variables shows that social media marketing significantly increased customer growth, when compared other forms of marketing including advertising, content marketing and word of mouth. Furthermore, the results show that having a higher number of employees significantly increases customer growth, while higher level of education significantly reduces customer growth. This finding regarding the impact of micro-content marketing on customer growth within the business sample is intriguing and offer important implications for marketing strategies. The lack of a significant association between micro-content and customer growth suggests that, for businesses, the brevity or format of content might not be the primary driver for expanding their customer base. Instead, factors such as the quality of products or services, customer engagement strategies, and overall brand reputation might play a more substantial role in fostering customer growth. This challenges the prevailing notion that micro-content alone can significantly impact business expansion. It emphasizes the need for a holistic approach to marketing, where businesses should focus on product quality, customer service, and engaging marketing techniques beyond content format to attract and retain customers effectively.

The significant effect of social media marketing on customer growth emphasizes the significance of utilizing these platforms

in modern corporate environments. Businesses may engage with their target audience on social media, establish connections, and increase brand loyalty. Social media platforms' interactive features enable businesses to interact directly with customers, learn about their preferences, and quickly resolve any issues they may have. Effective social media tactics can therefore result in greater client happiness and loyalty, which in turn stimulates customer growth. Additionally, it is important to note the conclusions regarding the impact of personnel numbers and educational attainment on customer growth. A larger workforce may indicate improved customer service abilities, more operational effectiveness, and the ability to serve a larger customer base. On the other hand, increased education levels may have an impact due to the discerning nature of informed consumers who make wise decisions, changing customer growth trends. Understanding these elements enables businesses to efficiently customize their marketing strategies and customer service operations to cater to various client categories, promoting long-term sustainable growth.

## 5.CONCLUSION

The use of micro content was not significantly associated with the customer growth of the business. That is, micro content use did not significantly impact customer growth. The study concludes that in Botswana, the utilization of micro-content did not demonstrate a significant association with business customer growth, suggesting other factors may play predominant roles. For instance, the results for other control variables shows that social media marketing significantly increased customer growth, when compared other forms of marketing including advertising, content marketing and word of mouth. Also, having a higher number of employees significantly increases customer growth, while higher level of education significantly reduces customer growth.

It is recommended that firms incorporate social media marketing into their overall marketing plans, utilising the platforms' interactive features to improve client engagement. Emphasising the provision of high-quality service and the development of a competent staff should take precedence over exclusively depending on the conciseness of micro-content for customer expansion.

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### **Biographical Notes:**

**Dr. Obonetse Fulu** is a renowned business consultant and scholar with a Ph.D. in Business Administration from African Research University, Zambia, and a DBA from Italy. He specializes in strategic management and organizational development, advising businesses on growth and innovation. Dr. Fulu has published extensively in local and international journals, contributing to both academia and industry. He is a frequent speaker at global conferences, sharing insights on leadership and business transformation. His work bridges academic research and practical solutions, driving business success across diverse sectors.

**Dr. Agada Emmanuel** currently holds the position as Acting Rector at Federal Polytechnic Ohodo. Dr. Emmanuel has had a

notable career lasting more than 22 years, during which he has made substantial contributions to academia, specifically in general studies and associated fields. He commenced his academic pursuit at Benue State Polytechnic. Driven by his relentless quest for perfection, he enrolled in Kogi State University and successfully obtained his Ph.D., a noteworthy achievement in his career advancement. He has consistently shown a dedication to ongoing education and advancement in his profession. He has actively engaged in a multitude of conferences and proceedings, spanning across international and local platforms, where he has shared his expertise and acquired valuable perspectives from colleagues worldwide. He, a highly skilled academic, has authored more than 15 papers in esteemed publications both locally and internationally.

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