DIGITAL MARKETING PRACTICES AND PERFORMANCE OF SELECTED ENGINEERING FIRMS IN NORTH CENTRAL, NIGERIA

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ABSTRACT
The closure of many engineering firms in the era of advanced technology has worried stakeholders and this necessitated this study which examined digital marketing activities of mobile and website marketing and how they affect performance of engineering firms in north central, Nigeria. Survey design was adopted wherein questionnaire were distributed to 758 MD/CEOs of engineering firms registered with COREN. Census sampling technique was adopted and the data collected was analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The study found that mobile and website marketing have positive and significant effect on performance. The study recommends that engineering firms should continue to reach out to customers through mobile marketing activities, however, they should create a dedicated number for such purposes such that customers do not perceive it as fraudulent which could reduce patronage and subsequently, performance. similarly, that engineering firms should redesign their websites and make it attractive and very easy to navigate by carefully selecting colors, graphics and images that appease the fantasies of their target customers. They should also create awareness about the existence of such websites to their customers.
Keywords: Digital, Engineering, Mobile, Marketing, Website.

INTRODUCTION
Globally, technological advancements and the advent of media has changed the fortune traditional marketing strategies into one which can barely be effective towards improving business performance (Faruk, et al. 2021). This change has impacted business operations all over the globe as many businesses from diverse sectors such as manufacturing, engineering, banking among others have been forced to embrace the new-normal in order to continue to perform and remain competitive among their rivals.

In Nigeria, a country experiencing rapid technological advancements and increasing internet penetration, digital marketing has become a crucial driver of business performance. The need to enhance online visibility, engage with customers directly, and leverage data-driven insights to optimize marketing strategies has seen businesses embrace digital marketing practices (Adedeji & Owolabi, 2017).

Digital marketing has become an essential tool for businesses to reach their target market, increase sales, and improve their brand image (Kapoor et al., 2023). The rapidly emerging digital technology of this twenty-first century has brought unprecedented changes in consumer online behavior. These changes present new challenges and opportunities for Marketers within this digital and business world. Through digital media consumer can access information anytime and in any place they want. Furthermore, they don't just rely alone on what companies say about their brands but also on what their friends, associations, peers, media etc., are saying as well. From an organizational perspective, digital channel offers cost efficiency and facilitate marketers' deepest need for frequent and interactive communication with their customers (Santos & Britos, 2022).

Digital marketing is the utilization of electronic media to promote products or services and to reach consumers. It embodies a wide range of products, services and brand marketing tactics which mainly use internet as a core promotional medium in addition to mobile and traditional TV and radio. Digital channels like the internet, e-mail, mobile phones and digital television offer new prospects to cultivate customer relationships. By being regularly in touch with customers, marketers can increase the level of personalization with low or non-excessive cost (Merisavo, 2019). Njelita et al. (2023) noted that digital marketing can take several forms including; are e-mail marketing, social media marketing, mobile marketing, website marketing, and search engine marketing. However, this study focused only on mobile and website marketing and how they affect performance of engineering firms.

According to Hard (2023) mobile marketing refers to the use of mobile devices and network to promote and sale goods and services. Mobile marketing plays a crucial role in enhancing the performance of businesses, with the growing use of smartphones, mobile marketing allows businesses to reach a wider audience anytime, anywhere, and it allows businesses to provide a seamless and personalized customer experience. By leveraging the capabilities of mobile technologies, businesses can compete more effectively in today's digital marketplace.

Smith and Zook (2019) described website marketing as the coordinated use of a business's website and other digital channels to deliver integrated marketing communications that resonate with target audiences and drive desired outcomes. Website marketing is a cornerstone of online presence for businesses, because it is essential for the performance and success. A website provides a convenient and accessible platform for customers to learn about the business' offerings at their own pace. This can be particularly advantageous for geographically dispersed audiences or those who prefer self-directed research before making a purchase. Website marketing plays a crucial role in enhancing business by investing in a well-designed and strategically optimized website, businesses can establish a strong online presence.

Technological advancement has encapsulated the modern business environment especially in Nigeria and as a result, many firms specifically engineering firms have recognized and invested heavily in technology and online marketing practices. In addition, these firms have engaged the services of capable hands to manage their online presence with the bid to ensuring their sustained competitiveness and performance. However, despite the highlighted efforts among other, the performance of engineering firms has been on the decline as seen in the closure of many engineering firms in the Nigeria notably among them are Bugabi Construction & Engineering Ltd., Jacobs Well Construction Nigeria, Ltd. Tera Multi-Concepts Services Ltd. among others. This has casted doubts regarding the effectiveness of digital marketing in promoting performance of these firms and hence the need to examine the effect of digital marketing practices specifically, mobile and website marketing, on the performance of selected engineering firms in North Central, Nigeria.

The following hypotheses were tested in the study.
Ho_1: Mobile marketing has no significant effect on the performance of selected engineering firms in North Central, Nigeria.
Ho_2: Website marketing has no significant effect on the performance of selected engineering firms in North Central, Nigeria.

LITERATURE REVIEW

Digital Marketing

Digital marketing is the marketing of products or services using digital technologies or channels. It uses the internet as the chief promotional medium but also extends to channels- mobile phones, display advertising and any other digital medium — that do not require internet. The Digital Marketing Institute (DMI) aptly conceptualized it as "the use of digital technologies to create an integrated, targeted and measurable communication which helps to acquire and retain customers while building deeper relationship with them (Wymbs, 2011). This definition is insightful in that it emphasizes measurability, integration, as well as relationships and communications which are of strategic importance.

Digital marketing strategies are tactics used by organizations across the globe to attract customers, sell faster and attain various success stories. Every sale a firm makes increases their turnover and it's been categorized as marketing performance which comprises of profitability, market share and major dominance by the organization. And marketing managers are expected to develop a well-founded and accurate index of marketing performance to enable them to accomplish their goals (Barone & Decarlo, 2020). Digital marketing is so vital that it has helped customers to access vital information that is relevant to them at any point in time and at the comfort of their homes or offices. It has also helped customers (actual and potential) not to focus only on what firm says or offers about their products and services, but access this information on their own, or from friends, family members, peers etc. Digital marketing is the use of digital platforms and technologies to promote a firm's marketing activities that concentrate on consumer's reach (Afrina, et al. 2019).

Furthermore, Kariuki and Baraza (2019) stated that digital marketing enables firms to display its offering to customers and interact and communicate with them positively and this can positively influence the performance of any business organization. According to Bala and Verma (2018), there are various digital marketing strategies including social media channels such as Facebook and Twitter, Search Engine Optimization (SEO), email marketing, blogs and websites, and marketing products and services through online personalities and social media influencers. Other digital marketing strategies that can be employed by organisations include video advertisements, sponsoring content on more popular websites and carrying out on-line sales such as flash sales (Kalei, 2020).

Mobile Marketing

Mobile marketing emerged in the late 1990s with the sending of simple messages through short message service (SMS), but the strategies changed with the advent of smart-phones using various mobile operating systems such as Apple iOS, Google, Android (Okazaki, 2022). The proliferation of mobile device has made it a viable tool for marketing activities. According to the official definition advanced by Mobile Marketing Association (2009) mobile marketing is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network. Mobile devices consist of phones, personal digital assistant, media devices, portable gaming consoles and tablet computers.

Mobile marketing refers to the use of mobile devices and network to promote and sale goods and services. Technology and enhanced mobile networks have greatly changed the way in which marketers communicate with consumers via mobile devices. Breaking down barriers of geography and time, consumers can be reached directly via this medium and as a result company are presented with a new and innovative means of engaging consumers (Hard, 2023). The challenge for marketers, however, is how to do this effectively. The continued advancement and integration of mobile technologies into individuals' lives has provided marketers with an ideal medium for reaching and influencing consumers.

Website Marketing

Website marketing refers to the strategic use of online platforms, particularly websites, to promote products, services, or brands. It encompasses various techniques such as content marketing and online advertising to attract visitors, engage audiences, and drive conversions (Chaffey & Ellis-Chadwick, 2019). The goal of website marketing is to increase visibility, generate leads, boost sales, and ultimately, enhance the overall online presence and performance of a business or organization. Effective website marketing involves understanding target audiences, creating compelling content, optimizing user experience, and leveraging analytics to measure and improve results (Ryan & Jones, 2019).

Roberts and Zahay (2017) defined website marketing as the seamless fusion of online and offline marketing strategies, with a primary focus on leveraging the digital realm to achieve marketing goals. It involves optimizing a business's website to effectively communicate its value proposition, showcase products or services, and engage with target audiences across various online platforms. Meanwhile Chaffey and Smith (2018) characterize website marketing as the strategic deployment of a company's online platform to promote its offerings and strengthen its online presence. This includes utilizing tactics such as search engine optimization, content marketing, social media engagement, email marketing, and online advertising to attract, engage, and convert prospects into customers.

Performance

Performance is considered to be the sum of accomplishments that has been achieved by all departments. The organizational goals that have been set in a given period of time, to outline its accomplishments that are involved in each stage (Lee & Huang, 2022). Organizational performance is "the ability to acquire and process human, financial and physical resources properly to achieve goals of the organization". In fact, organizational performance is the outcome of an organization so that it is measured based on its goals and objectives (Lee, 2008). How an individual, organization, sector or industry has performed is usually reviewed at a given point in time, usually on a monthly or annual basis. Organizational performance has become one of the multi-dimensional and complex phenomena in the business literature. Although the concept of organizational performance is very common in the academic literature, but there is no unanimous agreement on its definition and measurement. There are two ways of measuring organizational performance: subjective and objective. Subjective measures are non-financial or non-economic indicators of performance measurement like sales growth, market share, employee satisfaction, customer satisfaction, product development, competitive advantage, customer retention, innovation and some other factors. Alam (2013) posits that organizational performance is a multidimensional construct that consists of four elements. Customer-focused performance, including customer satisfaction, and product or service performance; financial and market performance, including revenue, profits, market position, cash-to-cash cycle time, and earnings per share; human resource performance, including employee organizational effectiveness, including time to market, level of innovation, and production and supply chain flexibility. However, this study adopts the Balanced Scorecard developed by Kaplan and Norton (2001) where they held that performance should be measured from four dimensions; financial, customer, internal process and learning & growth.

Mobile Media Marketing and Performance

Ochieng and Mutua (2023) investigated the impact of mobile marketing strategies on performance in the Kenyan telecommunications sector. The study employed a descriptive research design, utilizing a structured questionnaire to gather data from 350 mobile subscribers across the three major telecom operators. Stratified random sampling was used to ensure representation from different demographic groups. Hypotheses were formulated and tested using Pearson's correlation coefficient and multiple regression analysis with SPSS version 25.0. The findings revealed a strong positive and significant effect of mobile marketing on performance. Since the study was carried out in a different country, its findings may not be directly applicable to the Nigerian economy due to distinct legal, cultural, and economic characteristics. In Tanzania, Abubakar and Chille (2023) examined the effect of mobile marketing adoption on the performance of Food Processing SMEs in Zanzibar City, a descriptive research design was utilized, specifically focusing on food processing small and medium enterprises (SMEs) registered with the Zanzibar Revenue Board. The study population comprised 2000 SMEs in Zanzibar, from which a sample size of 185 respondents was selected using simple random sampling. Both primary and secondary data were collected. The quantitative data was subjected to multivariate data analysis, including descriptive statistical analysis, correlation analysis, and multiple linear regression analysis. The results revealed that mobile marketing positively influenced SMEs' performance. This research was conducted in Tanzania, and considering the substantial economic disparities between Tanzania and Nigeria, the findings from Tanzania cannot be relied upon to make well-informed decisions regarding mobile marketing in Nigeria, hence the need for this study.

Widodo and Santoso (2023) examined the effect of mobile marketing and sales performance in Indonesian retail businesses. The researchers used a survey research approach with a sample size of 128 respondents from retail stores in Jakarta and Surabaya. Data were collected via structured questionnaires and analyzed using both descriptive statistics and inferential methods, including regression analysis, The Spearman Rank Correlation Coefficient was used to test the hypotheses. The study found a significant positive impact of mobile marketing strategies on sales performance in Indonesian retail sectors. This study was conducted in Indonesia within a different sector, which means that its findings may not be directly applicable or effective for making decisions in the study area of Nigeria. Therefore, there is a necessity for a new study in this context.

Agyemang et al. (2023) examined the influence of mobile marketing on the performance of Deposit Money Banks (DMBs) in Ghana. The study population comprised customers of DMBs nationwide. A sample of 178 customers was selected through stratified random sampling. Data were collected using structured questionnaires and analyzed using descriptive statistics and correlation analysis. The findings revealed a positive and significant relationship between mobile marketing activities and the performance of DMBs in Ghana. The data in this study was analyzed using Correlation analysis, whereas the current study employed a distinct analytical tool, the multiple regression analysis.

Samuel and Unyime (2022) carried out a study to assess the relationship between mobile marketing on performance and purchase decisions of students in the tertiary institutions. The researchers adopted a survey research technique in the study. The population size was students of three tertiary institutions in Akwa Ibom State and a sample size of 366 employees was studied. Research questions were answered using frequency, mean and standard deviation. The hypotheses stated were tested using Spearman Correlation Coefficient at a 5% level of significance. From the data analysis, the major findings revealed a positive and significant relationship between the dimensions of mobile marketing on performance and consumer's purchase decision of Nigerian students in the tertiary institutions. This study used Spearman Correlation Coefficient as the analytical tool, whereas the current study employed a distinct analytical tool, the multiple regression analysis.

Website Marketing and Performance

A study carried out by Umoh et al. (2024) examined the effect of website marketing on the marketing performance of selected small and medium-scale enterprises in Akwa Ibom State, Nigeria. Primary data were gathered through a questionnaire administered to owners/managers of SMEs in Akwa Ibom State. Data obtained for the study were analyzed with descriptive and inferential statistics. The study revealed that website marketing has a positive and significant effect on performance of small and medium scale businesses in Akwa Ibom State. While this study relied on descriptive and inferential statistics for data interpretation, this study employed a more sophisticated analytical approach using multiple regression analysis. Also, Hanadi (2024) conducted a study to examine the influence of website marketing on th performance small and medium-sized Companies (SMCs) during the present era marked by evolving standards. The research investigation employed a cross-sectional survey design. Primary data for this study were obtained from 295 administrators of SMCs in Jordan through a systematic questionnaire. The statistical testing of the study's assumptions was conducted utilising multiple linear regression, with the assistance of the SPSS 23. According to the study's findings website marketing had positive and significant effects on performance of small and medium-sized Companies (SMCs). Since the study was carried out in a different country, its findings may not be directly applicable to the Nigerian economy.

Research conducted by, Katunku et al. (2024) analyze the effect of website marketing on SMEs performance in Jos South LGA, Plateau State, Nigeria, A quantitative approach was adopted and a questionnaire-based survey was used among owners of SMEs in Plateau State, Nigeria. A total of 367 responses were received and multiple regression analyses we were conducted using SmartPLS v. 4.1.0.2. Results revealed that website marketing significantly influence SME performance in Plateau State. This study only focuses on SMEs in Jos South LGA, Plateau State, while the current study expanded the scope by focusing on engineering firms in North Central Nigeria.

Empirical research by Adebayo and Okafor (2023) examined the relationship between website marketing and the performance of micro and small businesses in Lagos, Nigeria. The study utilized a survey research design with data collected from 150 business owners and managers using self-administered questionnaires. The research instruments were validated for accuracy and reliability. Statistical analysis was conducted using SPSS, including descriptive statistics, correlation analysis, and regression analysis. The findings revealed a positive impact of website marketing on business performance. This study concentrated on SMEs in Lagos State; however, the current research broadens the scope by covering the engineering firms in North Central Nigeria.

Resource-Based View (RBV) Theory

This theory was propounded by Wernerfelt (1984) but popularized by Barney (1991). The Resource-Based View (RBV) of the firm posits that the sources of sustainable competitive advantage lie primarily in the application of a bundle of valuable resources at the firm's disposal. The RBV suggests that firms can achieve a sustainable competitive advantage and thereby improve their performance by identifying, developing, and deploying their valuable, rare, inimitable, and non-substitutable resources and capabilities. For resources to contribute to a competitive advantage, they must be valuable in the sense that they enable a firm to implement strategies that improve its efficiency and effectiveness (Barney, 1991). Resources must also be rare among a firm's current and potential competition. If a valuable resource is possessed by many competing firms, it cannot be a source of competitive advantage (Barney, 1991). For a resource to provide a sustainable competitive advantage, it must be difficult for competitors to imitate. This inimitability can stem from unique historical conditions, causal ambiguity, or social complexity (Barney, 1991). Finally, there should be no strategically equivalent valuable resources that are themselves not rare or inimitable (Barney, 1991).

A number of criticisms of RBV have been widely cited. Some argue that RBV is tautological, meaning it simply restates that firms with better resources perform better. Critics like Richard Caves (1980) suggest it lacks a clear explanation of how resources create value. RBV has been criticized for focusing too heavily on internal resources and neglecting the external environment. Authors like Michael Porter (1980) emphasize the importance of industry forces and competitive positioning for achieving sustainable advantage. Critics like Kathleen Eisenhardt and Joseph Galbreath (1997) argue that RBV offers limited practical guidance for managers. It doesn't clearly explain how firms can develop or acquire valuable resources.

Empirical studies have played a crucial role in validating and extending the Resource-Based View (RBV) of the firm. Helfat and Peteraf (2003) in Their work on "The Dynamic Resource-Based View: Capability Lifecycles" focuses on the evolution and management of capabilities over time, highlighting the need for firms to adapt their resource base dynamically to sustain competitive advantage. Newbert's (2007) meta-analysis assesses the empirical support for RBV, finding that studies which operationalize resources according to RBV's theoretical criteria (VRIN) are more likely to report positive findings supporting the theory. Also, Hitt et al. (2001) focuses on professional service firms and finds that human capital acts as a critical resource that impacts firm strategy and performance, supporting the RBV

Thus, this theory is related to this study because it posits that a firm's competitive advantage stems from its unique and valuable resources. In the context of firms and digital marketing, RBV highlights how effectively leveraging digital tools (website, social media, email marketing) as resources can create a competitive edge. By utilizing these resources strategically, SMEs can reach a wider audience, build brand awareness, and improve customer engagement, ultimately enhancing their performance.

METHODOLOGY

This study adopted survey design. The population of this study comprised all the engineering firms that are duly registered with The Council for the Regulation of Engineering in Nigeria (COREN). According to records obtained from COREN, there are seven hundred and fifty-eight (758) registered engineering firms operating in North Central, Nigeria. The population therefore comprised the MD/CEOs of each firm bringing the total population figure to 758. Census sampling technique was adopted wherein the entire 758 were selected as sample size. The study employed the use of structured questionnaire. Questionnaire items were adapted from previous works of Goic et al. (2019), Dodokh et al. (2019) and

Kaplan and Norton (2001). The study employed SmartPLS's Partial Least Square Structural Equation Model (PLS-SEM) to evaluate the hypotheses that were put forth at the 0.05 level of significance.

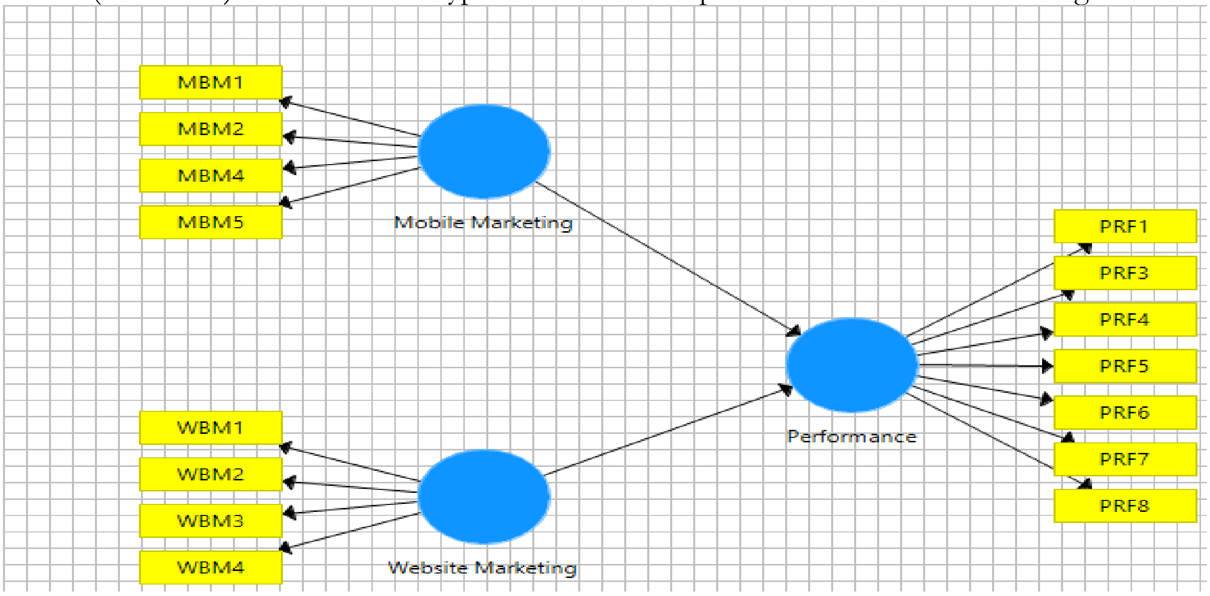

Fig.1: Theoretical Model on Digital Marketing Practices and Performance of Engineering Firms in North Central, Nigeria.

RESULTS AND DISCUSSION

Out of the seven hundred and fifty-eight (758) distributed questionnaires, 527 were properly filled and returned giving a response rate of 70%. Subsequently, all further analyses were done using 527 responses data.

Assessment of Measurement Model

In assessing the measurement model, the researcher began by assessing the item outer loadings. As a rule, loadings above 0.708 are recommended, as they indicate that the construct explains more than 50 percent of the indicator's variance, thus providing acceptable item reliability (Hair, et al., 2019). Items with loading lower than 0.7 were deleted from the model as seen in figure 2 below.

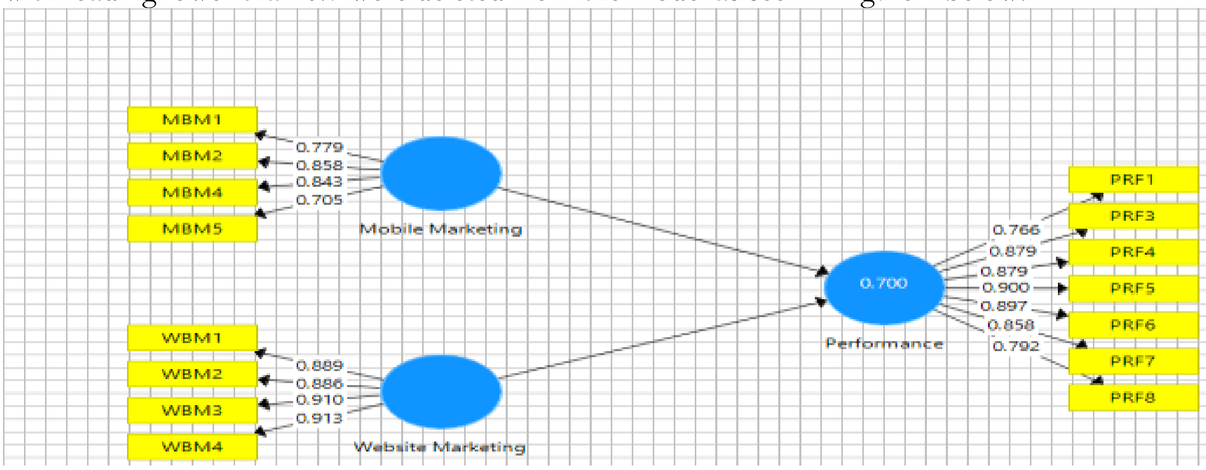

Fig 2: Indicator Loadings.

Table 4.2: Measurement Model Items

S/N	Variables		Factor Loadings	Cronbach Alpha	Composite Reliability	Average Variance Extracted (AVE)	No of Items
1	**Mobile Marketing (MBM)**	MBM1	0.779	0.812	0.875	0.637	**4**
		MBM2	0.858				
		MBM4	0.843				
		MBM5	0.705				
2	**Website Marketing (WBM)**	WBM1	0.889	0.921	0.944	0.809	**4**
		WBM2	0.886				
		WBM3	0.910				
		WBM4	0.913				
3	**Performance (PRF)**	PRF1	0.766	0.938	0.950	0.730	**7**
		PRF3	0.879				
		PRF4	0.879				
		PRF5	0.900				
		PRF6	0.897				
		PRF7	0.858				
		PRF8	0.792				

Source: SmartPLS Output, 2024

Composite reliability of Jöreskog's (1971) was applied to test for internal consistency of the study. All the values fall within the Hair et al. (2019) rating of good consistency. The Cronbach alpha value were above 0.60 which is the minimum threshold as recommended by Sekaran (2010). To test for the convergent validity, the average variance extracted (AVE) was used. All the latent variables showed values greater than 0.50 which indicates that the constructs explain at least 50 percent of the variance of its items. According to Henseler, et al., (2015) the Fornell-Larcker criterion does not perform well when explaining discriminant validity, particularly when the indicator loadings on a construct differ only slightly. As a replacement, they proposed the Heterotrait-Monotrait (HTMT) ratio of the correlations which is the mean value of the item correlations across constructs relative to the (geometric) mean of the average correlations for the items measuring the same construct (Voorhees, et al., 2016). Discriminant validity problems are present when HTMT values are high than 0.90 for structural models (Henseler, et al., 2015).

Heterotrait-Monotrait Ratio (HTMT)

	MBM	WBM	PRF
MBM	1.000		
WBM	0.815	1.000	
PRF	0.801	0.862	1.000

Source: SmartPLS Output, 2024

The Variance Inflation Factor (VIF) was used to evaluate collinearity of the formative indicators. All the VIF values were less than 5 indicate the absence of critical collinearity issues among the indicators of formatively measured constructs (Hair, et al., 2019).

Model Goodness of Fit (GoF)

Sequel to the need to validate the PLS model, there is a need to assess the goodness of fit of the model as Hair, et al. (2017) suggested. This study used the standardised root mean square residual's (SRMR). The choice of this index was based on the fact that the SRMR provides the absolute fit measure where a value of zero indicates a perfect fit. The study adopted Hu and Bentler (1998) suggestion that a value of less than 0.08 represents a good fit while applying SRMR for model goodness of fit. The study result indicates an SRMR value of 0.069. This indicates the model is fit.

Assessing the Structural Model

Having satisfied the measurement model assessment, the next step in evaluating PLS-SEM results is to assess the structural model. Standard assessment criteria, which was considered include the path coefficient, t-values, p-values and coefficient of determination (R^2). The bootstrapping procedure was conducted using a resample of 5000.

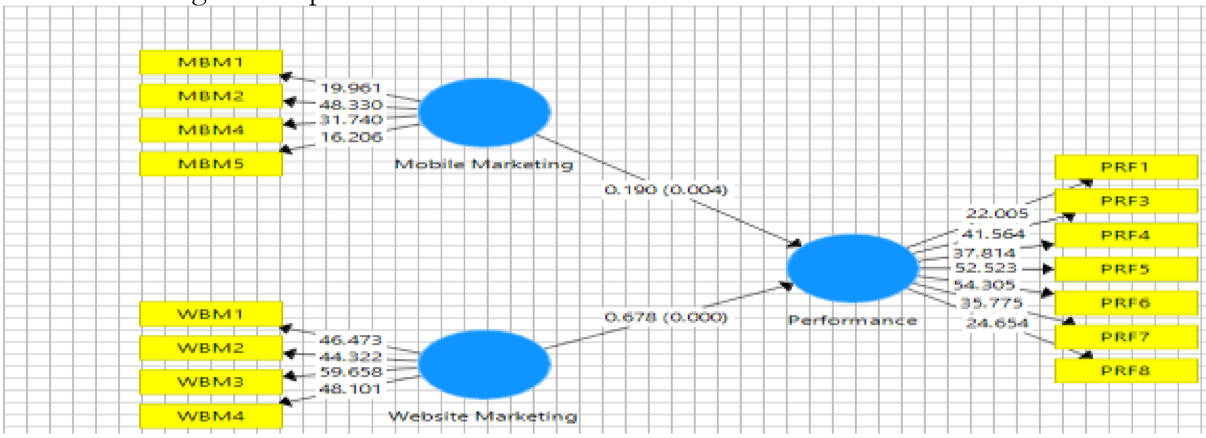

Fig. 3: Path Coefficients of the Regression Model.

R Square Table

	R^2	Q^2
Performance	0.700	0.692

Source: SmartPLS Output, 2024

The R-square value stood at 0.700 indicating that digital marketing proxied by mobile and website marketing accounts for approximately 70% variation in performance. The remaining 30% variation could be explained by other factors not included in the study. Based on Hair, et al., (2019), the r-square is considered moderate. The result of the path analysis is presented in the table below:

Table 4.4: Path Coefficients

Hypotheses	Variable	B	T-Value	P-Value	Decision
Ho_1	Mobile Marketing -> Performance	0.190	2.855	0.004	Rejected
Ho_2	Website Marketing -> Performance	0.678	11.199	0.000	Rejected

Source: SmartPLS Output, 2024

The result from the analysis indicates that mobile marketing has positive and significant effect on performance. The decision was reached based on the t-value of 2.855 which is greater than 1.964 and a beta value of 0.190 with a p-value of 0.004. This finding implies that efforts by engineering firms to reach out to their clients through mobile messaging have produced noticeable effect on their performance. This may be due to the easy nature of reaching customers through their mobile phones either through calls or short messaging service (SMS). This finding is in agreement with that of Ochieng and Mutua (2023), Widodo and Santoso (2023), Agyemang et al. (2023), Samuel and Unyime (2022) who found positive and significant effect of mobile marketing on performance.

The result from the analysis indicates that website marketing has positive and significant effect on performance. The decision was reached based on the t-value of 11.199 which is greater than 1.964 and a beta value of 0.678 with a p-value of 0.000. This finding implies that marketing activities by engineering firms via their official websites have impacted their performance greatly and this may be because information obtained from official websites are deemed to be verified, valid and official and hence well utilized by the customers. This finding is in agreement with that of Umoh et al. (2024), Hanadi (2024), Katunku et al. (2024), Adebayo and Okafor (2023) who found positive and significant effect of website marketing on performance.

CONCLUSION AND RECOMMENDATIONS

Based on the findings of the study, it is concluded that the digital marketing is pivotal to performance of firms including engineering firms. Specifically, mobile marketing offers engineering firms easy access to their customers and website marketing offers them verified and official platform to reach their audience. Based on the study's findings, it is recommended that:

i. That engineering firms should continue to reach out to customers through mobile marketing activities. However, they should create a dedicated number for such purposes such that customers do not perceive it as fraudulent which could reduce patronage and subsequently, performance.

ii. That engineering firms should redesign their websites and make it attractive and very easy to navigate by carefully selecting colors, graphics and images that appease the fantasies of their target customers. They should also create awareness about the existence of such websites to their customers. In addition, marketers with strong brand and strategic orientations should be involved in daily monitoring and management of the organization's website visits and engagements with customers.

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Research Questionnaire

Mobile Marketing

Customers can easily pay for our products through any mobile banking apps
Customers get important advertisement and update on their mobile device regularly
My firm responds to customer enquiries and queries initiated through mobile device in shortest possible time.
Mobile marketing is an essential component of our overall marketing strategy
Our mobile marketing campaigns effectively reach our target audience

Website Marketing

My firm's website is designed in a way that it is very appealing to visitors.
Visitors to my firm's website can quickly get basic information about the firm and products.
My firm website offers direct communication through live chats for visitors seeking more information.
We use analytics to continuously improve our website marketing efforts.
Our website content is engaging and relevant to our audience

Organizational Performance

My firm customer retention rate has improved
My firm delivers on its value proposition to customers
In my firm internal processes are streamlined
In my firm innovation is part of service delivery process
My firm organization climate supports its strategy
My firm invest in management development programs
My firm shareholders value has improved
My firm generate adequate returns on its assets