











**Table 4. 4: Descriptive statistics regarding the effect of electronic media marketing on organizational visibility in Rwanda**

Statement	1	2	3	4	5	Mean	SD
TV broadcasting and marketing new products	114(90.5%)	5(4.0%)	3(2.4%)	2(1.6%)	2(1.6%)	1.198	0.704
Radio advertising services and products	113(89.7%)	6(4.8%)	2(1.6%)	2(1.6%)	2(1.6%)	1.230	0.760
E-mails promoting new service and products	114(90.5%)	5(4.0%)	3(2.4%)	3(2.4%)	1(.8%)	1.190	0.689
Phone calls marketing the promotional events of new products	113(90.5%)	7(5.6%)	2(1.6%)	2(1.6%)	2(1.6%)	1.222	0.747
Messaging Business responsiveness to promote quality products and service packages	26(20.6%)	93(73.8%)	4(3.2%)	2(1.6%)	1(.8%)	1.881	0.722
Overall mean						1.210	

**Source: Primary data, 2022**

The Table 4.4 were drawn from respondents' view and perception of the use of the Likert scale from (1-to a very great extent, 2-great, 3-to a small extent, 4- not sure, 5- no extent) and the findings have proved that the average is 1.190 and standard deviation of 0.704 with 114 (93.7%) of the respondents have agreed to a very great extent that TV broadcasting and marketing new products affect organisational visibility, mean 1.222 and standard deviation of 0.760 with 113 (93.7%) of respondents have agreed to a very great extent that Radio advertising services and products affect organizational visibility, mean 1.198 and standard deviation of 0.689 with 114 (88.9%) of respondents have agreed to a very great extent that E-mails promoting new service and products affect organizational visibility, mean 1.230 and standard deviation of 0.747 with 113 (85.7%) of respondents have agreed to a very great extent that phone calls marketing the promotional events of new products affect organizational visibility. The mean 1.230 and standard deviation of 0.722 with 113 (85.7%) of respondents have agreed to a very great extent that messaging Business responsiveness to promote quality products and service packages. The results also indicate that the overall mean is 1.210 which tends towards a very great extent which means that electronic media marketing has a very high effect on organizational visibility in Private Sector Federation, Rwanda.

These results showing that electronic media marketing has an effect on organizational visibility is supported by the results of the study of Kabugumila, *et al.*, (2016) which demonstrated that electronic media has a positive effect on improving online sales and transactions. Their study also revealed that electronic media marketing has positively contributed to the increase of e-commerce in selling goods and services using technologies that are based on telecommunication.

**Table 4. 5: Correlation Analysis between electronic media marketing and organisational visibility**

		Business responsiveness	Business performance	Awareness level increment
Electronic media marketing	Pearson correlation	.810**	.847**	.853**
	Sig. (2 - tailed)	.000	.000	.000
	N	126	126	126

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Source: Primary data, 2022**

The table 4.5 indicates positive and significant relationship between electronic media marketing and Awareness level increment ( $r=.853$  and  $sig=.000$ ), between electronic media marketing and business performance ( $r=.847$  and  $sig=.000$ ), between electronic media marketing and Business responsiveness ( $r=.810$  and  $sig=.000$ ) due to the fact that the calculated significance level is below 0.01. Therefore, this shows that electronic media marketing and organisational visibility has positive and significant relationships.

These results of the study proving that electronic media marketing and organisational visibility has positive and significant relationships are supported by the research of Preethi (2014) who showed that there is no significant change in marketing revenues of printed newspapers although a significant part of readership has migrated to electronic news. The results have also shown that printed newspapers have adopted survival strategies against the online news that people look as quicker and free.

#### 4.2.3 The relationship between social media marketing and organizational visibility in Rwanda

The researcher analyzed correlation and regression analysis between predictors of digital marketing which is online media marketing, Electronic media marketings and Social media marketing. Correlation analysis was also analyzed between indicators of organisational visibility which is measured in terms of business responsiveness, awareness level increment and business performance which are scaled by the extent the following metrics of social media marketing affect organisational visibility in PSF Rwanda (5 to a very great extent, 4 to a great extent, 3 to a moderate extent, 2 to a small extent, 1 not sure).

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**Table 4. 6: Descriptive data regarding social media marketing and organisational visibility**

Statement	1	2	3	4	5	Mean	SD
Twittering the images of new products	114(90.5%)	5(4.0%)	3(2.4%)	2(1.6%)	2(1.6%)	1.230	0.760
Posting services and products on instagram	113(89.7%)	5(4.0%)	4(3.2%)	2(1.6%)	2(1.6%)	1.214	0.689
Whatsapp engagement in dialogue to market new services and products	114(90.5%)	4(3.2%)	4(3.2%)	2(1.6%)	2(1.6%)	1.206	0.747
Sharing products and services promotional contents on youtube	114(90.5%)	5(4.0%)	3(2.4%)	2(1.6%)	2(1.6%)	1.198	0.722
Interacting with Business responsiveness on facebook	113(89.7%)	6(4.8%)	2(1.6%)	2(1.6%)	2(1.6%)	1.230	0.763
Overall mean						1.216	

**Source: Primary Data, 2022**

Table 4.6 shows that the Likert scale of (1-strongly agree, 2-agree, 3-neutral, 4- disagree, 5- strongly disagree) is used to present the results. Therefore, the results show a mean of 1,230 and standard deviation of 0.760 with a 114 (90.5%) of the respondents agreed to a very great extent that Twittering the images of new products affect the organisational visibility in Private Sector Federation, a mean of 1.214 and standard deviation of 0.689 with a 113 (89.7%) of respondents agreed to a very great extent that posting services and products on instagram impacts organisational visibility in Private Sector Federation, a mean of 1.206 and standard deviation of 0.747 with 114 (90.5%) of respondents agreed to a very great extent that whatsapp engagement in dialogue to market new services and products affect organisational visibility in Private Sector Federation. a mean of 1.214 and standard deviation of 0.722 with 113 (89.7%) of respondents agreed to a very great extent that Interacting with Business responsiveness on facebook impacts organisational visibility in Private Sector Federation, a mean of 1.206 and standard deviation of 0.763 with 114 (90.5%) of respondents agreed to a very great extent that Sharing products and services promotional contents on youtube affect organisational visibility in Private Sector Federation. The results show that the overall mean is 1.216 which tends towards strong agreement on the statements regarding digital marketing and organisational visibility in Private Sector Federation.

**Table 4. 7: Correlation Analysis between social media marketing and organisational visibility**

		Business responsiveness	Business performance	Awareness level increment
Social media marketing	Pearson Correlation	.942**	.934**	.883**
	Sig. (2-tailed)	.000	.000	.000
	N	126	126	126

\*\*-. Correlation is significant at the 0.01 level (2-tailed).

**Source: Primary data, 2022**

The table 4.7 indicates that the relationship between Social media marketing and Business responsiveness ( $r=.940$  and  $sig=.000$ ), between social media marketing and business performance ( $r=.934$  and  $sig=.000$ ), and between social media marketing and Awareness level increment ( $r=.883$  and  $sig=.000$ ) due to the fact that the calculated significance level is below 0.01. Therefore, this shows that social media marketing and organisational visibility has positive and significant relationships.

Therefore, this results indicating that social media marketing and organisational visibility has positive and significant relationships is supported by the research of Tundung, *et al.*, (2021) conducted on the impact of social meadia marketing for Indonesian SMEs sustainabiliy as lesson from covid-19 panemic and revealed that there connectivity between perceived of usefulness and adoption of internet e-business technologies with a p-value of 0.000 ( $<0.05$ ) and t-value of 5.093 ( $>1.96$ ). The results have also indicated that perceived of usefulness has an impact on social media marketing with p-value of 0.00 ( $<0.05$ ) and t-value of 3.656 ( $>1.96$ ).

In an interview with one senior manager, He mentioned that He enjoys the working spirit of marketing team because it has worked over three years enhancing the organisational visibility of Private Sector Federation. He stated in his own words:

*I started working here as of the Senior Managers in marketing department of Private Sector Federation, I worked in that department for over 10 years and it was a growing department and we were very few staff. However, now marketing department has grown in terms of number of staff employees as well as the bottom line! We receive many request for internship in our department which means that they are attracted of who we*



became; we believe that we have the capability of branding the Private Sector Federation's image well to all the people who seek services from us through use of digital marketing. I just wanted to say that I have never seen the working spirit of marketing team in any department in this Private Sector Federation, this marketing team is highly dedicated to their work and it is mostly eased by the relationships that they built amongst themselves. I would urge other department to copy from them our department in order to enhance visibility and performance of this organisation.

**Table 4. 8: Correlation Analysis between digital marketing and organisational visibility**

		Business responsiveness	Business performance	Awareness level increment
Online media marketing	Pearson Correlation	.888**	.911**	.891**
	Sig. (2 - tailed)	.000	.000	.000
	N	126	126	126
Electronic media marketing	Pearson correlation	.810**	.847**	.853**
	Sig. (2 - tailed)	.000	.000	.000
	N	126	126	126
Social media marketing	Pearson Correlation	.942**	.934**	.883**
	Sig. (2-tailed)	.000	.000	.000
	N	126	126	126

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Source: Primary data, 2022**

The table 4.8 indicates that Business responsiveness and online media marketing has a strong positive relation (r=.888 and sig=.000), between business performance and online media marketing with (r=.911 and sig=.000), between awareness level increment and online media marketing (r=.891 and sig=.000), between electronic media marketing and awareness level increment (r=.853 and sig=.000), between electronic media marketing and business performance (r=.847 and sig=.000), between electronic media marketing and business responsiveness (r=.810 and sig=.000), between social media marketing and business responsiveness (r=.940 and sig=.000), between social media marketing and business performance (r=.934 and sig=.000), and between social media marketing and awareness level increment (r=.883 and sig=.000) due to the fact that the calculated significance level is below 0.01. Therefore, this shows that digital marketing and organisational visibility has positive and significant relationships.

Tundung, *et al.*, (2021) have done a study on the impact of social media marketing for Indonesian SMEs sustainability as lesson from covid-19 pandemic. The results of his study have revealed that there connectivity between perceived of usefulness and adoption of internet e-business technologies with a p-value of 0.000 (<0.05) and t-value of 5.093 (>1.96). The results have also indicated that perceived of usefulness has an impact on social media marketing with p-value of 0.00 (<0.05) and t-value of 3.656 (>1.96). Thus, basing on the results of the study the researchers have concluded that SMEs that use social media marketing has incurred economic growth due to visibility of the business. The samen researchers also added that social media increase business productivity, inquiry management and customer satisfaction promotion.

**Table 4. 9: Model Summary of digital marketing in PSF and Business responsiveness**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.949 <sup>a</sup>	.900	.898	.23916

a. Predictors: (Constant), Social media marketing, Electronic media marketing, Online media marketing

**Source: Primary Data, 2022**

The Table 4.9 proves that the R coefficient is 0.949 revealing the relationship between digital marketing at PSF and Business responsiveness. The coefficient of determination is 0.900 proving 90.0% of the progress of Business responsiveness due to practice of civility. Therefore, it shows that indicators of digital marketing like Social media marketing, Electronic media marketing and Online media marketing affect the progress of Business responsiveness by 90.0% in Private Sector Federation Rwanda Ltd.

**Table 4. 10: Analysis of Variance (ANOVA) of digital marketing and Business responsiveness**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	62.800	3	20.933	365.976	.000 <sup>b</sup>
Residual	6.978	122	.057		
Overall	69.778	125			

a. Dependent Variable: Business responsiveness

b. Predictors: (Constant), Social media marketing, Electronic media marketing, Online media marketing

**Source: Primary Data, 2022**

The table 4.10 shows that indicators of digital marketing and Business responsiveness has a notable positive relationship because the calculated significance value is less than 0.05 level of significance (0.00 of calculated is less than 0.05 level of significance). Therefore, this confirms that statistical model shows that a digital marketing and Business responsiveness has a positive and significant relationship.

**Table 4. 11: Coefficients of digital marketing and Business responsiveness**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.011	.043		.265	.791
Online media marketing	.120	.096	.113	1.248	.014
Electronic media marketing	.275	.070	.279	3.898	.000
Social media marketing	1.180	.102	1.089	11.599	.000

a. Dependent Variable: Business responsiveness

**Source: Primary data, 2022**

The Table 4.12 demonstrates the coefficients of digital marketing and Business responsiveness whereby all calculated p-values are lesser than 0.05 level of significance with a regression model presented by  $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$  which becomes  $Y = +.011 + .120 X_1 + .275 X_2 + 1.180 X_3$ . Therefore, the model indicates the relationship between indicators of digital marketing in PSF and Business responsiveness of organisational visibility in Private Sector Federation.

The first objective of establishing the relationship between online media marketing and Business responsiveness has a significant positive relationship (b=.120 and sig=.014), the second relationship between electronic media marketing and Business responsiveness has a significant positive relationship (b=.275 and sig=.000) and the third relationship between social media marketing and Business responsiveness (b=1.180 and sig=.000) has a significant positive relationship because all the calculated significance level are less than 0.05 level of significance. Therefore, the findings confirm a positive and a significant relationship between digital marketing at PSF and Business responsiveness in Private Sector Federation.

**Table 4. 12: Model Summary of digital marketing and business performance**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.939 <sup>a</sup>	.882	.879	.24420

a. Predictors: (Constant), Social media marketing, Electronic media marketing, Online media marketing

**Source: Primary data, 2022**

The Table 4.12 proved that R coefficient is 0.939 which shows that digital marketing and business performance has a positive and significant relationship. The coefficient of determination .882 R square implies that digital marketing affect the progress of business performance at 88.2% whereby the indicators of digital marketing at PSF like Social media marketing, electronic media marketing and online media marketing affect the progress of business performance by 88.2% in Private Sector Federation Rwanda.

**Table 4. 13: Analysis of Variance (ANOVA) of digital marketing and business performance**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	54.153	3	18.051	302.690	.000 <sup>b</sup>
Residual	7.276	122	.060		
Overall	61.429	125			

a. Dependent Variable: Business performance

b. Predictors: (Constant), Social media marketing, Electronic media marketing, Online media marketing  
**Source: Primary Data, 2022**

The Table 4.13 Shows that digital marketing at PSF and business performance has a positive and significant relationship because the calculated value of 0.00 level of significance is lesser than 0.05 level of significance (0.00 level of sig. is lesser than 0.05 level of sig.). Therefore, the statistical model of digital marketing at PSF and business performance is positive and significant.

**Table 4. 14: Coefficients of digital marketing and business performance**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.047	.044		1.075	.285
Online media marketing	.303	.098	.305	3.100	.002
Electronic media marketing	.070	.072	.076	.974	.032
Social media marketing	.727	.104	.715	7.001	.000

a. Dependent Variable: Business performance

**Source: Primary Data, 2022**

The Table 4.14 demonstrates that the indicators of digital marketing at PSF and business performance in Private Sector Federation has a positive and significant relationship because all calculated significance level are lesser than 0.05 level of significance. The regression model presented by  $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3$  which becomes  $Y = +.047 + .303X_1 + .070X_2 + .727X_3$  implying that there is a positive and significant relationship between predictor of digital marketing and business performance of organisational visibility in Private Sector Federation.

The first objective of setting the relationship between Online media marketing and business performance has a positive and significant relationship (b = .303 sig = .002) due to the fact the calculated significance is 0.00 is less than 0.05 level of significance. The second objective of organizing the relationship between electronic media marketing and business performance has a positive and significant relationship (b = 0.070 and sig = 0.032) due to the fact that the calculated significance value of 0.01 is less than 0.05 level of significance. The third objective of setting the relationship between social media marketing and business performance has a positive relationship (b = .727 and sig = .000) due to the fact that the calculated significance of 0.025 p is less than 0.05 level of significance.

**Table 4. 15: Model Summary of digital marketing and Awareness level increment**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.903 <sup>a</sup>	.815	.811	.32747

a. Predictors: (Constant), Social media marketing, Electronic media marketing, Online media marketing

**Source: Primary Data, 2022**

The Table 4.15 showed that the R coefficient. 903 indicate that civility in the PSF has a relationship with Awareness level increment. The determination coefficient .815 R square shows that digital marketing in the PSF 81.5% of the variability of improvement in Awareness level increment. Therefore, it implies that predictors of digital marketing like social media marketing, electronic media marketing and online media marketing affect the progress of Awareness level increment by 81.5% in Private Sector Federation Rwanda.

**Table 4. 16: Analysis of Variance (ANOVA) of digital marketing and Awareness level increment**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	57.775	3	19.258	179.591	.000 <sup>b</sup>
Residual	13.082	122	.107		
Overall	70.857	125			

a. Dependent Variable: Awareness level increment

b. Predictors: (Constant), Social media marketing, Electronic media marketing, Online media marketing

**Source: Primary Data, 2022**

The Table 4.16 revealed that there is a positive relationship between predictors of digital marketing and Awareness level increment due to the fact that the calculated 0.00 level of significance is less than 0.05 level of significance. Therefore, the statistical model that predicts the relationship between digital marketing in the PSF and Awareness level increment is great and significant.

**Table 4. 17: Coefficients of digital marketing and Awareness level increment**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	.058	.059		.995	.321
Online media marketing	.482	.131	.451	3.675	.000
Electronic media marketing	.182	.096	.184	1.892	.001
Social media marketing	.317	.139	.290	2.274	.025

a. Dependent Variable: Awareness level increment

**Source: Primary Data, 2022**

The findings in Table 4.17 proved that predictors of digital marketing have positive coefficients that enhance positive effect on Awareness level increment growth in Private Sector Federation. The regression analysis shows that there is a positive relationship between digital marketing in the PSF and Awareness level increment due to the reality that all calculated p values are less than 0.05 each. Therefore, the coefficient offers a regression model,  $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta$ . Therefore, the model becomes  $Y = + .058 + .482X_1 + .182X_2 + .317X_3$ , this regression equation proves that there is a positive relationship between the predictor of digital marketing in the PSF and Awareness level increment in Private Sector Federation.

The first objective of organizing the relationship between online media marketing and Awareness level increment has a positive and significant relationship (b = .482 and sig = .000) due to the fact that the calculated significance value is 0.00 which is lesser than 0.05 level of significance. The second objective of organizing the relationship between Electronic media marketing and Awareness level increment has a positive and significant relationship (b = .182 and sig = .001) due to the fact the calculated significance is 0.01 is less than 0.05 level of significance. The third objective of organizing the relationship between Social media marketing and Awareness level increment has a positive and significant relationship (b = .317 and sig = .025) due to the fact that the calculated significance value is 0.025 which is less than 0.05 level of significance.

## 5.2 Conclusion

In conclusion, the results of the study concerning the first objective of the study which regards the effect of online media marketing on organizational visibility have shown that the overall mean is 1.5952 which show that it tends towards very great extent (1) which implies on general assumption the respondents agreed that online media market affect to a very great extent organizational visibility of PSF in Rwanda.

The results of the study concerning the second objective of the study regarding effect of electronic media marketing on organizational visibility indicated the overall mean is 1.2103 which tends towards a very great extent which means that digital marketing has a very high effect on organizational visibility in Private Sector Federation, Rwanda.

The results of the study regarding the third concerning the relationship between social media marketing and organizational visibility showed that the overall mean is 1.216933 which tends towards strong agreement on the statements regarding digital marketing and organisational visibility in Private Sector Federation. The same study has shown that Business responsiveness and online media marketing has a strong positive relation (r=.888 and sig=.000), between business performance and online media marketing with (r=.911 and sig=.000), between Awareness level increment and online media marketing (r=.891 and sig=.000), between electronic media marketing and Awareness level increment (r=.853 and sig=.000), between Electronic media marketing and business performance (r=.847 and sig=.000), between Electronic media marketing and Business responsiveness (r=.810 and sig=.000), between Social media marketing and Business responsiveness (r=.940 and sig=.000),

between Social media marketing and business performance ( $r=.934$  and  $\text{sig}=.000$ ), and between Social media marketing and Awareness level increment ( $r=.883$  and  $\text{sig}=.000$ ) due to the fact that the calculated significance level is below 0.01. Therefore, this shows that digital marketing and organisational visibility has positive and significant relationships.

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