Employing the Technology Acceptance Model (TAM) to Explain Digital Video Marketing Adoption and Sales Performance in Selected Nigerian MSMEs

Rachael O. Ojeka-John [1], Jacob S. Suemo[2], Adebusola Adu[3], Matthew. A Olugbemi [4], Oluwakemi E. Akerele[1], Ibitara Moyinoluwa[1]

[1]Mass Communication Dept, Landmark University, Nigeria
[3] Business Administration Dept, Trine University, Indiana, USA
[2]Mass Communication Dept, Nile University of Nigeria, Nigeria
[4]Product Management, Nexford University, Washington, USA
Corresponding Author: ojeka-john.rachael@lmu.edu.ng

Abstract: *This study employs the Technology Acceptance Model (TAM) to investigate the drivers of Digital Video Marketing (DVM) adoption and its subsequent impact on the sales performance of Nigerian Micro, Small, and Medium-sized Enterprises (MSMEs). Using a quantitative survey design, data were collected from 325 MSMEs in Lagos, Nigeria. The findings indicate a high level of DVM awareness (97%) and adoption, primarily driven by a strong sense of Perceived Usefulness (PU). An overwhelming majority of MSMEs reported that DVM increased customer engagement (95%), brand awareness (96%), and business revenue (~92%). The research empirically confirms that Perceived Usefulness significantly influences the Behavioral Intention to use DVM (r = .751, p < .001). Furthermore, the actual usage and frequency of DVM adoption significantly positively affect sales performance (χ² = 17.585, p = .001). However, the study identifies Perceived Ease of Use (PEOU) as a major moderating factor; as the challenges related to using DVM increase, the positive attitude toward it significantly decreases (r = −.686, p < .001). The study concludes that while MSMEs are highly motivated by DVM's benefits, a critical "awareness-proficiency gap" hinders their full strategic potential. Therefore, empowering MSMEs with the skills to effectively use DVM is more crucial than convincing them of its value.*

Keywords: digital video marketing, MSMEs, sales performance, digital innovations, SDG8: decent work and economic growth, technology acceptance model

INTRODUCTION

The evolving transformation in digital technology has significantly reshaped the dynamics of the global business landscape and influenced how enterprises interact with customers and

compete for market share (Chaffey & Ellis-Chadwick, 2022). This revolution is particularly significant for Micro Small and Medium-sized Enterprises (MSMEs), which, regardless of their notable contributions to national economies, encounter unique challenges related to market access, resource constraints, and technology adoption (Weber, 2016; as cited by Farsangi, 202). Hence, thriving in a highly competitive business environment requires effective marketing strategies and the ability to leverage digital tools that provide the advantage of reach and cost efficiency.

Digital video marketing (DVM) has emerged as a powerhouse among numerous marketing channels, distinguishing itself through its unparalleled ability to directly convey complex messages, build brand credibility, evoke emotion, and engage target audiences (HubSpot, 2024; Vidyard, 2023). Video content has become the preferred medium for information consumption across diverse demographics, from short-form social media clips to detailed product demonstrations and customer testimonials. In a world filled with information, the most effective way to tell stories is through video. It quickly conveys a great deal of information, which helps to make it more easily understood. (Weber, 2016; as cited by Farsangi, 2021). MSMEs often use the traditional approach to build awareness and connect with their customers, which includes advertising, public relations, sales promotions, and sponsorships. However, this approach demands a significant amount of capital investment (Ilori, 2023, Akerele, et al 2025). Moreover, digital video marketing presents a cost-effective means for small and medium enterprises to boost brand awareness, interact with their audience, and compete in the ever-growing marketplace, which is the internet, through the use of platforms like YouTube, Instagram, WhatsApp, TikTok, and Facebook. Video creation and consumption have been democratized because of the proliferation of affordable smartphones and increasing global internet penetration, including in emerging economies like Nigeria. As a result, DVM is an increasingly viable and potent tool even for small businesses.

It is important to emphasize here that in Nigeria, before the shift to the broader MSMEs classification, small business enterprises were generally categorized based on employment, size, asset base, and sometimes annual turnover. The term SMEs was adopted until around the early 2000s, following global trends and policy developments, particularly with the establishment of the Small and Medium Enterprises Development Agency of Nigeria in 2003 (SMEDAN). Although the term "SMEs" (Small and Medium Enterprises) is frequently used in the literature, this study adopts the broader categorization of "MSMEs" (Micro, Small, and Medium Enterprises) to better reflect the Nigerian business landscape. Micro-enterprises form the majority of business entities in Nigeria and are often grouped under the MSME classification in policy, research, and development discourse (SMEDAN, 2021). Therefore, while some cited sources specifically refer to SMEs, this paper applies insights more inclusively to MSMEs, recognizing the interconnected nature of micro, small, and medium businesses within the study context.

According to SMEDAN (2021), in Nigeria, MSMEs play a viable role in the nation's economy and contribute significantly to employment as well as the Gross Domestic Product (GDP). According to the World Bank Group (2019), MSMEs represent 90% of businesses and more than 50% of employment worldwide. An enterprise baseline survey conducted in 2012, which

Publication of the European Centre for Research Training and Development -UK

explained that an average of 32,414,884 individuals were employed by MSMEs in Nigeria. However, many SMEs in Nigeria grapple with sustainability and growth in the marketplace as a result of a myriads of factors, including infrastructure deficits, (Ojeka et.al 2025), limited access to capital, and suboptimal approach to modern marketing practices.

Although digital video marketing has become the cheapest and most adaptable means for brand awareness and has the potential to revolutionize business, the rate of its adoption and effectiveness among MSMEs remains a critical aspect that requires further investigation. Moreover, beyond knowing DVM, it is important to understand why some MSMEs adopt it successfully while others do not, and how this adoption genuinely impacts their sales performance for fostering sustainable business growth.

The Technology Acceptance Model (TAM) forms the theoretical framework for this study. A model developed by Davis (1989) holds that the acceptance and subsequent use of new technology are primarily determined by two key beliefs: Perceived Usefulness (PU), which refers to an individual's belief that using a particular system will enhance their job performance, and Perceived Ease of Use (PEOU), which refers to the degree to which an individual believes that using a particular system would be free of effort. These perceptions, in turn, influence an individual's Attitude Toward Using the technology and ultimately, their behavioral intention to use it. The model then links this intention to Actual System Use. By applying TAM, this research aims to provide a robust theoretical lens through which to systematically analyze the factors influencing the decision of Nigerian MSMEs to adopt DVM and, critically, how this adoption translates into measurable sales performance improvements. Therefore, the problem lies in the inadequate understanding of the determinants of digital video marketing adoption by Nigerian MSMEs through a structured theoretical framework like TAM, and the precise empirical link between this adoption and sales performance. Addressing this gap is vital for developing targeted interventions and support mechanisms that can empower Nigerian SMEs to fully harness the transformative power of digital video marketing for enhanced business success.

Problem Statement
The critical drivers of economic growth in developing nations, including Nigeria, are attributed to Micro Small- and Medium-sized Enterprises (MSMEs). They are recognized as the backbone of economic growth in the area of job creation and innovation (OECD, 2023). Digital marketing has become a force to reckon with in an increasingly digitalized global economy. They have also become a veritable tool for businesses seeking wider audience reach, higher customer engagement, and improved sales performance (Chaffey & Ellis-Chadwick, 2022). As a result, scholars (HubSpot, 2024; Vidyard, 2023) have agreed that digital video marketing (DVM) has emerged as an indispensable instrument given its efficiency in building credibility, capturing audience attention, and its capacity to convey information in a multimodal form more effectively than traditional text or image-based content. In addition, DVM has been better positioned as a highly accessible and effective marketing channel for MSMEs because of the pervasive use of smartphones and affordable internet access in Nigeria.

However, despite the growing accessibility and compelling benefits of digital video marketing, many MSMEs in Nigeria still grapple with the ability to adopt and leverage this technology to translate into tangible sales performance improvements. Although studies have revealed the potential benefits of DVM and marketing trends, little is known in the area of understanding the factors that influence adoption and the corresponding impact on sales performance among MSMEs in Nigeria. It is also unclear to what extent Perceived Usefulness (the belief that DVM will enhance job performance) and Perceived Ease of Use (the degree to which DVM is seen as effortless to use) – core constructs of the Technology Acceptance Model (TAM) – influence the Attitude and Behavioral Intention of Nigerian MSME owners/managers toward adopting DVM, and how this adoption ultimately translates into improved Sales Performance.

Although the Nigerian MSMEs adoption rates or challenges of digital video marketing exist in the extant literature, there is a dearth in understanding how TAM as a theoretical framework is used to systematically explain the psychological factors that drive the adoption and its impact on sales performance. Without a clear understanding of these drivers from the angle of MSME operators, any attempt to promote DVM adoption may lead to suboptimal investment in digital tools and missed opportunities for business expansion. Leading to a failure by MSMEs to take advantage of the potential inherent in DVM to enhance their customer engagement, market reach, and, more importantly, their revenue generation. Against this background, the study seeks to address the lacuna by applying the Technology Acceptance Model to systematically investigate DVM's adoption and perceived usefulness, the Perceived Ease of Use, the factors influencing DVM adoption, and its subsequent impact on sales performance among selected MSMEs in Nigeria. Specifically, the objectives of the study are as follows:

i. To examine the level of awareness and adoption of DVM among MSMEs in Nigeria, this study
ii. To assess the Perceived Usefulness of Digital Video Marketing (DVM) among MSMEs in Nigeria
iii. To analyze the perceived ease of use of digital video marketing among MSMEs in Nigeria.

The hypotheses are as follows:

H1: Perceived ease of use of digital video marketing (DVM) significantly influences MSMEs' attitude toward using DVM in Nigeria.
H2: The actual adoption and usage of DVM has a positive influence on MSMEs' sales Performance in Nigeria.
H3: The perceived usefulness of digital video marketing (DVM) positively influences the behavioral intention to use DVM among MSMEs in Nigeria.

Theoretical Framework
The Technology Acceptance Model (TAM), developed by Fred Davis in 1989, is one of the most widely used theoretical frameworks for understanding and explaining user acceptance of information technology. At its core, TAM posits that an individual's intention to use a new technology is primarily determined by two key beliefs: Perceived Usefulness (PU) and

Perceived Ease of Use (PEOU). Perceived Usefulness refers to the degree to which a person believes that using a particular system will enhance their job performance, while Perceived Ease of Use relates to the degree to which a person believes that using a particular system would be free of effort. These two perceptions, in turn, directly influence an individual's attitude toward using the technology, which then leads to their Behavioral Intention to Use it, ultimately predicting Actual System Use.

For the study on Digital Video Marketing (DVM) adoption among Nigerian SMEs, TAM provides a robust framework to investigate the psychological factors influencing SME owners' and managers' decisions to embrace this technology. By examining how SMEs perceive DVM's usefulness in improving their business operations (e.g., reaching new customers, increasing brand awareness, boosting sales) and its ease of use (e.g., simplicity of video creation tools, accessibility of platforms despite connectivity challenges), this research can explain their subsequent attitudes, intentions, and actual adoption of DVM. This application of TAM is crucial for understanding the foundational drivers behind the integration of DVM into marketing strategies and its ultimate impact on the sales performance of selected Nigerian SMEs.

MATERIALS AND METHODS

This descriptive study employed a quantitative research design using a survey approach to collect standardized data from a selected sample of MSMEs to understand the influence of DVM adoption on sales performance. The target population for the study comprises all MSMEs in Nigeria that have used or can use digital video marketing in their business. Considering the wide-ranging distribution of MSMEs across sectors and locations in Nigeria, this study limited its scope to MSMEs in Lagos State, Nigeria. Lagos State is selected because it is Nigeria's commercial hub with the highest concentration of MSMEs and advanced digital infrastructure, and offers an ideal setting for studying Digital Video Marketing (DVM) adoption and its impact on sales performance. Its diverse business landscape, strong internet penetration, and competitive market (NCC, 2024) make it a strategic location to observe early DVM adoption

and gather insights relevant to other regions in Nigeria. A multistage sampling procedure was used to select 383 MSMEs from Lagos Central (Lagos Island, Surulere) and Lagos West Senatorial Districts (Ikeje and Oshodi-Isolo); First, the two districts were stratified, and then 2 Local Government Areas, high MSME activity were randomly selected from each. Within each selected LGA, specific wards and business clusters were randomly selected. A list of active MSMEs in these clusters was compiled, and the sample size was proportionately allocated based on the density of MSMEs in each area. Finally, simple random sampling was employed within each cluster to select the number of MSMEs required for the survey. A structured questionnaire designed in English and comprising several sections was used to collect primary data. The sections include demographic characteristics, level of awareness of digital video marketing, level of adoption of digital video marketing, impact of digital video marketing on sales performance, and challenges faced by MSMEs in implementing digital video marketing strategies. The questionnaires were self-administered to selected MSME owners upon consent from the participants, and the completed questionnaires were collected for analysis. After data cleaning, 325 valid entries were retained and analyzed using both descriptive and inferential statistical methods.

Table 4.1: Analysis of Demographic Characteristics

Variables	Response	n	%
Age	18-25 years	114	35.4
	26-35 years	124	38.4
	36-45 years	50	15
	46-45 years	37	11.1
Gender	Female	197	60.6
	Male	128	36.4
Level of Education	Tertiary/University	303	92.9
	Secondary	22	3.0
	Primary	0	0.0
Business Type	Service	137	42.4
	Retail	99	30.3
	Manufacturing	89	27.3
Duration of Business Operation	Less than 1 Year	13	4.0
	1-3 Years	171	52.5
	4-6 Years	82	25.3
	7 Years and Above	59	18.2
Estimated Monthly Income	Below ₦1000	56	19.8
	100,000-500,000	154	47.5
	500,000-1,000,000	99	30.3
	1,000,000 and above	10	3.0
TOTAL		**325**	**100.0**

RESULTS AND FINDINGS

Table 4.2: Level of Awareness and Adoption of DVM among MSMEs in Nigeria

Variables	Response	n	%
Are you familiar with digital video marketing	Yes	315	97
	No	10	3%
How would you rate your knowledge of digital video marketing?	Excellent	20	6.2
	Good	92	28.3
	Fair	171	52.6
	Poor	42	12.9
My business uses digital video marketing as a promotional tool	Strongly agree	16	4.9
	Agree	285	87.7
	Neutral	12	3.7
	Disagree	8	2.5
	Strongly disagree	4	1.2
Digital video marketing has been fully integrated into my business strategy	Strongly Agree	12	3.7
	Agree	192	59.0
	Neutral	101	31.2
	Disagree	12	3.7
	Strongly Disagree	8	2.5

The demographic analysis shows that the typical respondents in this study are female entrepreneurs (60.6%). The largest age group was "26–35 years" (38.4%), closely followed by "18–25 years" (35.4%). These younger entrepreneurs make up nearly three-quarters (73.7%) of the sample. The level of education shows that the respondents are highly educated, with an overwhelming 96.8% of those who answered having attained a tertiary level of education. Regarding the business type, findings show that businesses are spread across different sectors, with the service sector being the most common (43.3%), followed by retail (30.9%) and manufacturing (25.8%). Findings also show that the majority of the businesses are relatively young; over half (52.5%) have been in operation for '1-3 years', and more than 80% have been operating for 6 years or less. The findings on estimated monthly income show that the most common revenue bracket is '₦100,000 – ₦500,000' (47.5%).

Table 4.3: Perceived Usefulness of Digital Video Marketing among SMEs in Nigeria

Variables	Response	n	%
How has digital video marketing affected your business's customer engagement?	Increased Significantly	142	44.4
	Increased Moderately	162	50.6
	No Effect	8	2.5
	Not sure	15	4.6
How has digital video marketing affected your business revenue?	Increased Significantly	145	44.8
	Increased Moderately	151	46.6
	No Effect	16	4.9
	Not Sure	13	3.7
Digital video marketing has helped attract new customers	Strongly agree	16	5.0
	Agree	289	88.8
	Neutral	16	5.0
	Disagree	4	1.3
Video marketing has increased my business's brand awareness	Yes	313	96.3
	No	12	3.7
TOTAL		325	100.0

Results from Table 4.2 indicates high familiarity with Digital Video Marketing, as 97 % of the respondents attest to being familiar with it. This finding suggests that MSMEs have actively adopted the DVMDVM in their marketing practices. Findings reveal that while familiarity with DVM is high, self-rated knowledge appears modest, as more than half of the population reveals that their knowledge is just fair (52.62%). Only 6.2% and 28.3% of the respondents appeared to have excellent and good knowledge of the subject, respectively. Results further reveal that the perceived usefulness of DVM is most evident in its impact on business performance. An overwhelming 95% (Strongly agree- 4.9% and Agree-87.7%) attest to the fact that DVM is used as a promotional tool for their business, and only 3.7% disagree with this. While respondents admit that DVM is used as a promotional tool for their business, 62.7% reveal that they have fully integrated it into their business. 6.2% disagree, and 31.2% remain neutral. This reveals that there is also a significant level of awareness and adoption.

Regarding the impact of DVM on customer engagement, findings in table 4.3 also show a strong positive impact in this regard as a significant percentage (95%) of the population reported either significantly or moderately. Only 7.1% did not admit to this. This indicates the effect of DVMs on customer engagement among SMEs. Most business owners believe that digital video marketing (DVM) has had a positive impact on their revenue. Nearly half of the respondents (about 45%) reported that it has significantly increased their revenue, while another 47% reported a moderate increase. Only a small portion (approximately 5%) felt it had no effect, and an even smaller group (4%) was unsure of its impact. When asked whether DVM helps in attracting new customers, an overwhelming 89% agreed, with 5% strongly agreeing. Very few were neutral (5%), and only 1% disagreed, indicating strong support for DVM's customer-attraction potential. On the question of brand awareness, almost all respondents (96%) confirmed that video marketing has helped increase awareness of their business. Only a very small minority (4%) said that it had

Table 4.4 Perceived ease of use of digital video marketing among MSMEs in Nigeria.

Variables	Outcome						Total
	Strongly Agree	Agree	Neutral	Disagree	Mean	Std. D.	
Learning to Operate Digital Video Marketing Tools is Challenging	8(3.0%)	121 (37.4%)	86 (26.3%)	110 (33.3%)	3.03	0.99	325 100.0%
Interacting with Digital Video Marketing Platforms Requires considerable Mental Effort	6 (2.0%)	161 (49.5%)	43 (13.1%)	115 35.4%	3.18	0.96	325 100.0%
I Find the Features of Video Marketing Tools Difficult to Use	16 (5.1%)	136(42.4%)	36 (11.1%)	133 (41.4%)	3.11	1.07	325 100.0%
I struggle to measure the effectiveness of my video marketing promotion.	7 (2.0)	131 (40.4)	72 (22.2)	115 (35.4)	3.09	0.99	325 100.0%

Table 4.4 analyzes the perceived ease of digital video marketing use among MSMEs in Nigeria. From the results, findings reveal that only 3% strongly agreed that learning to operate Digital Video Marketing tools is challenging, 37.4% agreed that it was challenging, 33.3% disagreed, showing a near-even split. 26.3% remained neutral, suggesting uncertainty or varying experience levels. Furthermore, a Mean Score of 3.03 on a 4-point Likert scale and a standard

deviation of 0.99 reveal a relatively moderate spread in responses; this shows that respondents had varying opinions, though most clustered around the middle of the scale. This indicates that while a substantial percentage of the population finds it manageable, more than one-third experience difficulty, indicating the need for MSMEs to integrate simpler and/or enlightenment.

Furthermore, the mean score of 3.18 on a 4-point Likert scale indicates that, on average, respondents lean slightly toward disagreeing that interacting with Digital Video Marketing Platforms requires a lot of mental effort, showing that interacting with digital video marketing platforms does not strongly require high mental effort. Close to half (49.5%) of the respondents agreed that using the platforms requires a considerable mental effort. On the other hand, 35.4% of respondents disagreed, 13.1% were neutral, and only 2% strongly agreed. A variability is seen in perceived mental effort, which is reflected in the standard deviation of 0.96, showing a moderate spread in responses. This could be a result of respondents' exposure to different digital tools. In essence, regardless of the respondents' view on the demanding nature of the digital tools, a significant portion disagrees; this reveals a mixed experience among MSME users and a potential opportunity to improve usability and training.

Findings show that 42.4% of respondents agreed that they find the features of video marketing tools difficult to use. These results indicate that a higher percentage of the population experiences usability challenges. Meanwhile, 41.4% of respondents disagreed with this, which indicates a near balance. However, only 5.1% strongly agreed with the statement, and 11.1% were neutral. Therefore, the standard deviation of 1.07 reflects considerable variation in responses, a pattern that reflects differing experiences among MSMEs due to variations in tool type, complexity, digital literacy, and exposure. In summary, the data reveal a divided perception: while many MSME users struggle with the features, an almost equal number do not, indicating the need for user-centered design improvements and targeted training.

Testing the Hypothesis

Hypothesis (H1): Perceived Ease of Use of Digital Video Marketing (DVM) significantly influences MSMEs' attitude toward using DVM in Nigeria.

Part 1: Descriptive Statistics.
This table summarizes the composite scores for the two variables used in the correlation analysis.

Table 4.5: Descriptive Statistics for the study

Variables	N	Mean	Std. Deviation
Attitude Score (ATU)	99	3.82	0.18
Challenge Score (Inverse PEOU)	99	3.10	0.73
Valid N (Listwise)			

The Attitude Score has a mean of 3.82 (on a 5-point scale), which indicates that, on average, the MSMEs in this sample hold a generally positive attitude toward using digital video marketing. Table 4.4 presents the challenges respondents face in their engagement with DVM, which best measure the perceived Ease of Use (PEOU) construct. Hence, the Challenge Score (our inverse measure of PEOU) has a mean value of 3.10. This indicates that, on average, respondents experience a moderate level of challenges; hence, their perception of ease of use is slightly on the difficult side of neutral.

Part 2: Inferential Analysis (Pearson Correlation)
Table 4.6: Correlation between

Variables	Attitude Score (ATU)	Challenge Score (Inverse PEOU)
Attitude Score (ATU)	1	**−.686**[**]
		(p < .001)
Challenge Score (Inverse PEOU)	**−.686**[**]	1
	(p < .001)	
N	**325**	**325**

[**] Correlation is significant at the 0.01 level (2-tailed)

The Pearson correlation coefficient between the attitude score (ATU) and Challenge Score (Inverse PEOU) is –.686, according to the common conventions, this shows a strong negative correlation between the variables. This relationship is statistically significant at the 0.01 level ($p < .001$). Since the "Challenge Score" is an inverse measure of Perceived Ease of Use, it means that as perceived challenges (difficulty in use) increase, the positive attitude toward digital video marketing tools decreases, and vice versa. Conversely, it implies that the easier an MSME perceives digital video marketing, the more positive their attitude toward it will be. Therefore, the findings reveal significant statistical evidence to support the alternative hypothesis (H1). In other words, Perceived Ease of Use has a significant and positive influence on MSMEs' attitude toward using digital video marketing in Nigeria. This is suggestive that the easier the technology is perceived to be (i.e., the fewer the challenges related to skill, cost, and infrastructure), the more favorable the attitude of the business owner toward adopting and integrating it into their marketing strategy.

Hypothesis (H2): The Actual Adoption and Usage of DVM has a positive influence on MSMEs' sales performance in Nigeria.

Publication of the European Centre for Research Training and Development -UK

Part 1: Descriptive Analysis

Table 4.7: How frequently do you post marketing videos?

	Frequency	N	Percent%
Frequency of Marketing Video Posts	Daily	118	36.4
	Weekly	115	35.4
	Monthly	13	4.0
	Rarely	79	24.2
	Total	325	100.0

The data show that most of the MSMEs surveyed are actively engaging with digital video marketing. Nearly **72%** of respondents posted videos **either daily or weekly**, highlighting a strong and consistent commitment to using video as part of their marketing strategy.

Table 4.8: How has digital video marketing affected your business revenue?

	Frequency	N	Percent%
DVM Impact on Business Revenue	Increased Significantly	127	39
	Increased Moderately	156	48
	Not sure	29	9
	No Effect	13	4
	Total	**325**	**100%**

Findings show that there is a strong perception among MSMEs that DVM impacts sales. A majority (87%) reported either a moderate or a significant increase in business revenue. This shows that DVM is considered by SMEs as a valuable tool for increasing sales.

Part 2: Inferential Analysis (Hypothesis Testing)

Table 4.9: Kruskal-Wallis Test - Test Statistics[a,b]

	Chi-Square	17.585
Effect on the Revenue	df	3
	Asympt. Sig.	.001

a. Kruskal-Wallis Test

Interpretation and Decision on Hypothesis H2
1. Test Result: The Kruskal-Wallis test yielded a Chi-Square value of 17.585 with 3 degrees of freedom.
2. Significance: The p-value (Asymp. Sig.) is .001, which is less than the 0.05 conventional alpha level of 0.05.
3. Decision: Because the p-value is statistically significant, we reject the null hypothesis (H_0).

From the findings, there exists strong evidence that the Actual Adoption and Usage of Digital Video marketing has a positive influence on the sales performance of MSMEs in Nigeria. The data reveal that DVM is very effective for increasing revenue, and the inferential analysis attests to the fact that the degree of this positive effect is significantly dependent on the frequency of use. Meaning that MSMEs that use DVM more consistently report significantly improved sales outcomes than those who do not use it. Thus, a strong empirical support for Hypothesis 2 emanates from this analysis.

Analysis of Hypothesis 3: Perceived Usefulness and Behavioral Intention
Hypothesis (H3): The perceived usefulness of digital video marketing (DVM) positively influences the behavioral intention to use DVM among selected MSMEs in Nigeria.

To test this Hypothesis, composite variables were created from the survey data to represent the theoretical constructs. **Perceived Usefulness (PU)** reflects the degree to which an MSME believes that DVM will enhance its performance. It was measured by creating a composite "Usefulness Score" from the questions, which capture the benefits of DVM in Table 4.2.

This represents the strength of one's intention to perform a specific behavior. This survey uses questions that reflect a conscious commitment to serve as proxies for the construct and integration of DVM into business strategy. Pearson's correlation analysis was conducted to measure the strength, direction, and statistical significance of the relationship between Perceived Usefulness Score and Behavioral Intention Score.

Part 1: Descriptive Statistics
Table 4.10

	N	Mean	Std. Deviation
Usefulness Score (PU)	325	4.02	0.49
Behavioral Intention Score (BI)	325	3.82	0.81
Valid N (Listwise)			

The mean score of 4.02 on a 5-point Likert scale indicates that the Usefulness Score is significant. From this, MSMEs generally observe digital video marketing as a very useful tool for improving sales outcomes, and it is also effective in customer engagement and brand awareness. Also, the Behavioral Intention Score with a mean of 3.82 suggests a strong intention to adopt and integrate DVM as a promotional strategy into marketing activities. The scores of both variables were well above the neutral midpoint, indicating a positive attitude.

Part 2: Inferential Analysis (Pearson Correlation)
This table presents the Pearson correlation results, which directly test the research hypothesis.

Table 4.11

Variable		Usefulness Score (PU)	Behavioral Intention Score (BI)
Usefulness Score (PU)	Pearson Correlation	1	.751**
	Sig. (2-tailed)		<.001
	N	325	
Behavioral Intention Score (BI)	Pearson Correlation	.751**	1
	Sig. (2-tailed)	<.001	
	N	325	325
Valid N (Listwise)			

<small>**. Correlation is significant at the 0.01 level (2-tailed).</small>

Interpretation of the Findings

1. **Strength and Direction**: The Pearson correlation coefficient (r) is .751. This value indicates a strong positive correlation between Perceived Usefulness and Behavioral Intention to Use. This means that as an MSME's perception of the usefulness of DVM increases, their intention to use, integrate, and create content with it also increases substantially.

2. **Statistical Significance:** The p-value (Sig. 2-tailed) is <.001. This result is far below the conventional significance level of 0.05. This result signifies that the strong positive relationship between the two variables is highly statistically significant and is not a result of random sampling error.

The study supports the alternative hypothesis (H3), as the findings provide strong evidence that Perceived Usefulness has a significant and strong positive influence on the Behavioral Intention to Use Digital Video Marketing among the selected MSMEs in Nigeria. Hence, the more business owners believe that DVM has the potential to help in attracting customers and improving sales performance, the more likely they are to commit to and incorporate it into their marketing strategy. This closely aligns with the fundamental principles of the Technology Acceptance Model (TAM)."

DISCUSSION OF THE FINDINGS

Following the study findings on the awareness and adoption of Digital Video Marketing (DVM) among selected MSMEs in Nigeria, 97% of the selected MSMEs are aware of Digital Video Marketing (DVM). Globally, there seems to be a widely shared consensus among researchers globally on digital technology diffusion (Taiminen & Karjaluoto, 2015), which is consistent with the growing influence of mobile and internet technologies in Nigeria (Apuke & Iyendo, 2018). However, given this level of awareness, 34.5% of the respondents rated their knowledge as "good" or "excellent", while 52.6% rated it as "fair" depicted a concern about the effective deployment of DVM. This reveals an awareness–proficiency gap, reflecting an established concern in the existing literature on MSMEs' limited digital skills in developing economies (El-Gohary; 2012; Ocloo, Akaba, & Worwui-Brown, 2020). In addition, while 92.5% of the respondents leveraged DVM for promotion, only 62.7% integrated it as a corporate marketing strategy. This indicates a tactical–strategic gap, where most MSMEs

engage in the use of DVM reactively rather than integrating it into a structured business plan. This finding supports submissions of various scholars that SMEs often adopt digital tools without formal marketing processes or long-term strategy (Jones, Simmons, & Packham, 2014; Fillis, Johansson, & Wagner, 2004).

Furthermore, in assessing the Perceived Usefulness (PU) of Digital Video Marketing (DVM) among MSMEs in the Nigerian economy, the study found concerted agreement on its value. The majority of respondents agreed that DVM significantly enhances customer engagement (95%), brand awareness (96%), customer acquisition (94%), and business revenue (~92%). These findings strongly align with the Technology Acceptance Model (TAM), which positions PU as a key factor in technology adoption (Davis, 1989). The high percentages on engagement and brand awareness affirm previous findings by Mogaji, Farinloye, and Aririguzoh (2020), who emphasized that video's visual and interactive nature is effective, especially in crowded digital markets. MSMEs are leveraging DVM's storytelling power to create an emotional connection and visibility. MSMEs perceive DVM as a driver of tangible business results. The findings of over 90% connecting DVM to growth in revenue and customer attraction agree with the submission of Ocloo, Akaba, and Worwui-Brown (2020), who documented a similar positive impact of digital marketing on SME performance in Ghana. This finding and perspective form a departure from earlier skepticism—such as argued by Fillis et al. (2004) who queried SMEs' ability to secure measurable return on investment (ROI) from marketing due to resource constraints. The findings of this study shows that DVM platforms are closing this gap, enabling SMEs to translate visibility into real growth in developing economies.

This is suggestive that the Nigerian MSMEs view DVM as not only useful but also critical to business success, with strong evidence of its impact across both promotional and financial metrics. This study corroborates global trends and academic theory that position digital video marketing as a core asset in modern strategic SME operations.

Given the MSMEs' perceived ease of use of Digital Video Marketing (DVM) in the Nigerian economy, findings show a nuanced perspective. While only a small fraction of 3% strongly agreed that DVM tools are difficult to learn, 37.4% still found them challenging, and 33.3% disagreed, indicating a near-even split in perception. The mean score of 3.03 on a 4-point Likert scale, with a standard deviation of 0.99, reveal that the experiences of the respondents varied, with many occupying a middle ground. This agrees with Davis's (1989) Technology Acceptance Model (TAM), which argued Perceived Ease of Use (PEOU) is a critical factor in persuading user acceptance of technology. Users are more likely to engage in a system they perceive as effortless, but experience variability—likely due to differences in digital literacy or exposure—can impact this perception (Venkatesh & Bala, 2008).

In addition to the findings, there was a divergence of view among respondents regarding mental effort in the adaptation of DVM. Although the average mean score of 3.18 indicates that users tend to disagree that DVM requires much mental effort, a significant 49.5% agreed that it does, while 35.4% disagreed. This again reflects a split in user experience, possibly shaped by the complexity of tools, lack of prior training, or diversity in the available digital platforms. Al-Qeisi et al. (2014) posit that the ease of use is often subjective and context-dependent as related

Publication of the European Centre for Research Training and Development -UK

to small business environments where technical support may be limited. This, to a degree, aligns with the research of Ifinedo (2012), who argued that African SMEs often face moderate to high challenges in adopting digital tools due to inconsistent ICT literacy. However, it also diverges from studies such as Nguyen et al. (2015), which indicated that when digital tools are well-integrated and mobile-friendly, SMEs perceive them as easy to use, particularly in markets with high smartphone penetration.

Overall, the mixed responses in this study highlight an important implication: Nigerian MSMEs have no uniform experience of ease of use. While many users are managing well, a notable portion still finds DVM platforms cognitively and technically demanding. Thus, there is an urgent need for capacity-building programs, user-friendly interfaces, and localized training modules to enhance ease of adoption and maximize the potential of DVM in driving MSME growth in developing economies.

Hypothesis results show that the perceived ease of use of Digital Video Marketing (DVM) significantly influences the Attitude Toward Using Digital Video Marketing among SMEs in Nigeria. The results reveal a strong, statistically significant negative correlation ($r = -.686$, $p < .001$) between perceived challenges (inverse of Perceived Ease of Use) and attitude toward using digital video marketing (DVM). This implies that as MSMEs find DVM easier to use, their attitude toward adopting it becomes more positive, supporting Hypothesis 1. This finding aligns with the Technology Acceptance Model (TAM) proposed by Davis (1989), which states that ease of use directly shapes user attitude and intention to adopt technology. It also supports Venkatesh and Bala's (2008) assertion that reducing perceived complexity fosters positive user attitudes. However, the moderate challenge score (M = 3.10) suggests a point of divergence—not all MSMEs find DVM effortless, possibly due to limited digital literacy or access, as noted in Ifinedo (2012) in the African SME context.

Furthermore, the findings provide compelling evidence supporting Hypothesis 2, which posits that the actual adoption and usage of Digital Video Marketing (DVM) positively influences sales performance among Nigerian MSMEs. Descriptive data show that nearly 72% of respondents post daily or weekly marketing videos, indicating active engagement with DVM tools. This high level of usage is mirrored in revenue outcomes, with 87% of MSMEs reporting either moderate or significant sales increases.

The Kruskal-Wallis test further confirmed a statistically significant relationship between DVM frequency and perceived revenue impact ($\chi^2 = 17.585$, $p = .001$). This finding suggests that a greater frequency of DVM usage is associated with better sales performance, which strongly supports the hypothesis.

These findings are in tandem with previous research that highlights the role of digital media in enhancing business visibility and profitability. For instance, Tiago and Veríssimo (2014) affirm that consistent digital content marketing positively contributes to customer acquisition and revenue growth. Similarly, Dwivedi et al. (2021) and Fadeyi, O et al (2025) emphasized that the actual use of digital tools—rather than mere intention—drives performance outcomes in small businesses.

However, a point of divergence arises from the 13% of MSMEs that reported no impact or uncertainty regarding DVM's effect on sales. This contrasts with the overall trend and may reflect disparities in content quality, digital marketing strategy, or sector-specific differences—issues raised in Chatterjee and Kumar (2020), who noted that outcomes vary based on digital literacy, industry type, and platform relevance.

Conclusively, the results from Hypothesis 3 depict that Perceived Usefulness (PU) of Digital Video Marketing (DVM) positively influences the Behavioral Intention (BI) to adopt it among Nigerian SMEs. The Pearson correlation coefficient ($r = .751$, $p < .001$) confirms a strong, statistically significant relationship between these constructs. This finding is in clear agreement with the Technology Acceptance Model (TAM) developed by Davis (1989), which argues that perceived usefulness is a primary influencer of an individual's decision to adopt a technology. It is also in agreement with Venkatesh and Davis (2000), whose submission on perceived usefulness has a more substantial impact on intention than ease of use, particularly in business contexts and environments that value performance outcomes.

However, a point of divergence lies in the variability of behavioral intention ($SD = 0.81$), which shows that despite recognizing DVM's usefulness, not all MSMEs demonstrate equal commitment to adopting it. This could be linked to external factors that pose barriers such as cost, digital utilities, or limited cognitive expertise, as discussed in Ifinedo (2012) and Chatterjee and Kumar (2020), who observed that perceived usefulness alone may not guarantee the adoption of DVM as a factor where practical digital challenges persist. This study and its findings provide robust empirical discourse and support for TAM in the context of Nigerian MSMEs. This suggestion is premised on the fact that while usefulness is a strong motivator for DVM adoption, intentionally addressing external barriers remains crucial to converting intention into actual sustained usage.

CONCLUSION

This study successfully employed the Technology Acceptance Model (TAM) to explain the dynamics of Digital Video Marketing (DVM) adoption and its impact on the sales performance of selected MSMEs in Nigeria. The findings present a clear and compelling narrative: Nigerian SMEs are not only aware of DVM; they are enthusiastic adopters driven by an overwhelmingly positive Perceived Usefulness (PU). This perception is not speculative; it is rooted in tangible business outcomes, with the vast majority of MSMEs reporting significant increases in customer engagement, brand awareness, new customer acquisition, and, most critically, business revenue. This study empirically confirms that a higher frequency of DVM usage is directly correlated with greater perceived sales performance, confirming that active adoption yields real returns.

However, challenges associated with Perceived Ease of Use (PEOU) play a significant role in moderating the enthusiastic adoption. The research revealed that the primary obstacles for Nigerian MSMEs may not be financial, but rather a critical skills gap in video production and a knowledge gap in measuring campaign effectiveness. These internal capability issues, compounded by external factors like inconsistent internet connectivity, create a notable

"awareness-proficiency gap." Consequently, while adoption is high, its application is often more tactical than strategic, preventing many MSMEs from fully integrating DVM into their core business processes.

In essence, the study concludes that while the "why" of adopting DVM (its usefulness) is firmly established among Nigerian MSMEs, the "how" (its ease of use) remains the central barrier. The motivation to use DVM is exceptionally high, but the ability to use it skillfully, consistently, and strategically is the primary hurdle that limits its full potential. Therefore, the future growth and competitive advantage derived from DVM in the Nigerian MSME sector will depend less on convincing owners of its value and more on empowering them with the skills and resources to use it effectively.

Recommendation

For Micro, Small, and Medium-sized Enterprises (MSMEs) in Nigeria to maximize the impact of Digital Video Marketing (DVM), a strategic shift from simple adoption to skilled application is essential. MSME owners are advised to prioritize upskilling in content strategy and video editing using accessible, low-cost mobile tools, rather than focusing on high production costs. This involves creating content calendars to ensure consistency and learning to track basic performance metrics such as engagement and website clicks, to overcome the challenge of measuring ROI. This proactive approach will help transform DVM from a reactive promotional task into a core strategic driver of business growth.

To support this transition, government agencies and business support organizations should focus on developing subsidized, practical training programs centered on mobile video creation and digital marketing analytics. Concurrently, technology companies and social media platforms can contribute by further simplifying their analytics dashboards and creating localized, easy-to-understand tutorials for MSME owners. Future research should build on these findings by conducting qualitative and longitudinal studies to gain deeper insights into MSMEs' specific learning needs and track the long-term impact of skills development on sales performance.

REFERENCES

Abubakar, A. G., & Hassan, S. I. (2019). Impact of digital marketing on the performance of SMEs in Kano state, Nigeria. *Journal of Business Studies*, 12(3), 45-60.

Al-Qeisi, K., Dennis, C., Alamanos, E., & Jayawardhena, C. (2014). Website design quality and usage behaviour: Unified theory of acceptance and use of technology. *Journal of Business Research*, 67(11), 2282–2290.

Apuke, O. D., & Iyendo, T. O. (2018). University students' use of social media for peer interaction and academic purposes. *Journal of Applied Research in Higher Education,* 10(3), 367–385.

Bala, H., & Mohammed, R. (2020). The effect of digital marketing on SMEs' competitiveness in the North-East region of Nigeria. *International Journal of Management and Entrepreneurship,* 8(1), 78-92.

Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, *Implementation and Practice. Pearson Education.*

Chatterjee, S., & Kumar, A. (2020). Adoption of digital marketing in small and medium enterprises: A review and research agenda. *Journal of Business Research*, 131, 709–717.

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319-340.

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wamba, S. F. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.

El-Gohary, H. (2012). E-marketing practices from Jordanian tourism and hospitality SMEs. *Tourism and Hospitality Research*, 12(3), 147–166.

Fillis, I., Johansson, U.,& Wagner, B. (2004). A qualitative investigation of the internationalisation of small and medium-sized enterprises in the marketing services sector. *Journal of Marketing Management*, 20(9-10), 1019-1039.

Ifinedo, P. (2012). Technology acceptance by SMEs in developing regions: A literature review. *Journal of Enterprise Information Management*, 25(1), 64–81.

Jones, P., Simmons, G., & Packham, G. (2014). SME use of social media: A strategic approach. *Journal of Small Business and Enterprise Development*, 21(4), 611–632.

Mogaji, E., Farinloye, T., & Aririguzoh, S. (2020). Digital marketing in Africa: A synthesis of literature and future research directions. In Understanding the new digital economy in Africa (pp. 57-81). Routledge.

Nguyen, T. H., Newby, M., & Macaulay, M. J. (2015). Information technology adoption in small business: Confirmation of a proposed framework. *Journal of Small Business Management,* 53(1), 207–227.

Ocloo, C. E., Akaba, S., & Worwui-Brown, D. (2020). The influence of digital marketing on the performance of small and medium-scale enterprises in Ghana. *Journal of Economics and Business*, 3(2), 643-655.

OECD. (2023). SME and Entrepreneurship Outlook 2023. (This would refer to a relevant report from the Organisation for Economic Co-operation and Development).

Taiminen, H. M., & Karjaluoto, H. (2015). The usage of digital marketing channels in SMEs. *Journal of Small Business and Enterprise Development*, 22(4), 633–651.

Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708.

Venkatesh, V., & Bala, H. (2008). Technology acceptance model 3 and a research agenda on interventions. *Decision Sciences*, 39(2), 273–315.

Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the Technology Acceptance Model: Four longitudinal field studies. Management Science, 46(2), 186–204. (Introduces external variables into TAM).

Vidyard. (2023). Video in Business Benchmark Report. (Another placeholder for a specific industry report).