

Utilisation of Digital Media for Marketing Communications by Businessmen in Owerri Metropolis

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Abstract

This study was carried out to determine the extent to which business men in Owerri use digital media for marketing communication. Survey research design was adopted, while questionnaire was used as the instrument of data collection. The population comprised the 350 registered businessmen in Owerri metropolis, Imo State, Nigeria. The findings showed that the business community in Owerri metropolis is aware of digital marketing communication. The findings further showed that the businessmen use digital media for marketing communication. Furthermore, findings showed that the use of digital media for marketing communication by businessmen in Owerri metropolis has positive impact on their businesses. It was, however, discovered that the extent to which businessmen in Owerri use digital media for communicating their business activities was low; thus, it was recommended, among others, that businessmen in Owerri metropolis should increase the rate at which they use digital media for marketing communication purposes.

Keyword: Utilisation, Businessmen, Digital, Marketing Communication, Owerri Metropolis, Social Media