

**IMPACT OF VIDEO MARKETING DURING COVID-19 PANDEMIC ON SALES
OF MICRO, SMALL AND MEDIUM ENTERPRISES**

BY

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ABSTRACT

Covid-19 broke out in late 2019 and sent businesses and economies worldwide into collapse. One of the main reasons this occurred was because there wasn't adequate documented research and study on how businesses were able to cope with the previous pandemics and similar situations. During the heat of the lockdown, a lot of creatives, brands, business owners and individuals took to video content creation in various forms for different purposes. For some business owners, the adoption of video marketing was in a bid to stay connected to their customers and audience. This study seeks to investigate the role of video marketing on sales for Micro, Small and Medium Enterprises.

The study employed a triangulation method of data collection. First, demographic research was conducted using a questionnaire to collect demographic data about participants. After this, a sample of the participants who fall into the criteria required for this study was selected for an In-depth interview for more details. Data for this study was collected by audio recording, accurately transcribing collected data and further analysed in order to draw results.

Majority of respondents made use of social media and video marketing and 90% of interviewed participants stated that video marketing had a positive effect on their sales during the lockdown. Regarding whether or not video marketing was instrumental in building their customer base, all interviewed respondents stated that video marketing helped attract people to their business and subsequently build their customer base.

Business owners should be sensitised on the benefits of having one's business online and attend trainings to that effect to get the most of the platforms. Relevant bodies and groups should organise free or low cost trainings that focus on educating business owners on how to use different social media platforms for their businesses. Business owners need to learn to take responsibility for learning proper bookkeeping for their business, have a good knowledge of their business' numbers so they can adequately track different growth and sustainability tactics that they employ. This would help to alienate systems that are working and those that aren't working for the business. Further quantitative research is also recommended to

Investigate the relationship between the number of social media platforms used for video marketing and online behaviour by entrepreneurs and the increment in revenue generated and visibility gotten by their businesses.

Word count: 387

Keywords: Video marketing, Micro Small and Medium Enterprises, Covid-19 Pandemic, Financial sustainability, Survival strategies

DEDICATION

This project work is dedicated to God Almighty, for His help, guidance and provision during the course of this research and throughout my academic program at the University of Ibadan.

I would also like to dedicate this work to my parents, Alhaji and Mrs Adebisi, and my Siblings, Olajumoke, Oluwadamilare and Olanrewaju for their immense support and unending belief in me.

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CERTIFICATION PAGE

I certify that this work was carried out by Bilikis Omowunmi Adebisi in the Department of Business, Entrepreneurship and Executive Education, University of Ibadan



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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The Coronavirus outbreak in late 2019 has affected just about every sphere of life. It spread to over 216 countries and territories around the world and induced the most economic downturn since the Great depression (World Health Organization, 2020; International Monetary Fund, 2020). Covid- 19 was first identified in Wuhan, China, in December 2019 and has caused colossal death and has spread to almost all parts of the world (Akanni and Gabriel, 2020). According to the World Health Organization, since the outbreak, there have been over 160 million confirmed cases and over 3.3 million deaths. The outbreak was officially declared a pandemic in March 2020 due to its deadly nature and spreading speed. Developed countries like the United States and the United Kingdom have struggled to contain and manage this virus with both having the highest number of cases and deadliest strains of the virus respectively. In certain countries, the entire healthcare system is in shambles, and in other countries, the economy is suffering. In Nigeria, there are over 165,000 reported cases with about 2000 deaths.

Nigeria, like almost every other country, went into a lockdown. The lockdown commenced in March 2020, sending the entire supply chain of the country into a halt. Production and manufacturing companies stopped their production process which led to higher demand due to the low supply of goods. Unemployment concerns increased rapidly especially as day-to-day market traders were holed up in their homes with no means to make money. Covid-19 Pandemic has put pressure on policymakers and supervisory institutions across the globe, sparking off several mitigating initiatives by Government agencies to combat the potential negative social-economic impacts on households and businesses (KPMG, 2020). A pandemic impacts both supply and demand (Swift, 2009). The Covid-19 Pandemic will impact all companies, most negatively, some positively. The Pandemic is still ongoing; therefore, it is not easy to estimate its long-term economic, behavioural, or societal consequences as this aspect

has not been done with past Pandemic (Donthum and Gustafsson, 2020). The COVID-19 outbreak is likely to cause bankruptcy for many well-known brands in many industries as consumers stay at home, and economies are shut down (Tucker, 2020). The short term impact of Covid-19 is immediately and effortlessly felt, due to the widespread lockdown and social distancing measures globally (He and Harris, 2020).

The corporate world was also hit hard as well. There was an urgent need to adjust to operating in new, unfamiliar conditions. Companies and businesses have had to learn how to operate and stay afloat in the midst of a pandemic and the many problems it presents. As cities and countries have been asking the population to stay at home, more people have turned to their computers and smartphones as a lifeline and tools to substitute their in-person activities online (Katz, 2020). Businesses are not left out. A common route that a lot of businesses took was the digitalisation of their processes. This includes having employees work from home, holding virtual meetings, virtual brainstorming sessions, repackaging of services/products so the buying process required little to no physical contact between buyers and sellers.

There isn't adequate research detailing the contribution of digitization in mitigating the impact of the pandemic but emerging evidence is compelling about its positive effects (Katz, 2020). Generally, it is not possible to fully explore the extent to which this mitigation of the effects of the pandemic can occur as there is a divide in the population alienating the underserved and underserved of the population that may not have access to the resources required for such digitalization. This population is limited by poor internet connectivity in their areas, high data costs, electricity or even lack of the know-how to incorporate digitalization to their processes.

However, of the more privileged part of the population, a good number have taken the initiative to initiate digitalization into their business processes to varying extents. A number of businesses that have beforehand been lackadaisical about technology were also forced to take it more seriously during the pandemic. Businesses started to take their online presence a lot more seriously as it was as though that was the only way a business could survive the pandemic. Business owners became a lot more active on several social media platforms marketing their goods and services from their homes as they were restricted due to the

pandemic. As of May, 2020 when the lockdown was still in effect, a phone survey of 765 traders in Lagos showed that over 80% said they planned to sell through social media in the next six months and 48% planned to sell online in the next six months, compared to 62% and 11% respectively, who had done so in the past (Bishi, Grossman, Startz, 2021). This further shows the increase in the adoption of the idea of making use of technology to facilitate sales. Despite the pandemic, demand was still in place for a lot of commodities. The problem that presented itself however was how suppliers/business owners can get their goods to people who wanted them and were willing to purchase them. Due to the lockdown, the only avenue for business owners and customers to meet was the internet and business owners needed to make it easier for customers to find them as well as catch as much people's attention as possible, despite the high level of competition. This called for strategies that had a higher chance of getting and keeping the attention of a customer base that otherwise has a short attention span. This, in addition to the widespread use of video streaming during the pandemic, made the adoption of video marketing for business seem like the logical thing to do for a lot of brands. This study seeks to find out how effective this was from brands that employed this strategy. This study focuses on some MSMEs in Ibadan North local governments that adopted this strategy and are still in existence, to find out how effective they think this strategy was in relation to their sales during the period.

1.2 Problem Statement

Nigeria has been playing significant roles in the economic growth and stability of Africa as a whole. Several studies have advocated for viable economic and financial policies that can further strengthen the economy (Kozetinac et al., 2010). It is noteworthy to say that, National Economic Emancipation and Development Strategy (NEEDS) is considered as an essential measure for sustainability of the economy in the country (McDonald et al., 2014). More importantly, Suberu et al. (2015) advocates for a diversification of the economy in order to attain sustainable economic growth and development in the country. However, the pandemic of coronavirus or COVID-19 has caused more than enough detriment to all spheres of human endeavours at the international level in general and Nigeria in particular.

More so, it should be reiterated that the COVID-19 pandemic has affected micro, small and

medium enterprises (MSMEs) as a result of the lockdown and shutdown of business transactions in the country and for any economy to thrive, especially in a pandemic, MSMEs have a great role to play. They are key actors in large firms' supply chains and make the most of most nations' business and industrial structures. They also play a key role in building inclusive and resilient societies (OECD, 2021). This made many people advocate for an alternative way of addressing the need for social distancing, especially one that puts into consideration the need to provide supportive response for survival of micro, small and medium enterprises (MSMEs) despite the pandemic.

The pandemic put a lot of businesses in situations where their weekly sales went down by as much as 80-100%. A lot were limited by lack of demand, supply problems, lack of cash, transport problems, security or health problems (Bishiet. *al*). Businesses went weeks without making a single sale and those that did sell had to do so remotely.

Despite these limitations, a lot of businesses were able to adopt technology in aiding their processes and mitigate the effects the pandemic and lockdown had on their businesses. A lot got more active on social media, some launched or updated their websites to make it more customer-friendly, and a lot took to video marketing to help them connect to their audience and facilitate sales. Before the pandemic, video popularity was on the rise compared to other forms of content on the internet but with the pandemic, and its resultant lockdown, the demand for video content rose to a ravenous high and different platforms rose to the demand by providing their users with different ways to create video content, put out their video content and live streaming to further connect with their audience. With the majority of the population stuck at home, a lot of people took to entertainment via these platforms and the platforms in turn experienced a massive growth.

For Micro, Small and Medium Enterprises, video marketing has become one of the most popular tools to help raise awareness and facilitate engagement with their audience. Besides its efficiency in connecting with the audience, facilitating video marketing has also proved to be one of the most cost-effective mediums to reach a large number of people. In a survey of 1,000 adults by the New York Magazine, it was found that 80% would rather watch a live video from

a brand than read a blog and 82% prefer live videos from a brand to social posts (New York Magazine, 2017). The pandemic provided the perfect opportunity for brands to explore the benefits of video marketing for their businesses and a lot did. Many took to live videos to answer questions from their customers and prospects, to broadcast product tutorials and to show a little of what went on behind the scenes of the brand to help project the brand to their consumers as more approachable (Melda, 2019).

During the pandemic, businesses attempted to explore different survival tactics as they began to record huge losses due to low sales. The major medium through which they tried to survive was the internet as many businesses took to finding different ways to make sales online. Some of the ways by which brands attempted to maintain top of the mind awareness and possibly improve sales were through video content creation and marketing. This study seeks to investigate how Micro, Small and Medium Enterprises (MSMEs) made use of video marketing during the Covid-19 and the effects, if any, this had on sales and subsequently on their entrepreneurial growth and financial sustainability.

1.3 Objectives of Study

The objectives of this study are:

- i. To investigate the relationship between video marketing and customer base
- ii. To examine the relationship between video marketing and sales
- iii. To find out the relationship between video marketing and profit
- iv. To identify the relationship between video marketing and sustainability

1.4 Research Questions

- i. Is there a relationship between video marketing and number of customers?
- ii. Is there a relationship between video marketing and sales?
- iii. Is there a relationship between video marketing and profit?
- iv. Is there a relationship between video marketing and sustainability?

1.5 Scope of Study

This study is about identifying the role of video marketing on the sales of MSMEs in Ibadan local government during the Covid-19 Pandemic lockdown. The scope of this study is proposed to cover registered and non-registered micro, small and medium sized businesses within the location of study.

1.6 Significance of Study

As established in the sections above, Covid-19 broke out in late 2019 and sent businesses and economies worldwide into collapse. One of the main reasons this occurred was because there wasn't adequate documented research and study on how businesses were able to cope with the previous pandemics. Another thing to consider is that the last pandemic occurred over a century ago, so the number of businesses that exist now are so much greater than what existed then, and with the possibility of another pandemic in future is definitely very probable, it is very important to document real life experiences of business owners during this pandemic as well as the proven strategies that worked for them.

During the heat of the lockdown, a lot of creatives, brands, business owners and individuals took to video content creation in various forms. A lot did it just to pass time as they dealt with boredom, while a lot tried to use the medium to promote their brands and businesses. With the digital form of marketing tilting even more to video marketing, it is important to ascertain just how effective it is for the sake of business or brand promotion, especially in situations like the pandemic.

Therefore, a study such as this is important because in years to come, there will be documented research and study about what happened to businesses during the coronavirus pandemic as well as provide easier transition into strategies that can be used to run a business in a pandemic, especially when such pandemic also involves a lockdown. This study will provide documented experience of business owners who adopted video marketing and how effective it was for them, providing an insight into how effective it is in promoting the brand and increasing the sales of the business.

1.7 Operational Definition of Terms

Coronavirus is a pathogen that gets its name from the crown-like projections on its surface. The Latin term, “Corona” means “halo” or “crown”. The first coronavirus was identified in 1937 and it was a virus that affected birds. In 1960, there was evidence of coronavirus in humans. It was found to cause mild illnesses that include cold, sore throat and other flu-like symptoms.

Pandemic is an outbreak of disease that spreads across countries or continents, affecting a larger number of people and taking more lives than an epidemic.

Video Marketing is the use of video to raise awareness, create engagement, and drive sales. It means using videos for promoting and telling people about your product or service. Video marketing can be used for everything from building customer rapport, to promoting your brand, services or products.

Micro, Small and Medium Sized Enterprises/Businesses (MSMEs) are non-subsidiary and independent firms which can best be described through their capital, scope and cost of projects, annual turnover, financial strength and number of employees, among other things.

Micro Enterprises or Businesses are those enterprises whose total assets (excluding land and buildings) are less than Five Million Naira with a workforce not exceeding ten employees. Small Enterprises are enterprises whose total assets (excluding land and building) are above Five Million Naira but not exceeding Fifty Million Naira with a total workforce of above ten, but not exceeding forty- nine employees. Medium Enterprises are those enterprises with total assets excluding land and building) that are above Fifty Million Naira, but not exceeding Five Hundred Million Naira with a total workforce of between 50 and 199 employees.

Financial Sustainability in a business refers to the ability of a business to sell a product or service at a price that not only covers their expenses but also creates a profit to sustain the business

Survival Strategies are the solutions businesses proffer for themselves to help remain financially sustained and grow during economic downtimes such as the COVID 19 lockdown.

1.8 Abbreviations

ABP: Anchor Borrowers' Programme

AFDB: African Development Bank

EMDEs: Emerging Market and Developing Economies

GDP: Gross Domestic Product

ILO: International Labour Organisation IMF: International Monetary Fund

MSME: Micro, Small and Medium Enterprises

SMEDAN: Small and Medium Enterprises Development Agency of Nigeria

TCF: Targeted Credit Facility

CHAPTER TWO

LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Business Model Theory

The theory of business states that organisations have to take into consideration three types of assumptions which affect the manner at which they run their businesses (Drucker, 1994). These theories relate to the organisational environment, accomplishment of mission and assumptions about the competencies and resources that allow the fulfilment of the mission. The COVID-19 pandemic exposed the flaws in various business models and this calls for a rethink in the three assumptions especially when the business environment becomes disorderly.

Business models provide a framework by which organisations provide benefits to their customers and how this flows back as revenue to the organisation. A study made by Geissdoerfer, M., *et al.*, (2018), shows that most definitions of business models can be interpreted in a way that the business model represents an organisational system, an organisational unit's characteristics represented in an abstract way, or as an individual means adjusted to an author's representation.

In the views of Clay Christensen and Mark Johnson, 2008, a business model needs to consist of four interlocking elements that together create and deliver value. The authors point out that Business Models need to evolve, as the market and competitors continuously challenge them.

According to Kotarba, 2018, the development of a completely new or enhanced version of an existing business model is a strategic venture, which usually results from “(a) certain previous concepts evolving, mainly due to technological advancements, (b) the achievement of social/user acceptance for previous concepts, generating economies of scale or the snowball effect, and/or (c) disruptive and breakthrough innovations”. In this case, we can see an evolving in the way business is being done and a higher rate of adoption of technology in order to deal with the new COVID19 climate so as to maintain business sustainability.

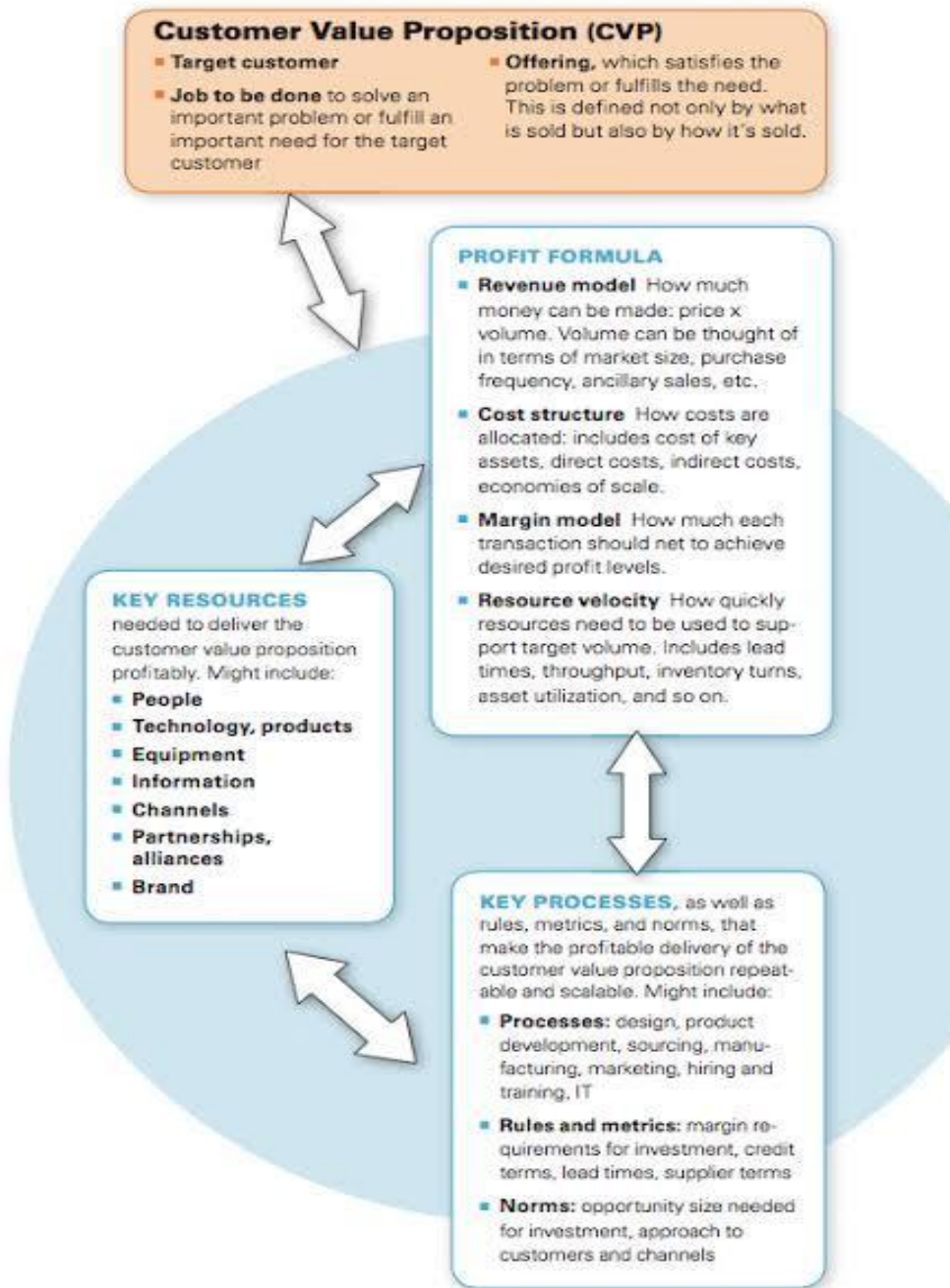


Fig 2.1 The Elements of a Successful Business Model (Christensen, Johnson, Kagermann, 2008)

Sustainable Business Models is by definition a “simplified representation of the elements, the interrelationship between these elements, and interactions with its stakeholders that an organisational unit uses to create, deliver, capture, and exchange sustainable value” (Geissdoerfer, *et. al.*, 2016). These business models have become the focus of many studies because of the gap in how to identify elements that are focused on transformation business models (Priyono, *et. al.*, 2020). A business model should therefore be as a result of organisational innovation for sustainable processes (Lemus-Aguilar, *et. al.*, 2019). In the case of this study, we look at the adoption and role of video marketing services by Micro, Small and Medium enterprises in a bid to maintain financial sustainability. In the light of the pandemic, a number of businesses either adopted or focused more on this means of connecting with their customers and this study seeks to understand the effectiveness of this adoption.

2.1.2 Prospect theory

Prospect theory is based on decision making during uncertainty (Tversky and Khneman, 1986). This theory shows how people decide between alternatives that involve risk and uncertainty. This makes this theory suitable for situations like pandemics. Actors' decisions are premised on how a problem is framed. It is better to describe a situation in positive terms than negative terms, which will make riskier choices (Craighead, and Ketchen, Darby, 2020). Prospect theory indicates that people are loss-averse and that people generally dislike losses more than equivalent gains and they would be more willing to take risks if it helps avoid making a loss. This can be used to explain business’s adoption of technology in the view of a possibility of running a loss if nothing is done.

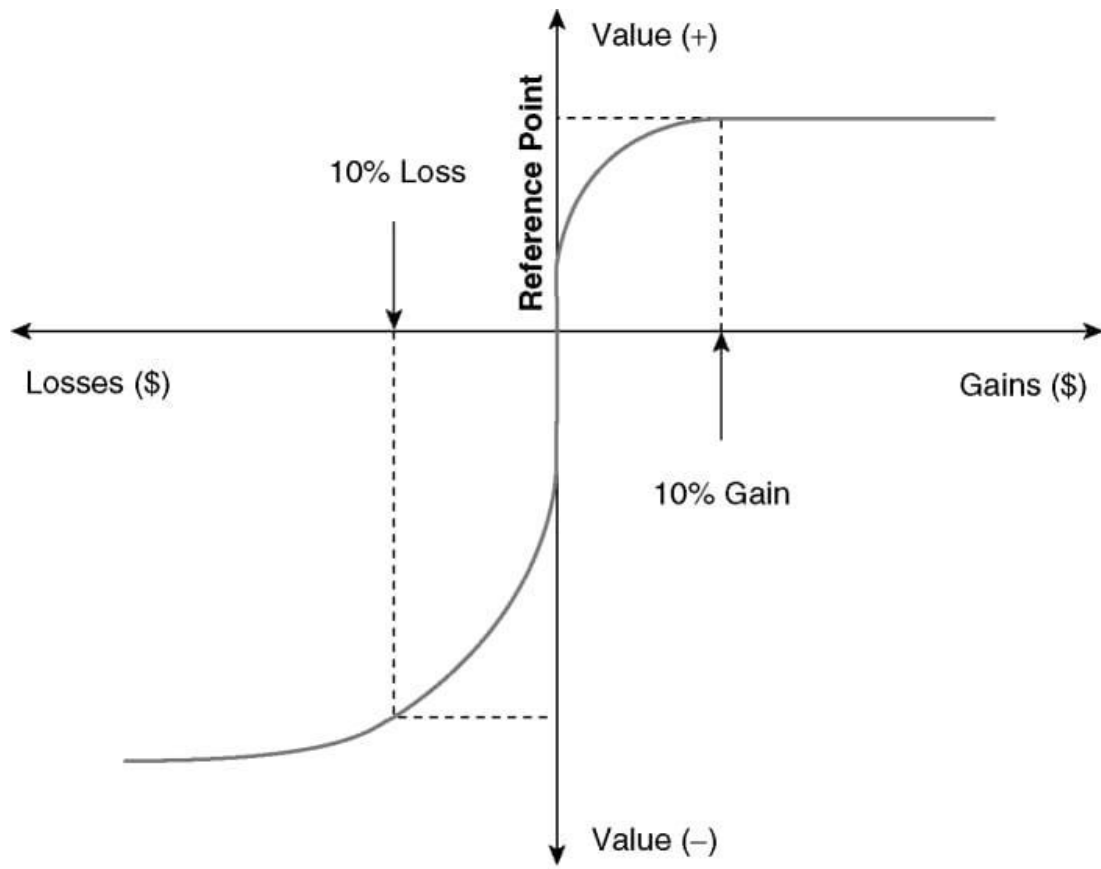


Fig 2.2 A typical Prospect Theory value function

2.1.3 Game theory

The objective of Games theory is to predict, using a set of rules, the way actors will react while interacting with themselves (VonNeumann and Morgestern, 1944). Games theory assumes selfish choices are made during one-time interaction. In contrast, repeated interactions among actors will lead to cooperation, knowing that selfish acts will lead to future retaliation (Bo, 2005). Games theory has been applied to the adoption of new technology (Zhu and Weyant, 2003), decisions on distribution channels (Xia, Xiao, and Zhnag, 2017) and production quantities and optimal pricing (Cao and Fang, 2013). Based on the assumptions of Game theory, key players are likely to make their next moves or decisions based on what other parties involved (for example, competitors) are doing. This means that a business can decide to adopt video marketing based on the fact that other businesses in the same niche are adopting video streaming for marketing purposes and if they don't cooperate in doing the same, they may be left behind.

2.2 CONCEPTUAL REVIEW

2.2.1 An Overview of Coronavirus (COVID-19)

This section explains the coronavirus, otherwise known as COVID-19 which started in Wuhan in China in late 2019. The pandemic of COVID-19 has been affecting all spheres of human endeavour in the recent time. As the Coronavirus affects public health services at global level, it also does to global economies. The pandemic of COVID-19 is worrisome because it is inevitable leading to the global economic recession. The World Health Organization (2020) notes that, the victims of COVID-19 will surely experience respiratory illness. It was also stated that older people and more importantly, people with medical or health problems such as diabetes, cancer, respiratory disease among others, are more likely and at risk to be infected with COVID-19.

It is reiterated that COVID-19 can spread easily through the nose or mucus discharge and

droplets of saliva especially through sneezes and coughs (World Health Organization, 2020). The most common symptoms of the disease are fever, dry cough and tiredness. The severe symptoms are chest pain, loss of speech and difficult breathing. Globally, many lives have been taken as a result of the prevalence of Coronavirus. Hence, it is important to adhere to preventive measures especially by washing hands, using sanitizers etc. as directed by health workers (World Health Organization, 2020). Currently, there is no actual treatment to be taken by someone infected with the virus. Nonetheless, there are several efforts at the international level especially China, US, UK, Japan, Canada, Germany, France etc. pertaining to trial vaccines for treatment of COVID-19.

Nonetheless, the foregoing explanation shows the trends of COVID-19 and it has economic implications in different countries. Reports given by UN analysts show that the \$80 trillion economy of the world will tremendously decline by \$ 1 trillion to \$2 trillion. This scenario of the global level will surely affect the economy of Nigeria especially the cases of coronavirus in the country plus direct business contact of the country with China. At the international level, it has caused a lot of disruptions to social and economic activities of citizens. For instance, the United States of America has initially budgeted \$350 billion as a relief fund for sustaining small businesses in the country. However, recently, the country is seeking an additional \$250 billion in order to provide loans for citizens to be able to cater for the economic sector (Odinaka and Josephine, 2020). With the global trend of COVID-19 which undoubtedly affects various facets of human endeavours, it therefore needs to be addressed especially by looking inwardly in exploring how to strengthen Micro, Small and Medium Enterprises (MSMEs) in the country as literature advocates (Odinaka and Josephine, 2020).

2.2.2 Micro, Small and Medium Enterprises (MSMEs)

Indeed, there is no generally acceptable definition of MSMEs and the definition or explanation depends on the context by which it is given. Hence, there is no perfect wall of defining MSMEs in developing countries despite the fact that they have been playing a prominent role in the overall economy (Gibson & Van der Vaart, 2008). Notably, Micro, Small and Medium Enterprises (MSMEs) are the businesses meant for provision of goods and services in the

aspect of manufacturing, agriculture, shoe making, computer skills, tailoring and other service sectors (Fatai, 2011; Chile, 2016). The purpose of MSMEs can be entrenched with specific emphasis on investment and employment in order to reduce the rate of unemployment and poverty as literature contends (Kozetinac et al., 2010). Literature further acknowledges that business link, knowledge effectiveness, social context and innovation are important determinants for successful MSMEs (Bryson, 1997; Carrillo et al., 2007). Hence, the study by Hayton (2003) contends that human capital management is important for the success of MSMEs especially in improving the entrepreneurial performance in the country.

The government has been making tremendous efforts in expanding the sector of the economy through the enhancement of Micro, Small and Medium enterprises (MSMEs). This assertion is regarded as a response to the advocate of earlier studies such as Egena et al. (2014) that stress on institutional support for the improvement of MSMEs in Nigeria. The government has initiated an Act relating with Small and Medium Enterprises Development Agency of Nigeria (SMEDAN) and the Act explicitly elaborated policy that will foster the growth of Micro, Small and Medium Enterprises (MSMEs) in the country (MSMEs, 2020). It is specifically mentioned that SMEDAN is expected to stimulate different programmes and facilitate support services that will accelerate economic development in the country with specific attention on the operations of MSMEs. It should be reiterated that, Federal Ministry of Industry, Trade and Investment contends that there are more than 37.07 million MSMEs which provide employment opportunities and contribute to the sector of the economy. This assertion is in line with the position of previous studies such as Shrivastava (2016) which contend that the government plays vital roles in the development of Micro, Small and Medium Enterprise (MSMEs).

As a result of potential of employment opportunities derived from MSMEs, the government, specifically Central Bank of Nigeria (2010), injected the sum of two hundred billion naira in order to facilitate the improvement of the sector of the country's economy through the provision of loan schemes to the citizens for the acceleration of economic growth as literature buttressed that, the government and financial institutions have roles to play in this regard (Oni, 2012). Furthermore, literature also acknowledges the roles of MSMEs to community

development (Anigbogu et al., 2014). Despite the fact that, the government has been giving immeasurable attention on the viability and sustainability of MSMEs in the country, the sudden outbreak of coronavirus pandemic has cut-short the plans of government in fostering MSMEs in the country despite the fact that, SMEs have been creating employment opportunities and playing significant role on poverty reduction (Pulka et al., 2017).

Although, there is an existing challenge relating to the funding of MSMEs. Nevertheless, the government can still do more in various ways especially through an effective strategy in promoting different investments in areas such as: farming, fishing, well construction, masonry, productive trades, tailoring, and small businesses. Hence, in the recent, there has been negative hindrance or impact of coronavirus on MSMEs in the country which subsequent sub-heading explains.

2.2.2.1 The Importance of MSMEs

MSMEs are the major drivers in developing an economy by generating employment opportunities all over the world (Elimam, 2017). The role of MSMEs in any national economy cannot be overemphasised (Muritala, Awolaja, and Bako, 2015). MSMEs are important to the development of the local economy, especially in job creation, economic growth, and poverty alleviation. MSMEs drive the economic development of a county (Obi, Ididunmi, Tolulope, Olokundun, Amaihian, Borishade and Fred, 2018). MSMEs are considered the backbone of any economy (Yoshino and Taghizadeh-Hesary, 2019). MSMEs contribute immensely to the growth of a country's GDP, generation of employment and improvement in the standard of living (Abudul, 2018). According to Ifekwem and Adedamola (2016), MSMEs contribute the following to the Nigerian economy: mobilisation of local resources, employment opportunities, equitable distribution of income, services of raw material, mitigation of rural-urban drift, generation and conservation of foreign exchange, and distribution of industries. Despite the multiple challenges confronting MSMEs, they contribute immensely to the economic development of Nigeria. Micro, Small and Medium Enterprises (MSMEs) are engines of social, economic transformation globally. MSMEs contributed 49.78percent to Nigeria's Gross domestic product (GDP) in 2017, and the sector had 41,543,028 businesses in 2017. According to the MSMEs report (2017), MSMEs have contributed seriously to the

creation of wealth and the improved socio-economic conditions of Nigeria's citizens. Lagos state has the highest number of MSMEs in Nigeria. MSME sector employed 59,647,954 persons, including owners, as of December 2017.

2.2.3 COVID-19 effect on Nigerian MSMEs

MSMEs immensely contribute to the overall economic development of Nigeria but it has not efficiently expanded and strengthened. Nonetheless, literature posits that there are different resources such as oil which significantly have an impact on the economic policy formulation in Nigeria and the policy is expected to support the economic condition of the poor citizens in order to achieve sustainable economic growth in the country (Adedipe, 2004; Akinlo, 2012). Notably, the Nigerian government has solely relied on oil as the source of revenue and overwhelming studies have campaigned for the diversification of the economy (Okonkwo & Madueke, 2016).

However, COVID-19 has affected the decline in the oil price which is the prime source of revenue to the government. The outbreak of COVID-19 in Nigeria has virtually affected all facets of life such as: education, social activities, political, governance, and economic dealings. Most business transactions since the outbreak of COVID-19 recorded low sales whereby most MSMEs reported decline in the source of income. However, prior to the outbreak of COVID-19, literature has shown a concern about the challenges of financing of MSMEs towards its effective performance (Adebisi et al., 2015).

More importantly, the economic experts have noted that the impact of COVID-19 pandemic has gone beyond what MSMEs can cater for in Nigeria. Hence, the government is expected to provide support and assistance in the form of palliative measures to the citizens. At the global level, there has been advocacy for collective effort in addressing multifarious challenges emanating from COVID-19. It has been interestingly asserted by the Director-General of International Labour Organization (ILO), Ryder (2020) that: Workers and businesses are facing catastrophe, in both developed and developing economies. We have to move fast, decisively, and together. The right, urgent measures could make the difference between survival and collapse.

The above is true because there is a measure that will serve as response to the contention of the director-General of International Labour Organization (ILO), Ryder (2020) who posits that, if there is no meaningful policy measures during this trying period, many workers are at high risk of falling into abject poverty. Prior to the current scenario of COVID-19 in Nigeria, the country's economy is still evolving but the evolution has been affected by the COVID-19 which requires urgent measures to address it. According to the National President, Association of Small Business Owners of Nigeria (ASBON), coronavirus has created a negative impact on the overall operations of MSMEs in the country. It is due to this negative consequence that there are a lot of cut downs in the production. It is observed that many businesses especially Micro, Small and Medium Enterprises (MSMEs) in Nigeria have collapsed as a result of the negative effect of the COVID19 pandemic. There is vulnerability with regard to the business transactions especially MSMEs despite the fact that priority has been given to protection of life and health conditions of the citizens.

Furthermore, the government has been making tremendous effort in getting support for strengthening production at the manufacturing industries as a way of post-COVID-19 economy recovery strategy. For instance, it has been earlier mentioned that, manufacturers of pure water used to get supply of polyethylene meant for making sachet and bottle water because they used to import most of the materials from China which has stopped since the outbreak of COVID-19. Businesses are shutting down as a result of the unavailability of raw materials for production. As "Currently, there is no ship from China to Nigeria and there are many containers at the seaports in China for shipping them to the country but unfortunately COVID-19 has caused more damage to the business transaction in the country" (Odinaka & Josephine, 2020).

More importantly, the production factories have actually stopped as a result of the prevalent coronavirus pandemic. In addition, as a result of lack of supply of raw materials, small and medium businesses cannot triumph and consequently, there is low supply of goods in the market. This situation has two major consequences on the MSMEs. First, there are closed down of most manufacturing industries. Second, the factories with available materials for

production surely will increase the price of the product whereby inflation is ensured. This situation is worrisome and even becomes unbearable to most citizens because there is no sufficient money to cater for their basic needs.

Further still, it must be reiterated that priorities should be given to the recovery of the economy after COVID-19 specifically through stimulation of the economy and creation of more employment opportunities. In addition, significant attention and support should be given to financial sustainability and viability of MSMEs because it plays paramount roles for the growth and development of the country's economy (Chile, 2016; Pulka et al., 2017; MSMEs, 2020). This position is in line with provision of a framework by the government which will harmonise noninterest window for several intervention programmes of the government such as Targeted Credit Facility (TCF), Anchor Borrowers' Programme (ABP) etc. which are meant to support the households and Micro, Small and Medium Enterprises (MSMEs) that are more specifically affected by COVID-19. Thus, it is essential to explain strategies for post-COVID-19 economic recovery in the country and technological adoptions by MSMEs that had positive effects on their sales and the brand generally during this period.

2.2.3.1 Survival Strategies for Post-COVID-19 Economic Recovery in Nigeria

Undeniably, COVID-19 has caused uncertainties in all spheres of human endeavour. Hence, there has been a concerted effort in facing the current reality in the world in general and Nigeria in particular. Many countries worldwide have been responsive and supportive to their citizens in times of difficulty. The current COVID-19 pandemic is the period in which citizens need attention and support from the government (Ryder, 2020). Undoubtedly, the intervention of the government is very significant especially by concretizing it into short- and long-term plans especially towards coming out of the crisis with strong economic viability as literature contends. For instance, in the UK, Canada, Europe, US etc., there are support initiatives especially where the government attempts to pay wages to employees at risk of losing their jobs (Ryder, 2020). Concerted effort and effective response of the government can provide meaningful tranquillity to the citizens through the provision of palliative measures. Thus, there

is emphasis on three major strategies explored in this paper namely: Government funds support, roles of leaders of MSMEs and Emergency Economic Stimulus Bill. Each of these is explained in the subsequent paragraphs.

First, as a response to this, the federal government of Nigeria is seeking assistance of \$3.4 billion from the International Monetary Fund; \$2.5 billion from the World Bank and \$1 billion from the African Development Bank in order to bridge the vacuum created by the COVID-19 pandemic (Odinaka & Josephine, 2020). It is not disagreeable to contend that, there is a need to diversify various aspects of Micro, Small and Medium Enterprises (MSMEs) especially manufacturing, agriculture etc. as an attempt to respond to the impact of COVID-19 on the country's economy.

Second, the role of leaders of MSMEs is significant for an expansion of businesses despite the fact that the government has been trying to foster the health sector in order to respond to the challenge of COVID-19. It should be reiterated that digitization of business operations is also significant for further exploration of business opportunities in MSMEs. In so doing, the support for local production because COVID-19 affected the raw materials importation from China as being incessantly mentioned. Thus, the government in recent times through the Central Bank of Nigeria is giving support for business loans in order to strengthen the existing and new businesses especially towards addressing the post COVID-19 economy. This can be considered as a great innovation in making the national economy thrive after the scenario of COVID-19.

Third, since the current hardship of COVID-19 has created the potential of many losing their jobs, thus, in order to safeguard people's jobs, the government has taken a proactive step through an Emergency Economic Stimulus Bill 2020 before the House of Assembly in order to incentivize businesses to protect employees. It is specifically mentioned that companies should not retrench staff between the 31st March 2020 and 31st December 2020 with the exception of the rationale of a breach of the Labour Act. This initiative undeniably is in the right direction especially in encouraging employers to retain their employees and consequently reduce the loss of jobs.

However, there is no explicit way through which the government attempts to finance the tax refund and pay its workers. It has been practically demonstrated that the government is interested in ensuring that employees are safeguarded from losing their jobs. For instance, the Central Bank of Nigeria (CBN) has suspended banks that layoff their staff without substantial justification or reason (MSMEs, 2020). It is not disagreeable to posit that governmental policies should be directed towards giving priority to the survival of citizens through effective strategies for economic viabilities. Hence, the implication of the study is explained.

2.2.4 Video Marketing

Video marketing can be considered as a type of content marketing that is sometimes not geared towards capturing leads but going viral through platforms and subsequently, the attraction of traffic to an online business. According to Joshi (2016), some of the advantages of making use of video marketing are its ability to transmit better than other formats, its higher chance of going viral and getting high engagement. When executed properly, it also helped to maintain top-of-mind awareness for a brand.

The goals of content in a video strategy are primarily three; informing, entertaining, and educating (Miller, 2011). The contents proposed should be interesting, in the form of entertainment, information, training, or utility for individuals' personal or professional lives (Toledano & Miguel). According to a study by Ascendz (2015), after interviewing 280 marketing professionals of companies from different countries and sectors, it was found that the lack of an effective strategy was the main obstacle to achieve success through videos, followed by the lack of attractive content and budget.

Videos are a language that uses images, and usually sounds and different kinds of content can be adapted into this audiovisual language in different forms. The purposes can be very different but when videos are used in marketing and communication, the main audiovisual content used by brands can be the following (Distilled & Del Pino, 2008; Scott, 2009; Tricio, 2010; Gabriel-Eroles, 2010; Greg, 2011; Miller, 2011; Martin-Nunez & Martinez Saez, 2012;

Perez-Rufi & Gomez, 2013; Barone, 2013; Costa-Sanchez, 2014; Ciampa & Moore, 2015):

- Host video: It receives the users when they access the web or in any of the landing pages in order to inform them about the organisation and its services or products. The objective is to strengthen users' interest and guide them towards what they are searching for. This kind of video can be the first contact point with a user and seeks to educate them about said organisation.

Product, catalogue, or service: It offers detailed information with a visual and narrative scope of greater impact than that of a set of photos and texts. This category includes videos like “Unboxing videos”, which narrate how the package is received and opened, and explain the characteristics of the product and how it is put into operation, can also be useful. They also include demonstrations of the products.

Tutorial: These videos are also product-centric. They demonstrate the use of the product through audiovisual aids. They provide answers to questions, explain how to use products, and spur the purchase of them. This may also serve as an after-sales service.

Testimonial or interview video: These videos are meant to build trust and humanise the company. The focus may be on customers, the company's professionals, or influential individuals. Customer reviews can improve customer trust and encourage purchases. This builds the sense of community and encourages engagement.

In addition, these videos can bring the opinions of the company's professionals to the table through an informative or service-oriented approach rather than a commercial one. Influencers, i.e., online leaders of the sector can be invited for collaborative projects which can include testimonial videos or demonstrations of products or services.

Informative branded content: Here, the brand offers video content that is users' interest; however, the priority is not sales, but becoming a source of reference information about a specific thematic area linked to the sector in which the brand operates (decoration, makeup, technology, banking, etc.). Products can be shown in use, but it does not constitute the primary

object of the video content.

Video related to the identity of the companies and their current affairs: There is a wide range of videos that increase knowledge about the companies and the affection for the brands. The internal events processed in videos are good external publicity that provide information and can attract potential customers. An example of this is the Apple launch of iPhone 13 in September, 2021.

Videos of Corporate Social Responsibility: They are videos of solidarity campaigns in which brands participate, videos of actions to care for the environment or help individuals with special needs. In a context where companies should not only generate profits, but also return to society part of what they obtain from it, audiovisual messages of solidarity campaigns become a powerful tool for reputation and awareness.

Advertising: These videos intend to popularise the brands, publicise the products, and impact customers. In order to go viral, the videos can be emotional, humorous, surprising, or a combination of different elements. The use of the storytelling technique is common (Garrido & Fernández, 2014). There are three strategic pillars to attract the public towards the brands, namely: emotion; entertainment; and new experiences (Angosto, 2015). Previous studies have observed the outstanding presence of surprise and joy as dominant emotions caused by most successful viral videos (Dafonte, 2014). If a company wants a video to become viral, the viewer should be captivated in the first seconds. These videos should tell a good story, be funny, attract attention, be brief, and arouse emotions (Angosto, 2015).

2.3 EMPIRICAL REVIEW

In the space of time that Covid-19 has become a real time worldwide concern, several studies have come up analysing its impact on several aspects of human life and MSMEs have not been exempt.

2.3.1 An overview of the Nigerian economy in the context of Micro, Small and Medium Enterprises

In Nigeria, there are 41, 543, 028 enterprises designated as Micro, Small and Medium Enterprises (MSMEs) accounting for 99.8%, 0.17%, and 0.004% respectively with Lagos, Osun, and Oyo as the top states with the highest number of MSMEs (NBS, 2017). MSMEs contribute 48% of national GDP, account for 96% of businesses, and 84% of employment. Micro-enterprises are small businesses with less than 10 employees and have less than 5 million Naira in assets excluding lands and buildings. Unsurprisingly, a large majority of micro-businesses are sole proprietorships. MSMEs, however, have more distributed ownerships with 65% as sole proprietorships, 21% as private limited liability companies, 6% as faith-based ownerships, and 5% as partnerships (NBS, 2017).

With the larger number of enterprises in Nigeria being micro-enterprises, any business and economic shocks will inevitably affect various sectors and the livelihoods of many citizens. As the world is currently being ravaged by the COVID-19 pandemic, nations are grappling with how to contain the spread and limit its effect within their borders (Obiakor, 2020). The government has used different measures to control the spread of the virus and these include the closure of airports, schools, market places, and worship centres among others. The closure by the Federal Government of Nigeria started on 30 March 2020 with Federal Capital Territory, Lagos, and Ogun States having the first share being the first states with the COVID-19 cases in the country (Presidential Task Force on COVID-19, 2020). These closures, while essential, are having negative ripple effects across all sectors and segments of the country (Obiakor, 2020).

Micro and small businesses experienced a larger decline in business activity compared to medium and large firms (Lakuma et al., 2020). This may be because a number of the micro and small businesses in the country stopped operations for a while due to their helplessness to undertake preventive health measures like ensuring physical distancing, providing sanitizers, water, and soap for customers' use. (Lakuma et al., 2020).

The economic deceleration in Nigeria was caused by a mixture of falling oil prices in the world market and the ripple economic effect from the COVID-19 pandemic, which not only led to a fall in the demand for oil products but also stopped economic activities from taking

place when social distancing policies were enforced (Ozili, 2020).

According to Adenomon et al. 2020, who studied the effects of the COVID-19 outbreak on the Nigerian Stock Exchange's performance using Evidence from GARCH Models covering the period of 2nd January 2020 to 16th April 2020, the results revealed that profits nosedived during the COVID-19 period under study in Nigeria as against the normal pre-COVID-19 results.

The work of Chukwuka and Ekeruche (2020) on the impact of the COVID-19 outbreak on the Nigerian economy, shows that the Nigerian economy that was projected to experience 2.5% GDP growth, has been truncated by the pandemic leading to a higher increase of the nation's debt servicing to revenue ratio at 60% amid the falling prices of oil.

In the same vein, FATE Foundation and BudgIT (2020) studied the impact of COVID-19 on 1,943 (MSMEs) across the 36 states in Nigeria including the FCT. The result revealed that 94.3% of respondent businesses recorded negative results during the pandemic principally in the areas of Cash flow, Sales, and Revenue. AFDB's African Economic Outlook 2020 report revealed that real GDP in Africa will contract by 1.7 percent in 2020, plummeting by 5.6 percentage points from January 2020 pre-COVID-19 projections, if the virus has a significant impact but lasts for a brief period. If the spread of the virus continues till after the second quarter of 2020, a deeper GDP contraction of 3.4 percent is projected, down by 7.3 percentage points from the growth projected before the outbreak of COVID-19 (AFDB, 2020).

Nigeria has been severely hit by the spread of COVID-19 and the associated sharp decline in oil prices (IMF, 2020). According to World Bank, (2020), the swift and massive shock of the coronavirus pandemic and shutdown measures to contain it have plunged the global economy into a severe economic contraction and the global economy is expected to shrink by 5.2% in 2020. While economic activity among advanced economies is anticipated to shrink 7% in 2020 as domestic demand and supply, trade, and finance have been severely disrupted, emerging market and developing economies (EMDEs) are expected to shrink by 2.5% in the same year (World bank, 2020). For Nigeria, it is forecasted that the economy will shrink by 3.2% but is expected to recover in 2021 to 1.7% (World bank 2020).

An assessment study by Pravaka, S., *et. al.*, (2020), examined the effects of COVID-19 on growth, manufacturing, trade, and the MSME sector, as well as how policy makers could deal with any negative effects on the economy. The study predicted that “if the situation gets worse and prolongs for a few months, many small and tiny firms may cease to exist as it would be difficult for them to survive and hold onto their men and machines” (Sahoo, *et. al.*2020).

Shafiet. *al.* (2020) carried out a similar study but focused on providing policy recommendations that can help MSMEs reduce losses and survive through the COVID-19 crisis. They found that over 80% of enterprises were not prepared and had no plan to handle the pandemic situation. More than two thirds of participating enterprises also reported that they could not survive if the lockdown lasted more than two months (Shafi, *et. al.* 2020).

Bringing these more familiar climates, Oyewale *et. al.*, (2020), found that the majority of Nigerian entrepreneurs were affected, though to varying extents, by the lockdown and movement restrictions that were observed as a result of COVID-19. They noted that the lockdown measures had an increasing likelihood to cause low sales among enterprises, especially for businesses that were not in the agricultural sector. However, the reverse was the case for the food and agriculture sector that seemed to have potential to do well, despite restrictions. They also highlighted the possibility of the majority switching up business styles in a bid to cope with the new reality in the case of a partial lockdown, although these coping mechanisms may not be as effective in case of a total lockdown.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

This study employed the use of the survey research method. This design offers an opportunity to gather in-depth information and perceptions through triangulation method. This was because this study was focused on a specific phenomenon and the experience of the participants during the phenomenon.

3.2 Study Area

This study was conducted among different business owners who made use of video marketing for business activities during the COVID-19 pandemic lockdown in the Ibadan North local government area of Oyo State, Nigeria

3.3 Population and Sampling

The population of this study includes all the MSMEs in Ibadan North LGA, Oyo State before March, 2020 and still in existence till date, that incorporated video marketing into their business operations. The size of this population is unknown but might be considered irrelevant as this is a qualitative study with more focus on the quality of data gathered based on the experience of the participants. This study made use of purposive sampling to select its respondents. This is because this study requires participants who can provide in-depth and detailed information about the phenomenon under study.

3.4 Sample Size Determination

Due to lack of proper record keeping in Nigeria, it was impossible to get the exact number of MSMEs in the study area but this wasn't limiting for the research design of this study. A questionnaire was administered to the study population to determine which participants have the characteristics required. After this, Purposive sampling was used to select a total of 10 participants for an in-depth interview. This was to ensure that each participant is properly interviewed to get full and in-depth information about the phenomenon being studied.

3.5 Instrumentation

This study made use of the triangulation method of data collection. First, demographic research was conducted using a questionnaire to collect demographic data about participants. After this, a sample of the participants who fall into the criteria required for this study was selected for an In-depth interview for more details.

In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation (Boyce and Neale, 2006). An interview protocol was prepared beforehand. This provides a framework for administration and implementation in order to ensure consistency between interviews, and thus increase the reliability of the findings. In addition, an interview guide was developed, which included questions or issues to be explored, as well as an informed consent form. At the point of interview, consent was obtained from the participant in either written or oral form before the commencement of the interview after which the purpose of the interview was stated again. The interview was recorded and subsequently transcribed to avoid loss of data. In cases where the participant wasn't physically available, the interview was conducted and recorded using Google Meet or Zoom. This enabled richer data collection via video call instead of solely audio calls. Participants were asked a mix of open and close-ended questions concerning their use of video marketing for business processes, what platforms were used, how incorporating video marketing affected their business and how it impacts sales.

3.6 Method of Data Analysis

Data for this study was collected by recording and accurately transcribing collected data. This is in order to avoid inaccuracies and data loss. After this, transcriptions were analysed to identify themes and patterns. Transcripts were then annotated and data conceptualised. The conceptualised data was then segmented and each segment deeply analysed in order to draw results.

3.7 Ethical Consideration

The ethical issues to be considered in this study will aid in following best practice since the research includes data collections involving human beings and the use of intellectual properties in some rare cases.

1. Informed Consent: Participating in the research is voluntary. Consent will be obtained from the interviewed participants. The participants will also have the opportunity to decline. At the beginning of the interview, the interviewer will briefly explain what the study is about; stating that the interview is voluntary and participants can willingly decline at any point of the interview.
2. Confidentiality and Anonymity: There will be due respect for the confidentiality and anonymity of the participants. There is also respect for the privacy of the respondents by ensuring that questions such as religion and sexual orientation which are not part of the research objective are not included on the questionnaire.
3. Prioritising respondent's safety: Research participants will not be subject to harm in any way especially regarding the Coronavirus pandemic. Proper public health safety procedures such as wearing of a face mask and social distancing will be followed by all the research assistants during physical interaction with participants. Respect for the dignity of the participant will be prioritised.
4. Honesty and total disclosure: All forms of deception relating to the aim and objective of the research for easy consent will be avoided. Misleading information as well as representation of primary data findings in a biased way will be avoided. The use of offensive, discriminatory and other unacceptable language will be avoided. All work of other researchers used in this study will be acknowledged in the references and a request for permission has to be granted by the researchers if necessary.
5. Neutrality: The second issue relates to the role of the researcher as participant. The researcher will be neutral at every stage of the research to ensure objectivity.

3.8 Limitations of the Study

1. Limited prior research studies on the topic: The Covid-19 pandemic is one that hit the world at a level that no other pandemic has hit the world in a while. Although, there were some related studies that helped to give a background understanding to the phenomenon being discussed but aside from these, there was not a lot of study specifically about the topic to help add richness to the research.
2. Lack of available and reliable data: In the process of carrying out this research, it was found out that there wasn't enough available and reliable information on the number of micro, small and medium enterprises in the study area. There wasn't also enough information on the various types of business these MSMEs run.

Another type of data that was unavailable, or when available was unreliable, was sales records by MSMEs. Most respondents had no solid records to show how much their sales were before, during and after the pandemic lock down. In rare cases where this information was available, respondents were unwilling to share their numbers to someone outside their business. This limited the extent to which the study could specifically state the impact of video marketing on sales of MSMEs.

3. Self-reported data: Due to the limitation of lack of available or reliable data, this study also faced the limitation of self-reported data from respondents. Without solid records, respondents had to rely on memory to provide information on events of the year before. These information provided were not easily verifiable from other sources in relation to that particular business.

CHAPTER FOUR

RESULTS AND INTERPRETATION

4.1 Descriptive Analysis of the Socio-Demographic Information of Respondents

4.1.1 Distribution of Respondents' Gender

Table 4.1 indicates that a total of 102 business owners participated in the research of which there were 21 males representing 20.6% of the total participants and 81 females representing 79.4% of the population. Based on this analysis, it was observed that a larger population of entrepreneurs in the study area is female. Table 4.1 is represented below:

4.1.2 Distribution of Respondent's Age

Table 4.2 indicates that a total of 102 business owners participated in the research of which 2 (2%) of the respondents are less than 18 years, 40 (38.2%) respondents are between the ages of 19-24 years, 42 (41.2%) respondents are between the ages of 25-30 years, 15 (14.7%) respondents are between the ages of 31-36 years, 4(3.9%) respondents are between the ages of 37-42 years, and no respondents in the 43-48 age bracket and above 48 years old.

Based on this analysis, the major percentage of business owners in the study area are those between the ages of 25 - 30 years age bracket, followed closely by the 19-24 years age bracket, followed by 31-36 years age bracket. The less than 18 and 37 - 42 age brackets had a low percentage of the population. Table 4.2 is represented below:

4.1.3 Distribution of how long respondents have been in business

Table 4.3 indicates that out of a total of 102 respondents, 26 (25.5%) have been in business for less than a year. 58 (56.9%) have been in business for 2 – 5 years, 15 (14.7%) have been in business for 6 – 10 years, and 3 (2.9) have been in business for more than 10 years.

Based on this analysis, it is seen that the majority of business owners in the study area have been in business for 2 – 5 years while 26 business owners have been in business for less than a year. 15 of the 102 respondents stated that they have been in business for 6-10 years and just 3 of the respondents have been in business for more than 10 years. Table 4.3 is represented below:

Table 4.1 Distribution of respondents' gender

Gender	Frequency	Percentage
Male	21	20.6
Female	81	79.4
Total	102	100

Table 4.2 Distribution of respondents' age

Age	Frequency	Percentage
Less than 18	2	2.0
19-24 years	40	38.2
25-30 years	42	41.2
31-36 years	15	14.7
37- 42 years	4	3.9
43-48 years	--	--
Above 48 years	--	--
Total	102	100

Table 4.3 Distribution of how long respondents have been in business

Duration	Frequency	Percentage
Less than a year	26	25.5
2 - 5 years	58	56.9
6 - 10 years	15	14.7
More than 10 years	3	2.9
Total	102	100

4.1.4 Distribution of number of employees

Table 4.4 indicates that 99 (97.1) of the business owners have 1-10 employees working for their enterprise, while the remaining 3 (2.9%) have 31 and above employees working for their enterprises. This analysis indicates that the majority of the respondents operate micro enterprises with 10 or less employees. Table 4.4 is represented below:

4.1.5 Distribution of respondents' businesses with social media accounts

Table 4.5 indicates that 99 (96.1) representing the majority of the respondents have their businesses online while just 4 (3.9) indicate that their businesses are not on social media. Table 4.5 is represented below:

4.1.6 Distribution of respondents that used video marketing during the lockdown

Table 4.6 above indicates that 67 (65.7%) of respondents made use of video marketing during the lockdown in 2020, while 35 (34.3) did not make use of video marketing during the time. This analysis shows that the majority of the respondents made use of video marketing during the lockdown while the minority did not. Table 4.6 is represented below:

4.1.7 Distribution of respondents' businesses various social media platforms

Table 4.7 indicates that of 99 respondents whose businesses are on social media, 17 (17.17%) are on only one social media platform. 38 (38.38%) have their businesses on two social media platforms. 33 (33.33%) have their businesses on three social media platforms. 9 (9.09%) have their businesses on four social media platforms and 2 (2.02%) have their businesses on five social media platforms. Also, 88 respondents have their businesses on Instagram, 66 respondents have their businesses on Facebook, 23 respondents have their businesses on Twitter, 38 respondents have their businesses on Whatsapp, 2 respondents have their businesses on LinkedIn, 17 respondents have their businesses on Tiktok and 4 respondents have their businesses on YouTube. Table 4.7 is represented below:

Table 4.4 shows the distribution of respondents' number of employees.

Employees	Frequency	Percentage
1-10	99	97.1
11-20	--	--
21-30	--	--
31 and above	3	2.9
Total	102	100

Table 4.5 Distribution of respondents' businesses with social media accounts

Social media accounts	Frequency	Percentage
Yes	99	96.1
No	4	3.9
Total	102	100

Table 4.6 Distribution of respondents who used video marketing during the lockdown

Video marketing during lockdown	Frequency	Percentage
Yes	67	65.7
No	35	34.3
Total	102	100

Table 4.7 Distribution of social media platforms where respondents have accounts for their businesses.

Respondents	Instagram	Facebook	Twitter	Whatsapp	LinkedIn	Tiktok	YouTube	Total
Resp. 1	✓	✓						2
Resp. 2	✓	✓	✓					3
Resp. 3	✓							1
Resp. 4	✓	✓	✓					3
Resp. 5	✓	✓		✓				3
Resp. 6	✓	✓						2
Resp. 7	✓	✓		✓				3
Resp. 8	✓		✓					2
Resp. 9	✓	✓						2
Resp. 10	✓	✓	✓					3
Resp. 11								0
Resp. 12		✓		✓	✓			3
Resp. 13	✓	✓		✓				3
Resp. 14	✓	✓		✓				3
Resp. 15	✓			✓				2
Resp. 16		✓		✓				2
Resp. 17	✓	✓		✓				3
Resp. 18	✓			✓		✓		3
Resp. 19	✓			✓				2
Resp. 20	✓			✓				2
Resp. 21	✓	✓	✓	✓			✓	5
Resp. 22	✓							1
Resp. 23	✓			✓				2
Resp. 24	✓	✓		✓				3

Resp. 25	✓	✓	✓	✓			4
Resp. 26	✓			✓			2
Resp. 27	✓			✓	✓		3
Resp. 28	✓	✓	✓	✓			4
Resp. 29	✓	✓	✓	✓	✓		5
Resp. 30	✓	✓				✓	3
Resp. 31		✓		✓			2
Resp. 32		✓					1
Resp. 33	✓	✓	✓			✓	4
Resp. 34							0
Resp. 35	✓						1
Resp. 36		✓		✓			2
Resp. 37	✓	✓		✓			3
Resp. 38							0
Resp. 39	✓						1
Resp. 40	✓			✓			2
Resp. 41	✓	✓		✓			3
Resp. 42					✓		1
Resp. 43					✓		1
Resp. 44	✓						1
Resp. 45	✓	✓	✓		✓		4
Resp. 46	✓	✓					2
Resp. 47	✓				✓		2
Resp. 48	✓	✓					2
Resp. 49	✓	✓	✓				3
Resp. 50	✓						1
Resp. 51	✓	✓					2
Resp. 52	✓	✓	✓				3
Resp. 53	✓	✓					2

Resp. 54	✓	✓	✓		✓	4
Resp. 55	✓	✓				2
Resp. 56	✓	✓		✓	✓	4
Resp. 57	✓	✓				2
Resp. 58	✓	✓				2
Resp. 59	✓					1
Resp. 60	✓				✓	2
Resp. 61	✓					1
Resp. 62					✓	1
Resp. 63	✓	✓	✓			3
Resp. 64	✓					1
Resp. 65	✓	✓	✓		✓	4
Resp. 66	✓	✓				2
Resp. 67	✓				✓	2
Resp. 68	✓	✓	✓			3
Resp. 69	✓	✓				2
Resp. 70	✓	✓	✓			3
Resp. 71	✓					1
Resp. 72	✓	✓				2
Resp. 73	✓					1
Resp. 74	✓	✓	✓			3
Resp. 75	✓	✓				2
Resp. 76	✓	✓	✓		✓	4
Resp. 77	✓	✓				2
Resp. 78	✓	✓		✓	✓	4
Resp. 79	✓	✓				2
Resp. 80	✓	✓				2
Resp. 81	✓					1
Resp. 82	✓				✓	2

Resp. 83	✓	✓						2
Resp. 84	✓							1
Resp. 85	✓	✓	✓					3
Resp. 86	✓	✓		✓				3
Resp. 87	✓	✓						2
Resp. 88	✓	✓		✓				3
Resp. 89	✓		✓					2
Resp. 90	✓	✓						2
Resp. 91	✓	✓	✓					3
Resp. 92		✓		✓	✓			3
Resp. 93	✓	✓		✓				3
Resp. 94	✓	✓		✓				3
Resp. 95		✓		✓			✓	3
Resp. 96	✓			✓				2
Resp. 97		✓		✓				2
Resp. 98	✓	✓		✓				3
Resp. 99	✓			✓		✓		3
Resp. 100	✓			✓				2
Resp. 101	✓	✓		✓				3
Resp. 102	✓	✓	✓					3
Total	88	66	23	38	2	17	4	

4.1.8 Distribution of Social Media platforms used for video marketing during the lockdown

Table 4.8 shows that of the 67 respondents who made use of video marketing during the lockdown, 22 (32.8%) respondents use just one social media platform for video marketing, 26 (38.8%) respondents used two social media platforms for video marketing, 12 (17.9%) respondents used three social media platforms for video marketing, 6 (8.91%) respondents made use of four social media platforms for video marketing and 1 (1.1%) respondent made use of 5 social media platforms for video marketing.

Additionally, 52 respondents made use of video marketing on Instagram 35 respondents made use of video marketing on Facebook, 8 respondents made use of video marketing on Twitter, 31 respondents made use of video marketing on Whatsapp, 0 respondents made use of video marketing on LinkedIn, 14 respondents made use of video marketing on Tiktok and 4 respondents made use of video marketing on YouTube. Table 4.8 is represented below:

Table 4.8 shows the distribution of social media platforms that respondents used for video marketing during the lockdown.

Respondents	Instagram	Facebook	Twitter	Whatsapp	LinkedIn	Tiktok	YouTube	Total
Resp. 1	✓	✓						2
Resp. 3			✓	✓				2
Resp. 4	✓	✓		✓				3
Resp. 7			✓					1
Resp. 8		✓		✓				2
Resp. 12	✓	✓		✓				3
Resp. 13				✓			✓	2
Resp. 15		✓		✓				2
Resp. 18	✓			✓				2
Resp. 20	✓	✓	✓	✓			✓	5
Resp. 21	✓							1
Resp. 22	✓			✓				2
Resp. 24	✓	✓	✓	✓				4
Resp. 25	✓			✓				2
Resp. 26	✓			✓		✓		3
Resp. 27	✓			✓				2
Resp. 28	✓			✓		✓		3
Resp. 29	✓	✓					✓	3
Resp. 30		✓						1
Resp. 32	✓	✓		✓		✓		4
Resp. 33				✓				1
Resp. 34	✓	✓						2
Resp. 35				✓				1
Resp. 36	✓			✓				2

Resp. 38	✓	✓				2
Resp. 39	✓			✓		2
Resp. 40	✓	✓		✓		3
Resp. 41					✓	1
Resp. 42					✓	1
Resp. 43	✓					1
Resp. 44	✓	✓	✓		✓	4
Resp. 45	✓					1
Resp. 46	✓				✓	2
Resp. 47	✓					1
Resp. 48	✓	✓				2
Resp. 50	✓	✓				2
Resp. 52	✓	✓		✓		3
Resp. 53	✓	✓			✓	3
Resp. 54	✓	✓				2
Resp. 55	✓	✓		✓	✓	4
Resp. 56	✓	✓				2
Resp. 58	✓					1
Resp. 59					✓	1
Resp. 60	✓	✓				2
Resp. 63	✓					1
Resp. 64	✓	✓	✓		✓	4
Resp. 65	✓					1
Resp. 66	✓					1
Resp. 67	✓	✓				2
Resp. 68	✓					1
Resp. 69	✓	✓				2
Resp. 71	✓	✓				2
Resp. 72	✓					1

Resp. 74	✓	✓		✓				3
Resp. 75	✓	✓				✓		3
Resp. 76	✓	✓						2
Resp. 77	✓	✓		✓		✓		4
Resp. 78	✓	✓						2
Resp. 80	✓							1
Resp. 84			✓	✓				2
Resp. 85	✓	✓		✓				3
Resp. 88			✓					1
Resp. 89		✓		✓				2
Resp. 93	✓	✓		✓				3
Resp. 94				✓				1
Resp. 96		✓		✓				2
Resp. 98						✓		1
Resp. 99	✓			✓				2
Total	52	35	8	31	0	14	4	

4.2 Report on Interviews on the role of video marketing on sales of micro, small and medium scale enterprises

Interviews were carried out on 10 business owners that were purposefully selected based on their responses to the demographic questionnaire and their willingness to participate in the study.

Question 1: What social media platforms is your business on?

Of the 10 respondents who were interviewed, 3 respondents representing 30% stated that their businesses are on Instagram and Whatsapp. 2 respondents representing 20% use Facebook, Instagram and Whatsapp. 3 respondents representing 30% use Instagram and Facebook. 1 respondent representing 10% uses Instagram, Twitter, Whatsapp and Facebook, while the remaining 1 respondent representing 10% uses only Instagram. This shows that Instagram is the most common social media platform among the respondents.

Question 2: How many followers do you have on these platforms?

Some of the respondents stated that they do not know the number of followers that they have on some platforms as their businesses are not active on said platforms even though they have accounts on them, while others stated the reasons they do not know the number of followers they have on some platforms is because they do not pay attention to such numbers.

80% of the respondents were able to state their number of followers on Instagram and these numbers ranged between 600 and 7796, with 600 being the lowest and 7796 being the highest number of followers. 30% of the respondents stated that they have 4000, 700, and 3000 followers respectively on Facebook. Only one respondent was able to state the number of contacts the business has on Whatsapp as this is the number of potential primary reach of the business through status updates. This one respondent stated that the business has 5000 such contacts on Whatsapp. Only one respondent has an account on Facebook and stated that the business account on twitter has 120 followers.

Question 3: Why did you choose these social media platforms?

When asked why they chose the platforms they chose for their businesses, respondents gave varied responses. Of the 6 respondents who use Whatsapp for business, 5 responded that they use Whatsapp mainly because of convenience and relationship. One of the respondents stated,

“Whatsapp allows me to advertise to people I already know so I can leverage on relationships”. Another states simply, *“...It’s just convenient for me to be honest”.* In a more comprehensive manner, another respondent, who has 5000 people on her business contact list says, *“...because I connect well with the people on Whatsapp. It’s a personal place for me, like my inner circle and it’s easier to reach out to everyone. The competition is less, like, I know everyone on my Whatsapp. They are my own contacts basically; I don’t have to share them. Even if I have to share them, it’s with their other contacts. So, I have their attention whenever I need them. It’s easy for me to send a broadcast message to reach out to everyone personally”.* The remaining one respondent who uses Whatsapp states that she uses Whatsapp because *“...everybody is using it”.*

Responses as to why respondents chose Instagram lean more towards the *“...opportunity to reach a large number of people...”* as one respondent stated. Instagram is known to give its users the chance to reach a large number of people beyond their followers through its explore page, reels and ads features and these have appealed to business owners, including the respondents of the interview. This may explain why all 10 participants use Instagram for their businesses, and seven of them say that they chose Instagram because it gives them a wider reach. One respondent says that she believes business moves faster on Instagram because the apps’ tools help give her business more exposure. Two of the respondents stated that they chose Instagram because their target audiences are users of the platform.

Like Whatsapp, two respondents State that they choose Facebook because it’s comfortable for them. In one of the respondent’s words, *“it was all about fun until I realised people were moving to Facebook and I can easily share whatever I post on Whatsapp on Facebook automatically, that was why I started using Facebook for business”.* The second respondent also stated that she had used Facebook for personal purposes and as such was used to the platform and could easily adapt to using it for business. One respondent indicated that she uses Facebook to get post inspirations but she’s not really active on the platform. Two of the respondents do not use their brand’s Facebook pages as they do not find the platform easy to use or find that their targets are not on Facebook. The last respondent with a Facebook account stated that he opened it to enable him to run ads on Instagram.

Responses towards Twitter are not as positive. Only one of the respondents uses Twitter for business but states that she hasn't been active on the platform as she thinks people on the platform are toxic and age doesn't want to risk her business getting trolled. One other respondent who doesn't use Twitter said that the reason she doesn't use Twitter is because the platform is too complex for her schedule.

Question 4: During the lockdown, did you make use of videos for marketing? 100% of the respondents used video marketing during the lockdown

Question 5: Did you shoot these videos yourself or did you have a professional shoot them?

9 (90%) of the respondents shot the videos themselves while 1 (10 %) stated that due to the nature of her brand, she sometimes gets to work with other professionals, including videographers at shoots or events and these videographers take videos of her work. She in turn uses these videos to advertise her work.

Question 6: Did you edit both sound and filter?

8 (80%) of the respondents said that they edited their videos with both sound and filter. 2 (20%) respondents said that they edited sound but didn't use filters for their videos. One of them has a dedicated space in her shop that she set up with bright and quality light. She said that she set up that space so that she would have great picture quality and won't have to use filters. One of the respondents that use sound and filter states that she does so, *"...you can't just post raw pictures on Instagram"*.

Question 7: Did you include your business contact information in your videos?

Of the 10 respondents, 7 stated that they included contact information in their videos. One states that she does this *"...so that when people share my videos, people that see the videos on their pages can find my own page even if the people that shared the video didn't tag me"*. Of the remaining 3 respondents who stated that they do not include their contact information, one stated that the reason is because, *"...anybody that sees them already knows they are from me"*.

Question 8: What is the average length of the videos?

One respondent states that she mostly uses Instagram reels for her business as they allow her a wider reach but their maximum length is 30 seconds so most of her video content is 30 seconds long. In cases where the videos length is more than 30 seconds, the respondent states that she shares them to Instagram Story, as this gives her room to share longer length videos. 8 respondents stated that their videos were usually between 1 – 2 minutes while one respondent stated that his videos are sometimes up to 2 minutes but not more.

Question 9: Can you give an estimate of your annual revenue before and after incorporating video marketing during the lockdown?

Some challenge was encountered with this question as respondents didn't seem to have records of revenue or were reluctant to share their figures. In one of the respondent's words, "*...I have no idea, all I know is the videos helped a lot as it exposed me to more humans*". Another respondent was able to state that her business was worth about N500, 000 during the pandemic and she was able to grow it to around N2, 000,000 despite the pandemic. When asked if she thought video marketing played a role in these figures, she replied, "*I would say yes because I sent videos as BCs and I include my link and people message me and that is how they get to see what I have to offer and eventually, some of them buy*". Four respondents were able to state that their businesses were worth less than a million naira before and after using the lockdown, despite using video marketing. Another respondent didn't state her revenue but stated, "*All I can say is that we had more customers when I started this video recording system...I started business 5 years ago and I was not using social media but now I have more customers coming through this social media*".

On the other hand, another respondent stated that even though she was using video marketing, she did not see tremendous sales during the lockdown. She believes that this is because of her type of business. She says, "*...maybe because people think they don't really need clothes during the pandemic*".

Question 10: Will you say that video marketing has aided sales in your business?

“Yes, but maybe not immediately. At times, people came to redeem their pledge of buying whenever they have the money”, this is the response of one of the respondents when asked whether video marketing has aided sales in her business. She explained that the immediate results she gets from video marketing has to do with maintaining top of mind awareness which causes customers to come back to buy her products when they can, and so she subsequently makes sales. Another respondent states that she has seen results of video marketing, *“...because that way people can see the shoes in and out, and when I'm turning it, they like the views, so I think it makes them want to buy”*. Another believes video marketing increases sales, *“...Because more people are seeing my posts and actually viewing them, more people are persuaded to buy from me which increases sales”*. One of the respondents stated that the videos she made during the lockdown did not bring in any sales and only helped her visibility to a small extent. Another respondent states that video marketing improved sales to a rate of about 10%.

Question 11: How well has video marketing aided the visibility of your business?

In this category, there seems to be a consensus in the responses of respondents. Even in cases where respondents stated that video marketing aided sales, the majority stated that the sales came after video marketing helped boost visibility. One respondent said *“It made a lot of difference, in a world where everybody is attracted by what they see compared to what they hear. I feel, using a video strategy would be better. When people see the quality of the video and the way you express yourselves in the videos, they want to have a kind of relationship with that kind of business”*. Another respondent communicates that she prefers to share videos for her business than pictures as according to her, she gets more engagement on her videos which helps favour her posts with Instagram algorithm and in turn helps get her products to more people. Another respondent stated that even though she did not get a lot of sales while using video marketing during the lockdown, she gained a lot of followers. She attributed this to her using video marketing, running ads on some of the videos and the fact that most people were at home and on their phones a lot. Other respondents stated similar responses, as they believe video marketing helps boost their

visibility online. These are in line with Joshi (2016), who said that some of the advantages of making use of video marketing is its ability to transmit better than other formats, its higher chance of going viral and getting high engagement. When executed properly, it also helped to maintain top-of-mind awareness for a brand.

Question 12: How has the use of video marketing or platforms aided sales and profitability in your business?

Respondents generally referred back to their previous responses to state that they believe their businesses made more sales and profits due to video marketing. One said, *“When people see the videos they see the kind of work we do and feel like, these guys are good, we should try them out. Then they call us, they give us jobs”*. Another said, *“Because more people are seeing my posts and actually viewing them, more people are persuaded to buy from me which increases sales. And all these are done without much cost to me so that increases profitability”*. On the other hand, another respondent states that she doesn’t think video marketing has been doing a lot for her business. She states that she focuses more on content creation, in the form of storytelling, for her business. She believes that this has helped her reach her target audience more easily than video marketing. One other respondent does not think that video marketing has done much for her business as regards sales and profitability, especially during the lock down. This means that according to this, 80% of the respondents claim that video marketing has helped them boost sales and profitability for their businesses while the remaining 20% of respondents believe that video marketing is negligible when it comes to their sales and profitability.

Question 13: What are the challenges encountered in the use of video marketing for your business operations?

One of the challenges with the use of video marketing seemed to circle around different platforms. A common challenge for respondents who use Whatsapp for video marketing is that the platform reduces video quality. On Instagram, respondents have a challenge with Instagram reducing their reach due to issues with the attached music copyright.

One respondent who had previously stated that the video marketing she employed during the lockdown did not help her sales, profitability and visibility, stated that she was only able to upload one or two videos during the lockdown as the network was terrible in her location at the time so uploading videos was difficult. Network issues were also a challenge for two other respondents.

Two respondents stated that their major challenge has to do with passing all the information they want to pass in 30-50 seconds as Nigerians have a very short attention span and might get bored of long videos. Another reason for this is the limitation of video length on most social media platforms.

One of the respondents who is a professional photographer states that his challenges with video marketing has to do with the production process of the videos when some equipment may fail mid- production. Also, He states that to get great quality videos that would easily convert the cost of production is high, especially for business owners who do not already have the equipment needed for said quality.

Other challenges include low quality phone cameras and lighting while One respondent stated that she had no challenges in the course of using video marketing for her business. She says she even prefers videos to taking pictures because the amount of views she gets on videos is a lot more than she gets on just pictures.

Question 14: How did you overcome each of the challenges stated in above?

Two respondents who had a problem with poor camera quality stated that they had to change their phones. One respondent who had issues with lighting said that she had to start taking her pictures and videos outside where lighting was brighter and natural, while another respondent with the same issue, set up a corner space in her shop with a lot of light that she uses for taking pictures and videos of her products.

Another respondent whose major challenge was copyright issues on Instagram stated that she found a way around this by posting her videos to Instagram reels first instead of directly to her feed and this has been working for her.

In battling the limited video length allowed on social media platforms, one respondent states, “...*I just bring out the details that I want people to see*”. She confirmed that this sometimes means that she has to leave out some details that she would have preferred to add. Another states that she uses Whatsapp status updates and Instagram stories to pass as much details as she can in a couple of slides. To avoid instruments packing up while shooting videos, the respondent who is a photographer said he makes sure that they have extras of important tools handy so they do not end up stranded.

It’s not all rosy though, as one of the respondents stated that she stopped using video marketing as they didn’t seem to do well for her. These respondents had uploaded only one or two videos during the lockdown and had an issue doing more because of her bad network.

One of the respondents who had issues with Whatsapp reducing quality stated that she started sharing just a short snippet of the videos on her Whatsapp status along with a link that took people to her Instagram page where she posts the same video with better quality.

Question 15: When did you usually share the video? Anytime? Specific day of the week?

Most of the respondents have a specific time or system around which they upload videos. One of the respondents whose major platform is Whatsapp states that she posts anytime from 4pm till the end of the day as this is when her contacts are mostly active and since she posts to Facebook from Whatsapp, this is also the time her Facebook posts go out. Similarly, Two respondents state that they share videos in the evenings, as one of them puts it, “...*when most people are home and chilling with their phones*”.

One respondent posts anytime between 9am, 12pm, 3pm and 6pm and she said this system has been working for her business. Three of the respondents do not have a system as to when they upload videos but do so whenever they have video contents to share.

Question 16: Did your business organise classes or sections via Google Meet, Zoom or similar platforms during the pandemic?

Only one respondent stated that her business organised online classes via Whatsapp and Instagram. Others said they did not, although some attended such online classes/training.

Question 17: How much do you spend on data weekly?

The amount spent on data weekly ranged from N1, 750 and N6, 000.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 Summary of Findings

Social media has increasingly become an important aspect of running a business and this is evident in the statistics of business owners who have social media accounts for their businesses in Table

4.5. Of the 102 participants that took part in the demographic questionnaire, 99 respondents which make up for 96.1% have social media pages for their businesses. Of this, Table 4.7, 67 respondents which make up 65.7% make use of video marketing for their business.

Responses to Interview question 11, gives insight to whether or not there is a relationship between video marketing and number of customers. Respondents state that video marketing is effective in reaching a lot more people than the business owner has direct access to. This in turn has a direct effect on the number of followers and customers of the business. Respondents shared that video marketing gives more engagement and wider reach.

Of the 10 interviewed participants, 10% state that they did not see any effect of video marketing on their sales. The remaining 90% report that they make more sales from promoting their businesses with videos. Respondents report that the result of sales gotten from video marketing is mostly not direct but an indirect result that stems from increased reach and exposure of their business. Only one respondent shared that she believes her business would sell as much as it currently does if she removes video marketing from her processes. The remaining 90% confirm that video marketing brings in a considerable number of sales and they would not want to remove from their processes for this purpose.

As one of the respondents stated, video marketing is possible without much extra cost to the business owner, and brings in extra sales in comparison to when the business does not make use of video marketing. This means that, all things being equal, the business is able to make more sales without spending a lot more which further boosts the profitability of the business.

Due to increase in sales and contribution to profitability as reported by interview participants, video marketing contributes to a high turnover rate for business owners, which in turn contributes to sustainability.

Conclusion

The world is still in a pandemic and as such, social distancing is important and would always be relevant in curtailing the spread of diseases and infections. This makes it equally important that business owners find ways to promote and sustain their businesses with minimal contact with other people. Social media marketing, specifically the use of video marketing and video-related tools can be instrumental in keeping their businesses alive, using the available tools to improve visibility for their businesses even when they cannot physically meet with their clients, thereby promoting sales and revenue.

This is equally important for countries and nations as micro, small and medium scale enterprises contribute largely to the economy of countries. MSMEs thriving will directly influence a country and use of video marketing should be generally promoted.

Recommendation

In order to foster sustainability and profitability among business owners in Nigeria, the following are recommended:

- Business owners should be sensitised on the benefits of having one's business online, particularly social media and video marketing
- Government, business bodies and groups should organise free or low cost trainings that focus on educating business owners on how to use different social media platforms for their businesses
- Business owners need to learn to take responsibility for learning proper bookkeeping for their business, have a good knowledge of their business' numbers so they can adequately track different growth and sustainability tactics that they employ. This would help to alienate systems that are working and those that aren't working for the business.
- Further quantitative research is also recommended to investigate the relationship between the number of social media platforms used for video marketing and online behaviour by entrepreneurs and the increment in revenue generated and visibility gotten by their businesses.

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Appendix I

Questionnaire on the role of video marketing during the Covid-19 pandemic on sales of Micro, Small and Medium enterprises.

Dear Respondent,

I am a postgraduate student of the department of Entrepreneurship and Innovation, School of Business, University of Ibadan. I am inviting you to participate in research which aims to elicit information on “**The role of video marketing during covid-19 pandemic on sales of micro, small and medium enterprises**”. I would be glad if you could kindly fill in the questionnaires. It may take 5 minutes of your time but your responses will contribute to the effective understanding of this area of knowledge. Your confidentiality is assured as your response will be used only for the purpose of this study

Section A: Demographics

Instruction: Please provide this information by ticking the appropriate

1. Age: Less than 18 () 19-24years () 25-30years () 31-36years () 37-42years () 43-48years () Above 49years ()
2. Sex: Male () Female ()
3. How long have you been in business (in years)? Less than a year () 2-5years () 6-10years () More than 10 years ()
4. How many people make up your business workforce? 1-10 employees () 11-20 employees () 21-30 employees () 30 employees or above ()
5. Does your business have a social media account? Yes () / No ()
6. If yes, what social media platforms are you on? (You can tick multiple options)
Instagram () Twitter () Tiktok () Facebook () YouTube () Others, please state
7. Did you use videos on any of these platforms to promote your business during the pandemic?
Yes () / No ()

7b. If yes, kindly state the platforms you used_____

Appendix II

IN-DEPTH INTERVIEW GUIDE

Introduction

The purpose of the In-depth Interview is to give every participant a chance to express themselves.

1. Name of Business:
2. What social media platforms is your business on?
 - How many followers do you have on these platforms?
 - What is your handle on these platforms?
3. Why did you choose these social media platforms?
4. Did you make use of videos for marketing during the pandemic?
5. What platforms did you use video marketing on?
6. Were your videos shot yourself or did you employ a professional?
7. Were the videos edited?
 - If yes, were they edited yourself or by a professional?
 - What aspects were edited? The sound? The filter?
8. Did your videos include contact information for your business?
9. What is the average length of the videos?
10. Can you give an estimate of the annual revenue of your business before the use of video marketing? Less than N1,000,000 () N1,100,000-N10,000,000 () N10,100,000N100,000,000 () Others, please specify
11. Can you give an estimate of the annual revenue of your business after the use of video marketing? Less than N1,000,000 () N1,100,000-N10,000,000 () N10,100,000N100,000,000 () Others, please specify
12. Will you say that video marketing has aided sales in your business?
13. How well has video marketing aided the visibility of your business?
14. How has the use of video marketing or platforms aided sales and profitability in your business?

15. What are the challenges encountered in the use of video marketing for your business operations?
16. How did you overcome each of the challenges stated in question 15 above?
17. When did you usually share the video? Anytime, specific day of the week
18. Did your business organise classes or sections via Google Meet, Zoom or similar platforms during the pandemic? Yes () / No ()
19. How much do you spend on data weekly?