

# Innovations

## Innovative Digital Marketing Platforms and Sustainable Development of Bottled Water Businesses in Nigeria

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**Abstract:** *This paper investigated the effect of innovative digital marketing platforms on sustainable development of bottled water businesses in Nigeria with a special reference to Anambra State. The paper aimed to ascertain how innovative social media marketing platform, affiliate marketing platform, search engine platform, email marketing platform and mobile marketing platform contribute to the sustainable development of selected bottled water manufacturing firms in Anambra State of Nigeria. Relevant literature concerning the study variables was reviewed. A descriptive research design was employed using a survey method. The methodology was used to address the objectives of the research. The hypotheses formulated to guide the study were tested using the partial least square structural equation modeling statistical technique at 0.05 level of significant. The findings revealed that innovative social media marketing platform has a significantly and positively lead to sustainable development of bottled water manufacturing firms. The findings revealed that innovative affiliate marketing platform has significant and positive effect on sustainable development of bottled water manufacturing firms. The study found that innovative search engine marketing platform has significantly and positively lead to sustainable development of bottled water manufacturing firms. The findings revealed that email marketing platform has significant and positive effect on sustainable development of bottled water manufacturing firms. The study found that innovative mobile marketing platform has significantly and positively lead to sustainable development of bottled water manufacturing firms. Based on the significant and positive effects of innovative digital marketing platforms on the sustainable development of bottled water firms in Anambra State of Nigeria, the paper recommended that innovativeness on digital marketing strategies should be sustained.*

**Keywords:** Innovative Digital Marketing Platforms, Sustainable Development, Bottled Water Businesses, Anambra State, Nigeria.

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## Introduction

Owing to the dynamics of business environment especially in this contemporary era, innovative digital marketing is crucial as a survival strategy. The era of traditional or conventional means of capturing the attention of bottled water has failed to give the desired results. Pertinently, the application of innovative digital marketing platforms is germane for the survival of small and medium scale businesses (West, Ford & Ibrahim, 2021). Innovative digital marketing is the usage of digital channels or platforms or networks to advertise, promote, endorse and market a company's products (El-Gohary, 2019). Innovative digital marketing platforms comprises social media platform, affiliate marketing platform, search engine platform, email marketing platform, and mobile marketing platform (Kim, Shin & Lee, 2019). Importantly, bottled water firms use innovative digital marketing platforms to promote and market their products (Arnold & Jeffery, 2016) which enable them to target their numerous customers (Nanga, 2021). Specifically, social media marketing platform is the use of web-based or online technologies to turn communication into interactive dialogue (Kaplan & Haenlein, 2020). Affiliate marketing platform is a form of online advertising where a digital user or website promotes online retailing activities. The search engine platform involves interaction with the factors and indices set by search engines so as to enhance proper indexing by the search engines when researchers or individuals input search terms that are relevant to the products of interest (Stoke, 2013). E-mail marketing platform is the act of conveying marketing communication to recipients who primarily request for it and it is also used to send commercial messages to a group of people (Arnold, 2021; Halinen, 2019). Mobile marketing platform assists firms to communicate and connect with their customers in an interactive and significant way through mobile devices.

Unfortunately, the alarming rate of business failure and incessant liquidation of bottled water businesses as a result of competition coupled with the use of orthodox, traditional and conventional communication channels in Anambra State is the motivation that prompted this study. In a bid to address these challenges, some bottled water manufacturers have attempted various traditional means of capturing the attention of the customers such as advertising and personal selling (Zeinab & Seyedeh, 2012) but yet to use innovative digital marketing that is a new way survival strategy for the sustainable development of bottled water business. Indisputably, making consumers aware of the firms' products requires effective innovative digital marketing platforms since the traditional methods of marketing bottled water seemed to have yielded no significant results. Therefore, the use of digital marketing in this new age of competition is pertinent for enhanced sustainable development and survival of bottled water firms in Nigeria. Indisputably, the sustenance of bottled water firms in Anambra part of Nigeria is assured if there is

evident of innovative digital transformations. Regrettably, many manufacturers, managers and other stakeholders in bottled water businesses in Nigeria especially in Anambra State seemed to have very low knowledge on the extent innovative digital marketing affect the sustainable development of bottled water firms in Nigeria. Disappointedly, some owners and managers of bottled water firms still experienced intense competition, low sales, low sales revenue, poor market growth, low sales turnover as well as low market share due to the fact that they are still using the conventional marketing communication strategies and other traditional offline techniques to market their products. Specifically, in Anambra State, some bottled water owners and managers are still faced with the challenge of how to use innovative digital marketing platforms. They are yet to investigate on whether innovative digital marketing platforms enhance sustainable development of bottled water or not. Also, even the bottled water firms that are using it seemed to have not investigated the extent innovative digital marketing platforms enhance the sustainable development of bottled water businesses in Anambra State. Therefore, it becomes germane and imperative for in-depth empirical evidence like this study so as to address the identified research and knowledge gaps so as to close the gaps and contribute to knowledge.

Accordingly, extant literature has shown that previous studies exist on digital marketing and sustainable development (Mutanu, 2017; Shirazi, 2017, Kiiru, 2018). Specifically, previous and extant studies have established and demonstrated that there are varying empirical findings and knowledge gaps on the effect of digital marketing variables such as social media marketing platform, affiliate marketing, search engine optimization, mobile marketing and email marketing platforms on sustainable development. The varying findings could be as a result of different ways of operationalization or as a result of different sector as well as geographical locales. For instance, Njeri (2014) found that social media marketing significantly affects the sustainable development of the firm contrary to the findings of Dodokh and Al-maaitah (2019) that reported that social media marketing does not significantly affect the sustainable development of the firm. Hag (2019) found that affiliate marketing had a significant effect on sustainable development which contradicts the findings of Chiile (2018) who reported that affiliate marketing has no significant effect on business sustainable development. Ahmed et al. (2013) reported that search engine optimization has a significant effect on firm sustainable development which negates the findings of Kiiru (2018) as well as Chille (2018) that found search engine optimization has no significant effect on sustainable development of communication industry in Tanzania. Mutanu (2017) reported that email marketing platform does not significantly affect market sustainable development in Kenya which is a contradiction to the findings of Schwarzi et al. (2015) that found a significant

relationship between email marketing and firm sustainable development in Austria. In addition, Nizam (2015) found that mobile marketing has a significant effect on firm sustainable development contrary to the findings of Jitngernmadan and Boonmee (2018) found that mobile marketing has no significant effect on firm sustainable development. Worrisomely, these inconsistencies in the findings by different researchers suggest that more empirical evidences and justifications are needed on the effect of digital marketing on firm sustainable development since the controversy has not been resolved. Therefore, there is need for the present study since the battle line has not been resolved.

Furthermore, various studies have been done on digital marketing and how they affect companies/firm sustainable development especially in outside Nigeria. For example; Onyango (2016) study focused on digital marketing and horticulture industry. Wanjuki (2014) studied the impact of digital marketing on customer service at Barclays Bank in Kenya. However, these studies were conducted outside Nigeria. In Nigeria, a few studies on digital marketing and firm sustainable development exist. Therefore, this geographical gap needs to be close by conducting a similar study in Anambra State. Regrettably, in Anambra part of Nigeria, based on available literature reviewed, there is still paucity of empirical evidence on the extent digital marketing affect the sustainable development of bottled water firms. This knowledge gap has not been addressed; hence, this study is set to address it so as to close the knowledge gap.

In addition, this study is an advancement to the work of Mutanu (2017) who studied only email and blog mailing in his study but the present study extended the variables by studying five innovative digital marketing dimensions namely; social media marketing, affiliate marketing, search engine optimization, e-mail marketing and mobile marketing platforms so as to broaden the frontier and contribute to body of knowledge. This study is an attempt to close the knowledge gap by investigating the extent the five innovative digital marketing variables affect the sustainable development of bottled water manufacturing firms in Anambra State of Nigeria.

### **Objectives of the Study**

The main objective of study is to investigate the effect innovative digital marketing platforms on sustainable development of bottled water businesses in Anambra State of Nigeria. The specific objectives of the study to;

1. Examine the effect of innovative social media marketing platform on sustainable development of bottled water businesses in Anambra State of Nigeria.
2. ascertain the effect of innovative affiliate marketing platform on sustainable development of bottled water businesses in Anambra State of Nigeria.

3. determine the effect of innovative search engine platform on sustainable development of bottled water businesses in Anambra State of Nigeria.
4. assess the effect of innovative email marketing platform on sustainable development of bottled water businesses in Anambra State of Nigeria.
5. establish the effect of innovative mobile marketing platform on sustainable development of bottled water businesses in Anambra State of Nigeria.

### **Research Questions**

1. How does innovative social media marketing platform affect sustainable development of bottled water businesses in Anambra State of Nigeria?
2. What is the effect of innovative affiliate marketing platform on sustainable development of bottled water businesses in Anambra State of Nigeria?
3. How does innovative search engine platform affect sustainable development of bottled water businesses in Anambra State of Nigeria?
4. What is the effect of innovative email marketing platform on sustainable development of bottled water businesses in Anambra State of Nigeria?
5. How does innovative mobile marketing platform affect sustainable development of bottled water businesses in Anambra State of Nigeria?

### **Hypotheses**

- HO<sub>1</sub>: Innovative social media marketing platform has no significant effect on sustainable development of bottled water businesses in Anambra State of Nigeria.
- HO<sub>2</sub>: Innovative affiliate marketing platform does not have a significant effect on sustainable development of bottled water businesses in Anambra State of Nigeria.
- HO<sub>3</sub>: Search engine platform has no significant effect on sustainable development of bottled water businesses in Anambra State of Nigeria.
- HO<sub>4</sub>: Innovative email marketing platform has no significant effect on sustainable development of bottled water businesses in Anambra State of Nigeria.
- HO<sub>5</sub>: Innovative mobile marketing platform has no significant effect on sustainable development of bottled water businesses in Anambra State of Nigeria.

### **Significance of the Study**

The significance of the study lies in the benefits which the following stakeholders are expected to gain from this study; owners and managers of bottled firms, marketing practitioners, consumers, future researchers, academia, government and general public. The major benefit the owners and managers of bottled water businesses are expected to gain is that this study will provide more strategic insight for policy formulation and execution especially as it concerns innovativeness in digital

marketing. Marketing practitioners and bottled water dealers are expected to benefit from the findings of this study especially on the efficacy of various digital platforms that contribute to the sustainable development of bottle water firms in Nigeria. This study will help to broaden consumers' perspectives and also increase their understanding concerning digital marketing transformations. This study as well as the findings from this study will be a basis for future researchers, students and academia who may wish to carry out further research in the related area. It will also serve as a source of secondary data or reference materials to them. The vibrancy and clearer exposure on the activities of table water manufacturing firms is expected to help government to collect tax from them. In addition, it is expected that general public will benefit from this study as they will be more knowledgeable on digital marketing platforms and how those platforms can enhance the sustainability of bottled water businesses.

### **Scope of the Study**

The study focused on investigating how innovative digital marketing platforms affect the sustainable development of bottled water businesses or firms in Anambra State of Nigeria. The variables scope of the study concentrated on the following: social media marketing platform, affiliate marketing platform, search engine platform, email marketing platform and mobile marketing platform. The geographical coverage of the study is Anambra State. The unit scope comprised the owners and employees of fifteen selected bottled water firms in Anambra State that used digital marketing platforms namely: Linas bottled water firm Onitsha; Noris bottled water firm Onitsha; Stan bottled water firm Onitsha; Anbest bottled water firm Onitsha; Vitalis bottled water firm Onitsha; Hazel bottled water firm Awka; Cresent bottled water firm Awka; Emiken bottled water firm Awka; Wintex bottled water firm Awka; Maycee bottled water firm Awka; Christo bottled water firm Nnewi; Zimex bottled water firm Nnewi; Opus bottled water firm Nnewi; Carter bottled water firm Nnewi; De-Kolis bottled water firm Nnewi.

### **Litrature Review**

#### **Conceptual Review**

##### **Innovative Digital Marketing**

Digital Marketing is a new marketing concept owing to the fact that the way of communication and promotion of products and businesses have changed (Alt & Klein, 2019). It is the use of both web as well as intuitive innovations to create a connection amongst firms and its clients. Innovative digital marketing is the exchange of products and services through digital devices and processes (Fusun, 2021). Innovative digital marketing has changed the way business is conducted around the globe. In Nigeria, many bottled water manufacturing firms are investing



on digital marketing platforms. Innovative digital marketing use content marketing, search engine optimization, email marketing, social media marketing, mobile marketing platforms to access and connect to their prospective and existing customers (Deshpande, 2020). Unfortunately, some small firms do not use them (Adegbuyi & Akinyele, 2021). Firms use digital marketing platforms to communicate with their customers in order to create more customers and also generate income (Baird & Parasnis, 2019). Most consumers collect information about a product or services, and make cost comparisons between a digital store and a local store before making a purchase. Digital marketing has become a company's one of most advanced and important strategy for promoting, advertising and communicating with many digital customers (Rotich & Mukhongo, 2021). In addition, digital marketing platforms enable bottled water manufacturers to have quick purchase reactions and immediate feedback for their products (McCann & Barlow, 2021). Innovative digital marketing is the use of powerful tools to promote products and services through the internet platforms. Hoffman and Novak (2017); digital marketing is the application of digital technologies that form channels to market and to achieve corporate goals through meeting and exceeding customer needs better than the competition. It provides fast and far reaching information with innovations technological advancement (Bhattacharya & Bolton, 2019).

### **Innovative Social Media Marketing Platform**

Innovative social media marketing ensures that organizations advertise their products or services through paid and unpaid channels on platforms (Twitter, YouTube, LinkedIn, Snapchat, Facebook, and Instagram) where their prospective and existing customers spend most of their time (Deshpande, 2020). Social media marketing ensures that organizations advertise their products or services through paid or unpaid channels on platforms (Twitter, YouTube, LinkedIn, Snapchat, Facebook, & Instagram) where their prospective and existing customers spend most of their time (Deshpande, 2020). It is the use of web based service to construct profile within a well-structured system such as Facebook, Skype, Youtube or Twitter accounts and articulate the list of other users with whom they share a connection. It also allows individuals view and visit their list of connections and those made by others within the system. Facebook provides a sophisticated profiling system that allows users to create very detailed information about them and has a good level of privacy by determining what is to be made public. Social media marketing platform facilitates communication through social media channel (Nwankwo & Ifejirofor, 2018). Social media marketing platform uses online communities, social networks, blog marketing and more. Bottled water businesses utilized it to power their advertising and promotional campaign programmes (Neti, 2019). The goal is

usually to create content compelling enough that those users will share it with their social networks (Nwankwo, 2020).

### **Innovative Affiliate Marketing Platform**

Innovative affiliate marketing is a commission based arrangement where the merchant pays a percentage or a fixed commission to the referring site for each lead or sale delivered. Under this arrangement, the advertiser is the merchant or sellers while the publisher as affiliate. Advertiser places an order on the website of publisher concerning the bottled water products. Moreso, it is a form of online advertising where a digital user or website promotes online retailing activities. When online customers or visitors purchase bottled water from the advertiser, advertiser will pay a commission fee in return for that. It is a way bottled water firms do business based on revenue sharing between two parties. Affiliate marketing platform is used to promote bottled water products. Then, affiliates receive commission every time they make sales or introduce potential leads (Chris, 2020). It is an effective method of online partnership. Affiliate marketing benefits both the merchants and the publishers (Chaffey, 2019). The merchants do not need to pay for the publishers until the products are sold. Another advantage that the affiliate marketing brings to the publishers is that it can help to drive more traffic to the site by attracting more people due the diversity of products. The more visitors it has, the more potential revenues the publishers can gain. In affiliate marketing platform, all you need to do is to have a link on your website that leads to an affiliate marketing product, and when a visitor buys the said bottled water through your link, you get a commission. Furthermore, there are a lot of professional online affiliate marketers that make a fulltime income off of a single blog just through affiliate commissions.

### **Innovative Search Engine Marketing Platform**

Innovative search engine marketing platform is an important channel of digital marketing that increases the visibility of the firm. It is used to provide more chances for the introduction of new products to the customers. It spreads bottled water brands to many people and also boosts sales and helps to generate more profits to the firms (Amerland, 2023). Interestingly, a positive level of search engine optimization enhances the ranking and the satisfactory level of its customer or visitors to the site. Innovative search engine marketing platform has three main techniques namely; search engine optimization, paid per click and trusted feeds. These elements of search engine marketing platforms can help companies increase their visibility on the search engine and also help to spread their names to many people. Search engine is a website that is used to generate database and also searches its content. Search engine optimization is the practice of making a website attractive to a search engine by presenting its code and content in such a way that



the search engine will use it for searching the needed information (Charlesworth, 2019). It is used to choose the most relevant sites for bottled water businesses. Innovative search engine optimization uses strategies designed to boost rankings in online search results. The innovative search engine requires regular upkeep to maintain. Consequently, it focuses on improving traffic to website. In addition, the most widely used search engines include Google, Bing, and Yahoo.

### **Innovative E-mail Marketing Platform**

Innovative email marketing platform entails directing marketing-oriented messages through a special medium known as email. Bottled water firms use it to educate their customers about their organizations. The essence of using innovative email marketing platform is to enable the prospects or customers understand the products offered by the organization. Email marketing platform is used to build loyalty, trust and brand awareness especially for bottled water businesses (Conway & Swift, 2019). Bottled water firms send email messages with the objective of enhancing the relationship with their customer to encourage loyalty and repeat business (Hart, 2022). Email marketing involves transmitting product information through email to both existing and potential customers of bottled water firms (Adejoke & Adekemi, 2012). Deshpande (2020) opines that email marketing is the process of maintaining a database of cold and warm contacts of customers, and sending them email notifications about company products and services. It is an active channel for connecting with existing and potential customers. It involves sending out promotional emails to attract new customers or convincing existing ones to make a purchase (Onobrakpeya & Mac-Attama, 2017). Email marketing helps to maintain both the existing and new customers' database as well as retaining existing ones, promote discounted offers, and distribute content. Bottled water manufacturers do send messages concerning their products to their numerous customers through the e-mails marketing platform.

### **Innovative Mobile Marketing Platform**

Innovative mobile marketing platform is a channel through which information and messages concerning bottled water businesses can be quickly and effectively be shared (Karjaluoto, 2020). Leppäniemi and Karjaluoto (2018) state that mobile marketing has been used either implicitly or explicitly in academic research to conceptualize digital marketing communications. Mobile marketing platform is used to interact with the consumer through the use of mobile devices so as to augment the selling of products. It is used to provide vital information about the company's products and services (Polyzos, 2022). Contributing, Huang and Symonds (2019) see mobile marketing as a process of delivering messages from business to consumers using interactive communication services. Indisputably, mobile marketing platform

operates a two-way or multi-way interaction for promotion of an offer between a company and its customers using a mobile medium. Plavini and Durgesh (2019) maintained that mobile marketing is referred to as the use of wireless technology to offer an integrated content regarding a product to the intended customers in a direct way. With the use of innovative mobile marketing platform; distance, convenience, time, costless transportation, interactive channel of communication, customized information stands out and remain relevant (Friedrich, Grone, Holbling & Peterson, 2019). Furthermore, mobile marketing platform enables bottled water firms to track their customers and provide an opportunity on how advertisements concerning their products are disseminated to their numerous customers (Keefe, 2018). In addition, innovative mobile marketing is used to disseminate advertising and promotional messages through mobile phones (Xu, 2017).

### **Sustainable Development**

The importance of sustainable development has attracted much attention because of the need to move away from harmful socio-economic activities and engage in activities with positive environmental, economic and social impacts like using innovative digital marketing platform to market bottled water businesses (Zhai & Chang, 2019; Ukaga, 2011). Sustainable development is a measure and also an approach that focuses on social, economic and environmental development by using resources in a way that both present and future generation would be sustained (Mohieldin, 2017). Indisputably, sustainable development aims at enhancing and achieving social progress, environmental equilibrium and economic growth (Gossling-Goldsmiths, 2018). Indubitably, bottled water manufacturing firms are placing more emphasis on how to achieve sustainable development so as to boost and sustain their businesses. However, bottled water manufacturing firms have keyed to the current trend of globalization by the use of information and communication technology framework. Innovative digital marketing platforms are part of the information, communication and technology framework used by bottled water firms in this present dispensation. Therefore, sustainable development is a metric used to assess the economic, social and environmental performance of bottled water businesses (the Triple Bottom Line). Therefore, many bottled water businesses are developing and are using organization-specific or industry-specific measurement tools as a standard best practice so as to achieve the appropriate balance for social, environmental and economic principles. Evers (2017) maintained that this organizing principle used by bottled water firms for meeting human development goals while at the same time sustaining the ability of natural systems to provide the natural resources and ecosystem services upon which the economy and society depend is very important.

### **Theoretical Foundation:**

#### **a. Uses and Gratification Theory by Katz, Blumler & Gurevitch (1974)**

Katz et al. (1974) propounded this theory to explain how people use digital marketing channels for gratification of their needs. The theory states that people are exposed to what they want to see or read using or through different digital marketing platforms so as to satisfy their individual needs. The assumption of this theory is to explain the needs for the use of digital marketing; However, various studies have used this theory in understanding consumer's motivations and the need for using various digital marketing tools to enhance consumer purchase actions. The relevance of this theory to the present study is that this theory forms the basis on which the present study anchors.

### **Methodology**

The study adopted a descriptive research design. A survey method was used in order to get the needed data from the respondents on how innovative digital marketing platforms contribute to sustainable development of bottled water businesses in Anambra State of Nigeria. The population of the study comprised the owners and workers of the fifteen bottled water firms in Nnewi, Onitsha and Awka. The names of the bottled water firms are already mentioned in the scope of this study. The population size is 1870 while the sample size is 330 derived using Taro Yamane formula for the determination of sample size for known population size. A simple random sampling was adopted for this study. The source of research instrument was primary. Questionnaire was the instrument for data collection. The questionnaire items were sourced from the literature as well as from previous researches and were modified to suit the context of the present research. The research instrument was checked for reliability and the reliability coefficient value of 0.772 established the internal consistency of the measuring instrument. The soundness of the measuring instrument was established through face and content validation by three research experts. The administration of the research instrument was done using three trained field survey experts. A total of 110 copies of the questionnaire were distributed in Nnewi; 128 in Onitsha and 92 in Awka. The partial least square structural equation modeling was the statistical technique used to test the hypotheses at 5% level of significance. The decision rule is to accept the null hypothesis if the p-value is greater than 0.05; otherwise reject and accept  $H_A$ .

### **Results**

The formulated hypotheses were tested using structural equation modeling at 5% level of significance. This was achieved through bootstrapping procedure in Smart PLS version 3.0 (Hair et al., 2017). Hence, the study used the standardized root mean square residual (SRMS), the root mean square residual covariance ( $RMS_{\theta}$ ) and the

normed fit index (NFI) to measure the PLS-SEM goodness of fit of the model. The SRMR value of 0.023, RMS  $\theta$  value of 0.0312 and the NFI value of 0.914 demonstrated a well-fitting model. In addition, the coefficient of determination ( $R^2$ ) value of 0.763 revealed the substantial power of the independent variables to explain the dependent variable. The  $R^2$  value obtained of 0.763 is very good since it is even above the benchmark of 0.75, 0.50 and 0.25 for substantial, moderate and weak powers respectively (Hair, Hult, Ringle, & Sarstedt, 2017).

**Table 1: The PLS-SEM Result**

Hypotheses	Hypotheses paths	Coefficients	T-values	P-values	Remark
H1	SMMP -> SUDE	0.723	10.206	0.000	Significant
H2	AMMP -> SUDE	0.472	5.710	0.007	Significant
H3	SEMP -> SUDE	0.317	3.483	0.044	Significant
H4	EMMP -> SUDE	0.512	6.424	0.003	Significant
H5	MOMP -> SUDE	0.528	7.566	0.001	Significant

*Path coeff. is significant at 5% level of significance; if the t-value is  $\geq 1.96$ , or p-value  $\leq 0.05$ .*

**Source:** PLS-SEM Output, 2024.

A careful look on the result as shown on table 1, the coefficients, t-value as well as the p-value of the structural model revealed that social media marketing platform has a positive significant effect on sustainable development of bottled water businesses in Anambra State of Nigeria ( $\beta = 0.723$ ,  $t = 10.206$  and  $p = 0.000 < 0.05$ ). Therefore, the null hypothesis one ( $H_{01}$ ) is rejected and alternative hypothesis one ( $H_{A1}$ ) accepted which states that social media marketing platform has a significant effect on sustainable development of bottled water businesses in Anambra State of Nigeria. The implication of the finding is that innovative social media marketing platform has significantly and positively contributed to sustainable development of bottled water businesses in Anambra State of Nigeria. The finding of the study is in line with the findings of Njeri (2014) who found that social media marketing significantly affects the sustainable development of the firm. The finding is contrary to the findings of Dodokh and Al-maitah (2019) that reported that social media marketing does not significantly affect the sustainable development of the firm.

A cursory assessment of the result on table 1 revealed that the coefficients, t-value and the p-value of the structural model revealed that innovative affiliate marketing platform has a positive significant effect on sustainable development of bottled water businesses in Anambra State of Nigeria ( $\beta = 0.472$ ,  $t = 5.710$  and  $p = 0.007 < 0.05$ ). Therefore, the null hypothesis two ( $H_{O2}$ ) is rejected and alternative hypothesis two ( $H_{A2}$ ) is accepted which states that affiliate marketing platform has a significant effect on sustainable development of bottled water businesses in Anambra State of Nigeria. The implication of the finding is that innovative affiliate marketing platform has significantly and positively contributed to sustainable development of bottled water businesses in Anambra State of Nigeria. The finding of the study is in agreement with the findings of Hag (2019) who found that affiliate marketing had a significant effect on sustainable development. On contrary, the findings of Chiile (2018) reported that affiliate marketing has no significant effect on business sustainable development.

Furthermore, result on table 1 indicated that innovative search engine marketing platform has a positive significant effect on sustainable development of bottled water businesses in Anambra State of Nigeria ( $\beta = 0.317$ ,  $t = 3.483$  and  $p = 0.044 < 0.05$ ). Therefore, the null hypothesis three ( $H_{O3}$ ) is rejected and alternative hypothesis three ( $H_{A3}$ ) is accepted which states that search engine marketing platform has a significant effect on sustainable development of bottled water businesses in Anambra State of Nigeria. The implication of the finding is that innovative search engine marketing platform has significantly and positively contributed to sustainable development of bottled water businesses in Anambra State of Nigeria. The finding of the study is in accord with the findings of Ahmed et al. (2013) that reported that search engine optimization has a significant effect on firm sustainable development which negates the findings of Kiiru (2018).

A careful look on the result as shown on table 1 revealed that innovative email marketing platform has a positive significant effect on sustainable development of bottled water businesses in Anambra State of Nigeria ( $\beta = 0.512$ ,  $t = 6.424$  and  $p = 0.003 < 0.05$ ). Therefore, the null hypothesis four ( $H_{O4}$ ) is rejected and alternative hypothesis four ( $H_{A4}$ ) is accepted which states that email marketing platform has a significant effect on sustainable development of bottled water businesses in Anambra State of Nigeria. The implication of the finding is that innovative email marketing platform has significantly and positively contributed to sustainable development of bottled water businesses in Anambra State of Nigeria. The finding of this study concurs with the finding of the study is in harmony with the findings of Schwarzi et al. (2015) that a significant relationship exist between email marketing platform and sustainable development of businesses. The finding also contradicts

the finding of Mutanu (2017) that found that email marketing platform does not significantly affect sustainable development in Kenya.

In addition, table 1 revealed that innovative mobile marketing platform has a positive significant effect on sustainable development of bottled water businesses in Anambra State of Nigeria ( $\beta = 0.528$ ,  $t = 7.566$  and  $p = 0.001 < 0.05$ ). Therefore, the null hypothesis five ( $H_{05}$ ) is rejected and alternative hypothesis five ( $H_{A5}$ ) is accepted which states that mobile marketing platform has a significant effect on sustainable development of bottled water businesses in Anambra State of Nigeria. The implication of the finding is that innovative mobile marketing platform has significantly and positively contributed to sustainable development of bottled water businesses in Anambra State of Nigeria.

### **Conclusion and Recommendations**

This study has provided an in-depth knowledge that sustainable development of bottled water businesses in Anambra State of Nigeria is achieved through innovative digital marketing platforms. The findings from this study have revealed that innovative digital marketing platforms have positive and significant contributions to sustainable development of bottled water businesses. This study concludes that innovative digital marketing platforms play significant roles in achieving sustainable development of bottled water firms in Nigeria. The study concludes that innovative social media marketing platform has significantly enhanced the sustainable development of bottled water firms. The study concludes that innovative affiliate marketing platform has significantly and positively guarantees the sustainable development of bottled water firms. The study concludes that innovative search engine marketing platform has significantly and positively increases the sustainable development of bottled water firms. The study concludes that innovative email marketing platform has significantly and positively enhanced the sustainable development of bottled water firms in Anambra State of Nigeria. The study concludes that innovative mobile marketing platform has significantly and positively leads to sustainable development of bottled water firms. Based on the findings, the study concluded that innovative social media marketing platform is the most significant innovative digital marketing platform that enhances the sustainable development of bottled water businesses in Anambra State of Nigeria. Based on the findings, the researchers recommend that:

1. Bottled water firms should sustain the use of innovative social media platform to market their products since it is a significant enabler that contributes to the sustainable development of bottled water businesses in Anambra State of Nigeria.



2. Bottled water firms should continue to use innovative affiliate marketing platform to promote and market their products since it is a significant tool that enhances the sustainable development of bottled water businesses in Anambra State of Nigeria.
3. Bottled water firms should maintain the use of innovative search engine marketing platform to market their products since it is a significant enabler that increases the sustainable development of bottled water businesses in Anambra State of Nigeria.
4. Bottled water firms should sustain the use of innovative email marketing platform since it is a significant enabler that improves the sustainable development of bottled water businesses in Anambra State, Nigeria.
5. Bottled water firms should continue to use of innovative mobile marketing platform to market their products since it is a significant enabler that contributes to the sustainable development of bottled water businesses in Anambra State of Nigeria.

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