

Digital Marketing and Performance of Multinational Corporations in the Post-Covid-19 Era

Malik, Adaviriku Abdullahi, PhD

324 S Beverly Drive #1220,
Beverly Hills, California, Ca 90212

Audu, Samson, PhD

Department of Business Administration & Management,
Federal Polytechnic, Idah Kogi State, Nigeria.
(ORCID ID: <https://orcid.org/0000-0003-2671-9868>)
Email address: asamson@fepoda.edu.ng,
Tel: (+234) 8054836107

Abstract

This study on the impact of digital marketing on the performance of Multinational corporations in the post Covid-19 era examines the extent to which multinational corporations utilize digital marketing techniques and how such enhances their performances in the post covid19 era. The study adopts a descriptive research survey design. A pilot study was conducted using a test-retest method and tested using Cronbach's alpha to ascertain the reliability of the research instrument. Again, the population of the study is infinite because most of the mobile s respondents are mobile. Thus, considering the nature of the population, the study adopts the Godden sample size statistical formula of the infinite population to reach respondents numbering 384 through a structured questionnaire. The statistical tools comprised descriptive and inferential statistics and hypotheses tested using simple linear regression analysis. Findings revealed that there is a significant positive relationship between website marketing and customers satisfaction ($r = .331$, $p\text{-value} < 0.05$), there is a significant positive relationship between email marketing and customers loyalty ($r = .296$, $p\text{-value} < 0.05$), there is a significant positive relationship between social media marketing and customers patronage ($r = .330$, $p\text{-value} < 0.05$). Given the findings, the study concludes that there is a significant positive relationship between digital marketing and the performance of multinational corporations. Premised on the finding, the study, therefore, recommends that Multinational firms strengthen their innovative strategies in not only sustaining reaching target customers, but effort should be made to continuously carry out reviews of their infrastructure from time to time with the view to ensuring that customers are satisfied.

Keywords: Digital Marketing, Multinational Corporations, Performance, Covid-19

Introduction

Covid-19 is an infectious disease caused by the recently discovered coronavirus. This virus was not known until December 2019, and the virus has now been acknowledged as a global pandemic (Muhammed et al., 2020; Mishra et al., 2020 & Huang et al., 2020). According to the World Health Organization (WHO), the virus was discovered in the Hubei province of Wuhan in the Republic of China. This virus later spread to other parts of the world, thus affecting not only the health of infected individuals but social lives. Vera (2020), McKay (2020), and Wang et al. (2020) noted that the corona virus pandemic is a respiratory disorder that has symptoms such as fatigue, sore throat, headache, and cough, among others therefore, this global pandemic has had serious economic effects on businesses ranging from small businesses to multinational corporation (MNCS). This implies that even though the crises have gradually disappeared, adverse economic effects are still evident globally. Multinational corporations are enterprises that have existed for a reasonable length of time

and operate across several national borders (Elika et al., 2016). A multinational corporation is sometimes used interchangeably as a multinational enterprise or transnational corporation and conceptualized as a business enterprise that maintains direct investment outside its domestic domain. Hence, Osuagwu and Ezie (2023) revealed that multinational corporations are fundamentally targeted at broadening global manufacturing of products, employment, investment, research, and innovation and exploring technology facilitated through the instrumentality of globalization. Therefore, considering the unique features of multinational corporations that employ business transactions across national borders, their operation was greatly hampered by the coronavirus pandemic, adversely affecting their performances.

Consequently, as part of assuaging the negative effects of the coronavirus pandemic, most multinational corporations increase their marketing strategies by reaching customers across the globe through digital marketing techniques. To this end, Sally (2021) revealed that there was a significant shift from traditional physical stores and transactions to digital mandatory sure as internet marketing, email- marketing, and social media marketing more so, Somanchi et al. (2022) and Mayori (2023) revealed that such measure has been able to influence purchase decisions of consumers across the globe thereby still making delivery of products or services to customers conveniently, multinational corporation takes may and Baker pharmaceuticals, DHZ logistics and Mobile Telecommunication Network MTN have adopted these digital marketing techniques. Though, there have been studies on how digital marketing influences the performance of firms in recent times (Sally, 2021, Vijaya et al., 2022, David & Karin, 2022 & Myuri et al., 2023). However, it is still unclear on the extent of the relationship digital marketing has on the performance of manufacturing firms as most of the findings were conflicting, mixed, and unclear; hence, it is against this backdrop that the researchers investigate the extent of the relationship between the independent variable digital marketing and dependent variable performance of multinational corporations in the post covid-19 era.

Statement of Hypotheses

This study formulates the following hypotheses in their null form to guide the research:

H₁: There is no relationship between website marketing and customer satisfaction.

H₂: There is no relationship between email marketing and customer loyalty.

H₃: There is no relationship between social media marketing and customers' patronage.

Literature Review

Digital marketing encompasses the promotional activities conducted by companies online, utilizing the Internet or other digital communication channels to connect with existing or potential customers (Akman & Mishra, 2017; Jain & Ditta, 2018; Prudhana & Sastiono, 2019). It is carried out through electronic devices such as computers, phones, or other digital devices, as described by Bughin et al. (2016), Busca and Rentradas (2020), and Vidal and Fama (2017). This form of marketing greatly improves the efficiency of service delivery to clients. According to Jagtap (2021), it can be implemented through website, email, and social media marketing. Website marketing involves utilizing a business's website for promotional purposes, often employing search engine optimization techniques for customization (Al-azzan & Al-mizeed, 2021; Agung, 2021). On the other hand, email marketing involves contacting customers to inform them about new or existing products, services, or offers (Al-azzan & Al-mizeed, 2021; Agung, 2021). Social media marketing, as explained by Risen and Madureka (2019), utilizes social media platforms such as Facebook, Instagram, Twitter, among others., to engage with customers and promote products or services. As it observed, one of the aftermaths of the COVID-19 pandemic is the heavy and increased deployment of technological tools in the conduct of businesses across the globe; the revolutionisation of the workplace of

organizations via remote working and telecommuting and the migration from traditional platforms to e-business platforms to boost business and workers performance (Agba, Agba, Ettah & Obera, 2022; Agba, Agba & Chukwurah, 2020). In this research, performance refers to customer satisfaction, loyalty, and patronage. Customer satisfaction measures the extent to which products or services meet customers' perceived needs and expectations (Stewart et al., 2019). Customer loyalty describes customers' emotional and psychological attachment towards particular products, services, or companies, leading them to continue purchasing from the same source over an extended period (Gabnin & Baio, 2021). Patronage is determined by the level of customer expenditure on a specific product or service and is influenced by the customer's positive experiences.

Significance of Digital Marketing

Digital marketing plays a significant role in enhancing the performance of firms, particularly Multinational Corporations. Through the application of digital marketing, there is increased customer satisfaction and frequent interaction between firms and their customers. Another important of digital marketing is cost benefits; the application of digital marketing saves costs and can reach a wide variety of customers instantaneously. More so, digital marketing can increase international business promotion through advertising, thereby reaching target customers globally. Additionally, digital marketing enhances multinational firms' corporate image and goodwill, building confidence in existing and potential customers. Finally, marketers can effectively apply digital marketing strategies to measure the extent of their performance and get customer feedback.

Multination corporations

Multinational Corporation is a business enterprise operating in more than one nation. The multinational firms, according to Achimugu et al (2015) and May et al. (2020), normally operate while they have their business headquarters in their home country. Multinational corporations have been identified to have several benefits to host nations as it has the potential to provide employment opportunities, facilitate the movement of technical and management skills to the host nations, improve revenue, ignite the entrepreneurial tenacity of the citizens as well as create an avenue for business competitiveness which turns out to provision of efficient services to the customers (Mehrijoo, Zbigniew, 2016 & Ivanor & Alexander 2019, Malik & Audu, 2023). However, some constraints are associated with the operations of multinational corporations, such as the transfer of price and avoidance of tax, which tends to reduce profit; there is the tendency to impose certain cultural norms which may not be widely acceptable by the pattering countries. Furthermore, multinational corporations sometimes weaken the smaller firms in host countries because these small firms may not have the required resources and managerial capabilities to complete favorably and conclusively; the operations of multination corporations had an adverse effect of the coronavirus pandemic.

Coronavirus Pandemic

Coronavirus (Covid-19) pandemic, which is known as the 2019-n cov genomics noted that it is a recombinant of a severe acute respiratory syndrome. According to Agbionu et al (2021), this also displayed SARS-COV and human deficiency virus (HIV). Again, the World Health Organization (2020), Rabiou et al. (2020), and Acho et al (2021) could not be attributed to a product of nature; rather, it is more of generic engineering. Ohia (2020) revealed that covid-19 has threatened human, economic, and social well-being in modern history, considering its geometric spread across the globe. Concurring this, Suliman (2020) and Maijama et al. (2020) argued that covid 19 had spread faster and posed respiratory disorders considering its transmission mode. Making it the third most highly pathogenic transmittable disease behind (SARS-COV) and (MERS-COV) globally. Thus, the World

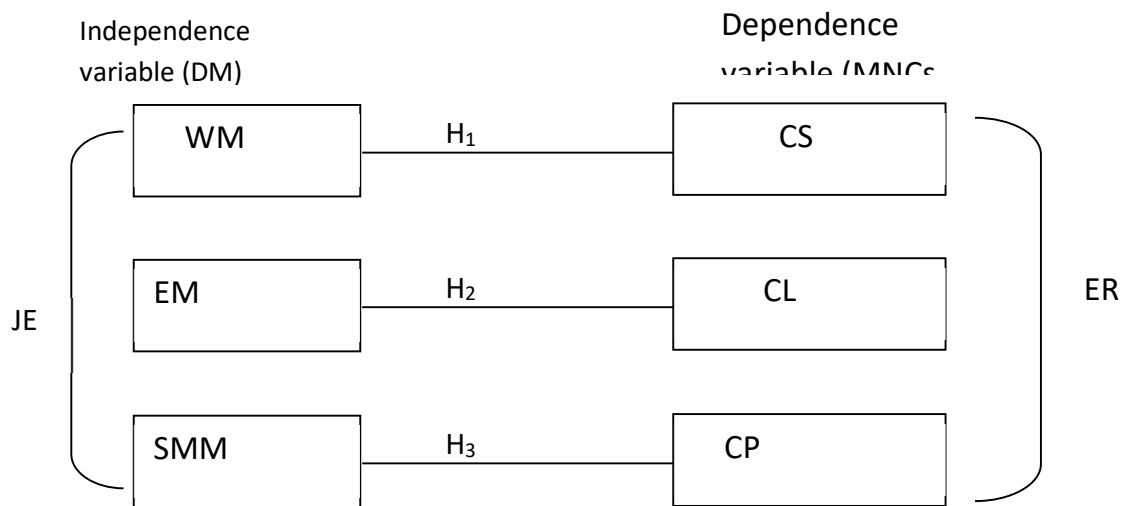
Health Organization (2020) noted that covid—19 can be prevented through frequent hand washing, hand sanitizer, keeping social distance, wearing a face mask, avoiding large crowds, and maintaining good hygiene. Though the coronavirus seems not to be more evidently having health hazards globally compared to how it was before its adverse effects on multinational corporations are still evident.

Measures Recommended for Preventing the Spread of Covid-19

The World Health Organization (2020) identified and recommended the following preventive measures to avoid spreading coronavirus.

1. Stay at home as much as you don't have any need to go out.
2. Any individual with a chronic cough or serious sneezing should stay at home until he/she fully recovers.
3. Maintain a minimum of a meter and a half distance between yourself and anyone identified as sneezing or coughing.
4. Always dispose of used tissue as soon as they are utilized.
5. Wash your hand regularly with soap and running water; alternatively, apply an alcoholic-based sanitizer.
6. Avoid non-essential travels within and outside the nation.
7. Always take natural vitamin C as much as possible and regularly eat fruits to boost your immune system.
8. Avoid being in a crowded place as much as possible.
9. Avoid self-medication; always contact your doctor for advice if you are sick or notice any of the identified symptoms of covid-19.
10. Maintain respiratory hygiene by covering your nose with tissue or sneezing on your elbow if there is no tissue around you.
11. Always keep yourself informed by listening to instructions and guidelines from health authorities and the World Health Organization.

The diagrammatic relationship is presented in Figure 1.



Source: Researchers' compilation, (2023).

Fig 1: Conceptual model, Relationship between Independent and Dependent variables

The figure shows the conceptual model, which displays the relationship between the independent and dependent variables. The figure specifically shows the relationship between website marketing (WM) and customer satisfaction (CS), email marketing (EM) and customer loyalty (CL), social media marketing (SMM), and customer patronage (CP).

Theoretical Framework

The study explores the prospect theory to justify this research. The prospect theory, according to Tversky and Kahneman (1986), Craighead et al. (2020), and Olufemi (2020), is the theory describing how enterprise operators float and make vital decisions amidst unpredictable uncertainties. Thus, this theoretical postulation justifies the present business scenario where the social and economic climates are widely characterized by intense unpredictable circumstances resulting from the effect of the coronavirus pandemic. The theory argues that in such a situation of uncertainty, it is more viable to describe and apply critical business strategies constructively rather than adversely. Through this, improved strategic procedures could be explored toward achieving a more robust outcome. This theory is applied and anchored to the research owing to its practical application and relevance to the study.

Research Methodology

This study utilizes a descriptive research survey design, which involves collecting and analyzing data from a representative sample of individuals or items to make inferences about the whole population. Specifically, it focuses on digital marketing and the performance of Multinational corporations in the post-COVID-19 era. The primary data for this study is obtained through a structured questionnaire administered to customers of Multinational corporations who use digital marketing platforms. Since the population of potential respondents is extensive and not easily quantifiable, the study considers it infinite. The research applies the Godden (2004) sample size determination statistical formula to determine the sample size, which is suitable for studies with an infinite population or a finite population smaller than 50,000, as suggested by Adefila (2014).

The Godden (2004) formula is denoted as.:

$$SS = \frac{Z^2(P)(1-P)}{C^2} \quad \text{-- equ (1)}$$

$$\text{New SS} = \frac{SS}{1 + \frac{(SS - 1)}{\text{Population}}} \quad \text{equ(2)}$$

Where SS = Sample size

Z = Confidence level 95 %

P = Percentage of population (50%)

C= Confidence interval = 5 % (0.05)

$$SS = \frac{1.96^2(0.5)(1-0.5)}{0.05^2} \quad \text{equ (1)}$$

$$SS = \frac{3.8416 (0.5) (1 - 0.5)}{0.0025}$$

$$SS = \frac{0.9604}{0.0025}$$

$$SS = 384$$

Therefore, the sample size is 384.

The questionnaire was the major source of primary data; thus, the study designed a well-structured questionnaire numbering eighteen (18) items. The questionnaire contained research questions bordering on both independent and dependent variables. The questionnaire was designed with a five-point Likert-scale responses of strongly agree (5), Agree (4), Undecided (3), Disagree (2), and strongly disagree (1). The study employed the services of two trained research assistants who helped in the administration of the research questionnaire.

The research questions were also analyzed using the five-point Likert scale with the decision rule to accept any mean value of 3.00 and above.

The inferential statistics used in testing the hypotheses is linear regression analysis which, according to Adefila (2014), is an inferential technique for examining the strength of the relationship between the independent and dependent variables. This process was aided by the statistical package for social sciences (SPSS).

Reliability of the Instrument

The reliability of the research instrument was conducted to determine the internal consistency of the instrument. Adefila (2014) concluded that an instrument is said to be reliable if it produces similar results under consistent situations. Adefila (2014) further asserted that a reliability coefficient equal to or greater than 0.70 is considered reliable. Therefore, to ascertain the reliability of the research instrument, the researchers carried out a pilot study by distributing questionnaires numbering twenty-five (25) to the target respondents through the help of two trained research assistants; the Cronbach Alpha coefficient measure of internal consistency was applied. The instrument's reliability using the Cronbach alpha reliability test with the Statistical Package for Social Sciences (SPSS) yielded the result of 0.89 for items on the independent variable and 0.86 for items on the dependent variable, thus giving the average reliability result of 0.88. The reliability result is shown in Table 1.

Table 1. Reliability Statistics

Proxies/ Independent Variable	Number of items	Cronbach Alpha
Independent variable	9	0.89
Dependent Variable	9	0.86

Source: SPSS statistical analysis

The table revealed that all the variables have Alpha Values above 0.70. Therefore, in line with the recommendation by Adefila (2014) the instrument is deemed reliable.

Technique for Data Analysis

The study adopted inferential statistics in analyzing the data. The inferential statistics were applied in testing the earlier formulated hypotheses with linear regression analysis, which examines the relationship between the independent variable (digital marketing) and dependent variables (performance of Multinational Corporations). However, to make a statistical inference in this study, only the inferential statistic results are presented for analysis.

Data Analysis and Results

The study tests the hypotheses using simple linear regression statistical analysis with the aid of Statistical Packages for Social Sciences (SPSS). The independent variable is digital marketing, and the decomposed variables are website marketing, email marketing, and social media marketing, respectively. In contrast, the dependent variable is the performance of multinational corporations and decomposes with customer satisfaction, customer loyalty, and customers' patronage. The specific analytical approaches adopted are descriptive, model summary, ANOVA, and coefficient. The decision rule is to accept the P. value if the alpha value is ≥ 0.05 ; otherwise, the null hypothesis is rejected.

Table 2. **Descriptive Statistics**

Descriptive Statistics			
	Mean	Std. Deviation	N
Website marketing	3.44	1.19	384
Email marketing	3.70	1.37	384
Social media marketing	3.42	1.50	384
Customers satisfaction	3.23	1.41	384
Customers loyalty	3.58	1.17	384
Customers patronage	3.52	1.12	384

Table 2 shows the descriptive statistics of the variables, it shows that the selected scale mean and standard deviation lie within the accepted range, therefore, they are highly reliable and the research concludes that data obtained and analyzed is significant and reliable. The mean value for website marketing is 3.44, email marketing is 3.70, social media marketing 3.42, customers satisfaction is 3.23, customers loyalty is 3.58 and customers patronage is 3.52, and standard deviations are: 1.19, 1.37, 1.50, 1.41, 1.17 and 1.12 respectively. This implies that performance of multinational corporations is being influenced by the indicated indices of digital marketing as indicated in table 2.

Test of Hypotheses

Hypothesis 1

H₁: There is no significant relationship between website marketing and customers' satisfaction.

Table 3: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.331 ^a	.110	.108	1.50098	.231

- a. Predictors: (Constant), website marketing
- b. Dependent Variable: customers satisfaction

The model summary table reports the strength of relationship between the independent and dependent variables. The result of R stood at 0.331 indicating a strong relationship between the dependent variable customers' satisfaction and the explanatory variable website marketing. The coefficient of multiple determinations R^2 measures the percentage of the total change in the dependent variable that can be explained by the independent or explanatory variable. The result indicates a R^2 of .110 showing that 11% of the variances in customers satisfaction is explained by website marketing while the remaining 89% (i.e. $100 - 11$) of the variations could be explained by other variables not considered in this model.

The adjusted R-square compensates for the model complexity to provide a fairer comparison of model performance. The result is supported by the value of the adjusted R which is to the tune of 11% showing that if the entire population is used, the result will deviate by 22.1% (i.e. $33.1 - 11.0$), with the linear regression model, the error of the estimate is considerably low at 1.50098. The result of Durbin Watson test shows .231 therefore it shows that there is no auto correlation.

Table 4 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	106.252	1	106.252	47.161	.000 ^b
	Residual	860.621	382	2.253		
	Total	966.872	383			

- a. Dependent Variable: customers satisfaction
- b. predictors: (constant), website marketing

The ANOVA table confirms the results of model summary, analysis of the result revealed that $F = 47.161$ which is significant at $(0.000) < 0.05$. Hence, since the P-value < 0.05 (critical value), the null hypothesis that there is no relationship between website marketing and employees satisfaction is rejected.

Table 5 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.005	.298		3.374	.000
	Website marketing	.481	.070	.331	6.867	.000

- a. Dependent Variable: customers satisfaction

The coefficient provides information on how the explanatory variable (the estimated coefficient or beta) influences the dependent variable. The result shows that the regression constant is 1.005 giving a predictive value of the dependent variable when all other variables are zero. The coefficient of website marketing is 0.331 with p-value of 0.000 less than (0.05%) critical value. Therefore, it can be concluded that the null hypothesis that there is no relationship between website marketing and customers' satisfaction is rejected.

Hypothesis 2

H₂: There is no significant relationship between email marketing and customer loyalty.

Table 6 Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.296 ^a	.087	.085		1.10227	.238

a. Predictors: (constant), email marketing

b. Dependent variable: customers loyalty

The model summary table reports the strength of relationship between the independent and dependent variable. The result of R stood at 0.296 indicating a strong relationship between the dependent variable customer loyalty and the explanatory variable email marketing. The coefficient of multiple determinations R² measures the percentage of the total change in the dependent variable that can be explained by the independent or explanatory variable. The result indicates a R² of .087 showing that 9% of the variances in customers satisfaction is explained by email marketing while the remaining 91% (i.e. 100 – 9) of the variations could be explained by other variables not considered in this model. The adjusted R-square compensates for the model complexity to provide a fairer comparison of model performance. The result is supported by the value of the adjusted R which is to the tune of 9% showing that if the entire population is used, the result will deviate by 21.1% (i.e. 29.6 – 0.087). With the linear regression model, the error of the estimate is considerably low at 1.10227. The result of Durbin Watson test shows 0.238 therefore it shows that there is no auto correlation.

Table 7 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	44.494	1	44.494	36.621	.000 ^b
	Residual	464.128	382	1.215		
	Total	508.622	383			

a. Dependent variable: Customer loyalty

b. Predictors: (constant), email marketing

The ANOVA table confirms the results of the model summary; analysis of the result revealed that F = 36.621, which is significant at (0.000) < 0.05. Hence, since the P-value < 0.05 (critical value), the null hypothesis of no relationship between email marketing and customer loyalty is rejected.

Table 8 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.139	.169		18.527	.000
email marketing	.254	.042	.296	6.052	.000

a. Dependent Variable: customer loyalty

The coefficient explains how the explanatory variable (the estimated coefficient or beta) influences the dependent variable. The result shows that the regression constant is 3.139 giving a predictive value of the dependent variable when all other variables are zero. The coefficient of email marketing is 0.169 with a p-value of 0.000 less than the (0.05%) critical value. Therefore, it can be concluded that the null hypothesis of no relationship between email marketing and self-customer loyalty is rejected.

Hypothesis 3

H₃: There is no significant relationship between social media marketing and customer patronage.

Table 9 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.330 ^a	.109	.107	1.03842	.151

a. Predictors: (constant), social media marketing

b. Dependent variable: customer patronage

The model summary table reports the strength of the relationship between the independent and dependent variables. The result of R stood at 0.330, indicating a strong relationship between the dependent variable customer patronage, and the explanatory variable social media marketing. The coefficient of multiple determinations R^2 measures the percentage of the total change in the dependent variable that the independent or explanatory variable can explain. The result indicates an R^2 of .109, showing that 33% of the variances in customer patronage are explained by social media marketing. The remaining 67% (i.e., 100 – 33) of the variations could be explained by other variables not considered in this model.

The adjusted R-square compensates for the model complexity to provide a fairer comparison of model performance. The result is supported by the value of the adjusted R, which is to the tune of 11%, showing that if the entire population is used, the result will deviate by 22.1% (i.e., 33 – 10.9) with the linear regression model, the error of the estimate is considerably low at 1.03842. The result of the Durbin-Watson test shows .151; therefore, it shows that there is no autocorrelation.

Table 10 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	124.223	1	124.223	34.241	.000 ^b
	Residual	32.035	382	1.142		
	Total	156.258	383			

a. Dependent variable: customer patronage

b. Predictors: (constant), social media marketing

The ANOVA table confirms the results of the model summary; analysis of the result revealed that $F = 34.241$, which is significant at $(0.000) < 0.05$. Hence, since the P-value < 0.05 (critical value), the null hypothesis of no relationship between social media marketing and customer patronage is rejected.

Table 11 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.395	.116		29.299	.000
social media marketing	.222	.033	.330	6.832	.000

1. Dependent Variable: customer patronage

The coefficient explains how the explanatory variable (the estimated coefficient or beta) influences the dependent variable. The result shows that the regression constant is 3.395 giving a predictive value of the dependent variable when all other variables are zero. The coefficient of social media marketing is 0.33 with a p-value of 0.000 less than the (0.05%) critical value. Therefore, it can be concluded that the null hypothesis of no relationship between social media marketing and customer patronage is rejected.

Conclusion

The study concludes that there is a significant positive relationship between digital marketing and the performance of Multinational corporations in the post covid-19 era. More so, digital marketing techniques such as website marketing, email marketing, and social media marketing are widely utilized by most multinational firms across the globe. Digital marketing also greatly influences purchase decisions and leads to prompt response and timely delivery of products, enhancing customer satisfaction, loyalty, and patronage. This implies that the digital market platform has become critical for pursuing the economic objectives of multinational firms in the post covid-19 era.

Recommendations

From empirical evidence revealing that there is a positive relationship between digital marketing and the performance of multinational corporations in the post covid-19 era, the researchers, therefore, make the following specific recommendations:

1. Multinational Corporations have played a significant role in driving globalization and have emerged as key proponents of website marketing. Therefore, this study suggests that these firms should enhance their innovative strategies to maintain their reach to target customers and regularly evaluate their infrastructure to ensure customer satisfaction.
2. Email Marketing: Given its convenience and cost-effectiveness, email marketing plays a crucial role in implementing digital marketing strategies. Therefore, the study suggests that Multinational Corporations should receive adequate education regarding the advantages of email marketing, particularly its effectiveness in the post-COVID-19 era. Additionally, they could enhance target marketing and develop promotions customized to cater to the unique needs of individual customers.
3. As digitization and social media continue to advance, multinational companies are experiencing increased global reach, providing customers convenient access to their products or services. In light of this, the research suggests that Multinational Corporations should enhance their global presence and expand their market penetration by maintaining a robust social infrastructure to improve customer service. It is also recommended that they regularly update their product information and prioritize data privacy and confidentiality, as these factors not only attract customers but also instill confidence in online consumers. By ensuring access to relevant and up-to-date information at minimal costs, Multinational Corporations can effectively increase customer patronage.

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Author's Profile 1.

Dr. Malik A. Abdullahi is a Chartered Management Consultant of International repute. He is currently carrying out his Post-Doc at Westcliff University, USA. Dr. Malik A. Abdullahi is also an editorial member of the International Journal of Public Administration and Management Research. The author's areas of specialization include Human Resource Management, Entrepreneurship, International Management and International Business, among others.

Author's Profile 2.

Dr. Audu Samson is a lecturer in the Department of Business Administration and Management, Federal Polytechnic Idah, Kogi State, Nigeria. Dr. Audu Samson's areas of specialization include Human Resource Management, Operations Management, Entrepreneurship, Strategic Management, and International Business, among others. He has published several articles in learned International Journals and presented several papers at National and International Conferences.

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