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EFFECT OF EMAIL MARKETING STRATEGIES ON SMALL AND MEDIUM ENTERPRISES IN KADUNA METROPOLIS

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Abstract

This study examined the effect of email marketing strategies on the performance of Small and Medium Enterprises (SMEs) in Kaduna Metropolis. The study focused on two major dimensions of email marketing which include email personalization and email content quality to determine their influence on SME performance. Using a quantitative research design, data were collected from 162 SMEs through structured questionnaires and analyzed using descriptive statistics, correlation, and multiple regression analysis. The findings revealed that both email personalization and email content quality have positive and significant effects on SME performance, with coefficients of 0.173 ($p = 0.021$) and 0.423 ($p = 0.000$), respectively. The results imply that SMEs that tailor email content to customer preferences and maintain clear, relevant, and visually appealing messages experience higher engagement, loyalty, and profitability. The study concludes that effective adoption of email marketing enhances competitiveness and growth among SMEs in Kaduna Metropolis. It recommends that SMEs should leverage customer data to personalize email campaigns and invest in creating high-quality email content to improve communication effectiveness and overall business performance.

Keywords: email marketing, email personalization, email content quality, small and medium sized enterprises performance

1. Introduction

Small and Medium Enterprises (SMEs) are vital contributors to the growth and development of most economies around the world. They play a significant role in job creation, innovation, poverty alleviation, and overall economic stability (Adebisi & Gbegi, 2020). In Nigeria, SMEs contribute approximately 48% to the national GDP, account for about 96% of businesses, and employ over 84% of the workforce (SMEDAN, 2022). The performance of SMEs, therefore, serves as a key indicator of economic resilience and sustainable growth. However, many SMEs continue to face challenges related to limited market access, poor customer retention, and ineffective marketing strategies, all of which hinder their overall performance (Olajide & Abdulkareem, 2020).

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In recent years, digital transformation has reshaped the way businesses interact with customers, creating opportunities for SMEs to leverage cost-effective digital marketing strategies to enhance performance. Among these strategies, email marketing stands out as one of the most direct, personalized, and measurable forms of marketing communication (Chaffey & Ellis-Chadwick, 2022). Email marketing enables businesses to reach a large number of customers quickly, promote products and services, and build long-term customer relationships. According to Statista (2023), over 4 billion people worldwide use email, making it a powerful channel for customer engagement, particularly for small businesses with limited advertising budgets.

Email marketing strategies have increasingly become essential tools for improving marketing effectiveness and overall business performance, particularly among small and medium enterprises (SMEs). According to Kotler and Keller (2021), strategies such as personalization, segmentation, and content quality play a crucial role in determining how effectively businesses communicate and engage with their target audiences. These strategies help organizations to build stronger relationships with customers, foster loyalty, and ultimately enhance sales performance and profitability. When applied appropriately, email marketing provides SMEs with a cost-effective means of delivering customized messages that align with customer interests and preferences, thus increasing marketing efficiency and competitiveness.

Personalization is one of the most important aspects of modern email marketing. It involves tailoring the content of email messages to suit the unique characteristics, preferences, and behaviors of individual customers. Smith (2020) emphasizes that personalized emails tend to capture the attention of recipients more effectively than generic ones because they demonstrate that the business understands and values the customer's specific needs. Personalized messages can include a customer's name, product recommendations based on previous purchases, or special offers that match their interests. This approach enhances customer engagement, strengthens emotional connections, and promotes long-term loyalty, which are vital for sustained business performance.

Equally important is the quality of email content, which determines how customers perceive and interact with marketing messages. Rowles (2021) asserts that well-crafted and relevant content builds trust, encourages customer interaction, and increases the likelihood of positive responses such as clicks, purchases, or referrals. High-quality content often includes compelling subject lines, informative and engaging body text, and clear calls to action that motivate customers to take desired steps. Poorly written or irrelevant content, on the other hand, can lead to customer disinterest, unsubscribes, or even damage to the brand's reputation. Therefore, the effectiveness of email marketing largely depends on the business's ability to create valuable and credible content that resonates with the audience.

In practice, many SME operators lack the technical knowledge and skills necessary to implement effective email marketing strategies. For instance, email personalization, which helps businesses tailor messages to suit individual customer preferences, is rarely used among SMEs. Most business owners send generic emails that fail to capture customer attention or stimulate engagement (Smith, 2020). Similarly, email segmentation, which enables firms to categorize customers based on behavioral patterns, demographics, or purchase history, is poorly understood and seldom applied. Consequently, SMEs often send the same messages to all customers, resulting in low open rates, high unsubscribe rates, and minimal conversions (Todor, 2016).

Another notable issue is the poor quality of email content. Many SMEs produce emails with unattractive designs, grammatical errors, or irrelevant information that fails to communicate value to recipients. As Rowles (2018) observed, low-quality email content not only diminishes customer trust but also reduces click-through and purchase rates. Moreover, inconsistent email scheduling and lack of follow-up strategies further weaken customer relationships and limit repeat patronage. These shortcomings collectively hinder SMEs from realizing the full benefits of email marketing in improving sales, customer retention, and overall performance.

Several studies have examined the relationship between digital marketing and business performance, highlighting the growing role of online platforms in enhancing customer engagement and profitability (Chaffey & Ellis-Chadwick, 2022; Kotler & Keller, 2021). However, most of these studies have concentrated broadly on digital marketing as a whole including social media, search engine optimization, and online advertising with limited attention given to email marketing strategies as a distinct and measurable factor influencing SME performance (Ibrahim & Ahmed, 2022; Todor, 2016). Even among the few studies that have addressed email marketing, many were conducted in developed economies with advanced digital infrastructures, which differ significantly from the context of developing countries such as Nigeria (Smith, 2020; Rowles, 2018).

Furthermore, previous studies that explored marketing performance among SMEs in Northern Nigeria often generalized findings without considering the unique technological, infrastructural, and behavioral characteristics of regions like Kaduna Metropolis, where many SMEs still face challenges in digital adoption (Ibrahim & Ahmed, 2022). This lack of regional focus limits the applicability of their findings to local business realities. Therefore, this study seeks to fill these contextual gaps by adopting a quantitative research design to empirically examine the effect of email marketing strategies; personalization, segmentation, and content quality on the performance of SMEs in Kaduna Metropolis.

In line with the objectives of the study, the study addressed the following research questions.

i. To what extent does email personalization influence the performance of SMEs in Kaduna Metropolis?
ii. To what extent does email content quality impact the performance of SMEs in Kaduna Metropolis?

In line with the above research questions, the study tested the null hypotheses below:

H_{01}: Email personalization has no significant effect on the performance of SMEs in Kaduna Metropolis.

H_{02}: Email content quality has no significant influence on the performance of SMEs in Kaduna Metropolis.

2. Literature Review

Conceptual Review

Small and Medium Enterprises Performance

According to Adelekan and Ogunleye (2021), SME performance refers to the ability of small and medium-sized enterprises to achieve desired outcomes in terms of profitability, productivity, and overall business growth. This performance is often assessed using both financial indicators (e.g., return on investment, revenue growth) and non-financial indicators (e.g., customer satisfaction, market share, and innovation). The authors argue that in the modern competitive environment, SMEs must align their internal capabilities, including marketing strategies and innovation, with external market demands to sustain growth. As such, performance is no longer just about profitability but about building adaptive capacity for long-term survival.

Olawale and Garwe (2022) conceptualize SME performance as the extent to which enterprises can effectively utilize their limited resources to achieve strategic objectives such as market expansion, customer retention, and operational efficiency. Therefore, performance is not solely financial but also includes achieving milestones like entering new markets, developing new products, and leveraging digital technologies. Musa and Bello (2023) defined SMEs performance as the measurable achievements of enterprises in terms of innovation adoption, market responsiveness, and sustainability. This assert that performance in the current digital economy is largely influenced by entrepreneurial orientation proactiveness, risk-taking, and innovativeness—which enables SMEs to remain competitive.

Email Marketing

Chaffey and Ellis-Chadwick (2019) define email marketing as a form of direct digital communication used by businesses to reach current and potential customers with personalized, timely, and relevant content. It serves as a cost-effective method for promoting products, nurturing leads, and building customer relationships. According to Meroño-Cerdán, (2021), email marketing is a strategic tool for cultivating long-term relationships between businesses and customers by delivering consistent value through informative, promotional, or transactional messages. This highlight its effectiveness in generating repeat sales, collecting feedback, and enhancing customer loyalty especially when integrated with customer relationship management systems.

Zhang et al. (2020) define email marketing as a powerful personalization strategy that allows businesses to segment their audience and tailor messages based on customer behavior, demographics, and preferences. This approach enhances the relevance of communication, increases user engagement, and boosts conversion rates.

Setiawan (2021) regard email marketing as a core component of integrated marketing communications, where it functions to reinforce brand messaging and support multichannel engagement. Liu and Mattila (2022) define email marketing as a performance-oriented digital marketing strategy that allows firms to deliver content that drives customer actions such as visiting a website, redeeming offers, or making purchases.

Todor (2020) conceptualizes email marketing as a data-driven tool that enables marketers to send tailored content to segmented customer groups based on behavioral analytics, preferences, and lifecycle stages. This approach enhances user engagement, strengthens brand-consumer connections, and drives measurable outcomes. According to Doherty (2021), email marketing plays a vital role in enhancing customer relationship

management (CRM) by maintaining continuous engagement with customers. Through newsletters, personalized offers, and event-driven campaigns, firms are able to nurture customer loyalty and influence repurchase behavior.

Ryan (2020) defines email marketing as a conversion-centric digital strategy enhanced by automation tools that allow for the timely delivery of tailored messages based on user actions such as abandoned carts, site visits, or purchases. He asserts that automation transforms email from a static communication tool into a dynamic system for lead nurturing, upselling, and customer retention.

Email marketing is a digital marketing strategy that involves sending personalized or mass emails to a targeted audience with the aim of promoting products, sharing company news, or building customer relationships. In the context of this study, email marketing is considered a targeted communication practice used by SMEs to inform, engage, and influence customer decisions, ultimately enhancing business performance.

Review of Empirical Studies

The empirical studies provide evidence-based insights into how digital marketing strategies, particularly email marketing, influence the performance of Small and Medium Enterprises (SMEs) across different contexts.

Mushi (2024) explored the impact of digital marketing strategies on the performance of Small and Medium Enterprises (SMEs) in Tanzania. The study employed a descriptive research design, collecting data from 120 SMEs through structured questionnaires. The findings indicated that digital marketing strategies, including email marketing, had a significant positive effect on SME performance, particularly in terms of sales growth and customer engagement. The study recommended that SMEs in Tanzania adopt and optimize digital marketing strategies, such as email marketing, to improve their business outcomes.

Deku (2024) examined the relationship between digital marketing adoption and the performance of Small and Medium Enterprises (SMEs) in Ghana. The research utilized a quantitative approach, surveying 150 SME owners and managers using structured questionnaires. The study found that the adoption of digital marketing strategies, including email marketing, positively influenced SME performance by enhancing brand visibility and customer engagement. The study concluded that SMEs in Ghana should embrace digital marketing strategies, such as email marketing, to remain competitive and improve their performance.

Adeniyi et al. (2024) conducted a study to investigate digital marketing adoption among Small and Medium Enterprises (SMEs) in Lagos State, Nigeria. The research employed a descriptive survey design, collecting data from 387 participants via structured questionnaires. The study found that SMEs in Lagos State face challenges such as limited resources, lack of expertise, and inadequate infrastructure, which affect their ability to fully utilize digital marketing strategies. Despite these challenges, the study revealed a high level of digital marketing adoption among SMEs, indicating a growing recognition of its importance for business performance. The study concluded that addressing these challenges could enhance the effectiveness of digital marketing strategies, including email marketing, thereby improving SME performance.

Nwoko (2024) investigated the effect of online marketing on the performance of Small and Medium Enterprises (SMEs) in Anambra State, Nigeria. The study employed a descriptive research design, collecting data from SME owners through structured questionnaires. The findings revealed that email marketing had a significant positive effect on SME performance, with a t-statistic of 3.251 and a probability value of 0.001, indicating statistical significance. The study concluded that email marketing enhances SME performance by improving customer engagement and sales, and recommended that SMEs adopt effective email marketing strategies to achieve better business outcomes.

Sharabati et al. (2024) conducted a study to assess the impact of digital marketing on the performance of SMEs in Jordan. The research employed a quantitative approach, surveying 190 marketing companies. The study found that digital marketing strategies, including email marketing, positively influenced SME performance by enhancing customer engagement and market reach. The study concluded that SMEs adopting digital marketing strategies, such as personalized email campaigns, can achieve improved business outcomes.

Surjandari (2024) investigated topic-based segmentation in email marketing to improve customer engagement. The study utilized the Biterm Topic Model (BTM) to analyze email titles and customer interactions. The findings revealed that segmenting customers based on topics and historical email interactions led to more relevant and engaging email content, thereby enhancing customer engagement and satisfaction. The study concluded that topic-based segmentation is an effective strategy for SMEs to personalize email marketing efforts and improve performance.

Afolabi (2023) conducted a comparative study to assess the impact of email segmentation and personalization on campaign success among subscription-based SMEs in Lagos, Nigeria. The study employed a descriptive research design, using surveys administered to 100 marketing staff and subscribers. Multiple regression analysis was applied to determine the effects. The findings indicated that both email segmentation and personalization significantly increased open rates, click-through rates, and conversion rates. The study concluded that tailored email strategies enhance customer interaction, build loyalty, and improve marketing performance for SMEs, emphasizing that understanding customer behavior is critical for achieving effective communication.

Veseli-Kurtishi (2023) investigated the impact of digital marketing on the performance of Small and Medium-sized Enterprises (SMEs) in North Macedonia. The research employed a mixed-methods approach, collecting data from a diverse sample of SMEs. The findings revealed that SMEs in North Macedonia are increasingly utilizing digital marketing strategies, with email marketing being one of the most used channels. The study concluded that digital marketing, including email marketing, has a significant positive impact on SME performance, particularly in terms of increasing sales revenue and enhancing customer engagement.

Bruce (2023) explored the impact of digital marketing adoption on the sustainable growth of SMEs in Ghana, employing the Theory of Planned Behavior. Using a structured questionnaire administered to 533 SME owners/managers, the study found that perceived behavioral control and subjective norms significantly influenced SMEs' intention to adopt digital marketing. Furthermore, the actual use of digital marketing, including email marketing, positively affected SMEs' sustainable growth. The study concluded that digital

marketing adoption enhances SMEs' competitive sustainability, suggesting that SMEs should embrace digital platforms to improve their performance

Chinelo and Alozie (2022) conducted a study to examine the effect of electronic marketing on the performance of Small and Medium Enterprises (SMEs) in Enugu State, Nigeria. The research employed a descriptive survey design, collecting data from 80 SME owners using structured questionnaires. Regression analysis was adopted to test the relationships. The findings revealed a positive and significant effect of email marketing on financial performance, including sales growth and profitability. The study concluded that SMEs that adopt and optimize digital marketing tools, including email marketing, are more likely to experience enhanced business outcomes. Effective use of email marketing improves customer engagement, strengthens brand visibility, and contributes to overall organizational performance.

Theoretical Review

This study is anchored to technology acceptance model.

Technology Acceptance Model

The Technology Acceptance Model (TAM), proposed by Davis (1989), provides a useful theoretical framework for understanding the adoption and utilization of technology-based tools in organizations. TAM posits that the perceived usefulness and perceived ease of use of a technology determine the extent to which individuals or organizations accept and use it. Perceived usefulness refers to the degree to which a user believes that using a particular technology will enhance performance, while perceived ease of use reflects the degree to which the user believes that interacting with the technology will be free of effort (Davis, 1989). Over the years, TAM has been widely applied to examine the adoption of digital tools, including social media, e-commerce platforms, and online marketing technologies, among Small and Medium Enterprises (SMEs) (Venkatesh & Bala, 2008; Alalwan et al., 2017).

In the context of this study, TAM is particularly relevant for understanding how SMEs in Kaduna Metropolis adopt and implement email marketing strategies including personalization, segmentation, and content quality to improve their business performance. Perceived usefulness in this context relates to SME owners' or managers' belief that using email marketing will enhance customer engagement, increase sales, and improve overall organizational performance. Perceived ease of use, on the other hand, reflects the level of comfort and technical capability SME operators have in implementing email marketing tools effectively. Studies have shown that SMEs often face technical challenges and limited knowledge, which can hinder adoption of digital marketing technologies (Ibrahim & Ahmed, 2022; Olajide & Abdulkareem, 2020).

The key email marketing strategies; personalization and content quality can be effectively analyzed through the lens of the Technology Acceptance Model (TAM). Email personalization aligns with TAM's concept of perceived usefulness, as SMEs are likely to adopt personalized emails when they believe such practices will increase customer engagement, strengthen loyalty, and ultimately boost sales (Smith, 2020; Williams & Okoye, 2023). When SME managers perceive that tailoring messages to individual customer preferences directly enhances business performance, they are more motivated to use personalization consistently.

Email content quality relates closely to both perceived usefulness and perceived ease of use. High-quality email content relevant, clear, and engaging ensures that recipients interact positively with the message, increasing click-through rates, conversions, and trust (Rowles, 2018; Kaur & Singh, 2023). When SME managers perceive that crafting quality content is manageable and produces measurable business benefits, they are more inclined to adopt systematic content quality practices.

3. Methodology

This study adopted a quantitative research design. The target population comprises all registered Small and Medium Enterprises (SMEs) in Kaduna Metropolis. According to the Kaduna Chamber of Commerce, Industry, Mines, and Agriculture (KADCCIMA. 2024), there are 471 registered SMEs in the metropolis Using Krejcie and Morgan (1970) table for determining sample size, a population of 471 corresponds to a sample size of approximately 214 SMEs. This sample size is considered adequate for generalizing the results to the entire population with acceptable confidence and margin of error. The study primarily relied on a structured questionnaire designed based on the study's objectives. However, a total of two hundred and fourteen (214) questionnaires were administered, out of the initial distribution One hundred and sixty-two (162) were satisfactory filled and returned.

Model Specification

The collected data were analyzed using inferential statistical techniques. Inferential statistics, specifically multiple regression analysis, were employed to test the hypothesized relationships between email marketing strategies (independent variables) and SME performance (dependent variable). The regression model for the study is expressed as:

$SMEP = \beta_0 + \beta_1 EP + \beta_2 ECQ + \varepsilon$; where SMEP = SME Performance; EP = Email Personalization; ECQ = Email Content Quality; β_0 = Constant; β_1, $\beta 2$, β_3, = Regression Coefficients; ε= error term

4. Results and Discussion

Descriptive Statistics

Table 1

Descriptive Results

	N	Minimum	Maximum	Mean	Std. Deviation
SMEP	162	1.00	5.00	3.1543	1.11808
EP	162	1.00	5.00	3.1296	1.15735
ECQ	162	1.00	5.00	3.2114	1.07468
Valid N (listwise)	162				

Source: SPSS Output, 2025

The descriptive statistics in table 1 provide an overview of the respondents' perceptions. The mean score for SME performance is 3.1543, with a standard deviation of 1.11808, indicating that, on average, respondents moderately agree that email marketing strategies have contributed to business performance. The relatively high standard deviation suggests some variability in respondents' perceptions of SME performance across different enterprises.

For Email Personalization (EP), the mean value is 3.1296, with a standard deviation of 1.15735. This indicates that SMEs moderately practice personalization in their email marketing, such as addressing customers by name or tailoring messages, though there is considerable variation among SMEs in the extent of implementation.

Email Content Quality (ECQ) has a mean of 3.2114 and a standard deviation of 1.07468, indicating that SMEs moderately maintain quality in email communications. Respondents report that email content is reasonably clear, relevant, and visually appealing, although some inconsistencies in content quality remain across different businesses.

Correlation Result

Table 2

Correlations

		SMEP	EP	ECQ
SMEP	Pearson Correlation	1	.419**	.517**
	Sig. (2-tailed)		.000	.000
	N	162	162	162
EP	Pearson Correlation	.419**	1	.180*
	Sig. (2-tailed)	.000		.022
	N	162	162	162
ECQ	Pearson Correlation	.517**	.180*	1
	Sig. (2-tailed)	.000	.022	
	N	162	162	162

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

*. Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Output, 2025

Table 2 presents the Pearson correlation coefficients. The results indicate that SME performance (SMEP) is positively and significantly correlated with all three email marketing strategies. Specifically, EP has a correlation coefficient of $r = 0.419$ ($p < 0.01$), suggesting a moderate positive relationship. This implies that higher levels of personalization in email marketing are associated with improved SME performance.

Email Content Quality (ECQ) exhibits the strongest correlation with SME performance, $r = 0.517$ ($p < 0.01$), suggesting that the quality of email content its clarity, relevance, and appeal is a critical factor in enhancing business performance. Therefore, these results indicate that all three email marketing strategies personalization, and content quality have positive and significant associations with SME performance in Kaduna Metropolis, supporting the expectation that strategic use of email marketing contributes to business growth and effectiveness.

Regression Result

Table 3

Regression Summary

Model	B	Std. Error	t	Sig.
(Constant)	.296	.276	1.070	.286
EP	.173	.074	2.327	.021
ECQ	.423	.066	6.418	.000
R	0.648			
R-Square	0.420			
Adjusted R-Square	0.409			
F-value	38.158			
p-value	0.000			

Source: SPSS Output, 2025

The regression model summary shows the overall fit and significance of the relationship between the independent variables and the dependent variable. The multiple correlation coefficient (R = 0.648) indicates a strong positive relationship between the combined email marketing strategies and SME performance. This suggests that, collectively, these strategies are meaningfully associated with how SMEs perform in Kaduna Metropolis.

The R-Square value of 0.420 reveals that approximately 42% of the variance in SME performance is explained by the two independent variables. This implies that while email marketing strategies significantly influence performance, other factors not included in the model account for the remaining 58% of variation in SME performance.

The Adjusted R-Square (0.409), which adjusts for the number of predictors in the model, confirms that the model has a reasonably good explanatory power while accounting for sample size and number of variables. The F-value of 38.158 with a p-value of 0.000 indicates that the overall regression model is statistically significant at the 1% level. This means that the independent variables, when considered together, have a significant predictive effect on SME performance.

Test of Hypotheses

This section presents the results of the hypotheses testing based on the multiple regression analysis. The hypotheses were tested at a 5% level of significance ($\alpha = 0.05$). The decision rule states that if the p-value is less than 0.05, the null hypothesis (H_0) should be rejected; otherwise, it should be accepted.

Hypothesis 1: Email Personalization has no significant effect on SME Performance in Kaduna Metropolis

The regression results show that EP has a coefficient (B) of 0.173, a t-value of 2.327, and a significance level of p = 0.021. Since the p-value is less than the 0.05 significance level, we reject the null hypothesis. This indicates that email personalization has a positive and significant effect on SME performance. In practical terms, SMEs that tailor email content to individual customer preferences tend to experience improved engagement, loyalty, and overall business performance.

Hypothesis 2: Email content quality has no significant effect on SME Performance in Kaduna Metropolis

The regression analysis shows that ECQ has a coefficient (B) of 0.423, a t-value of 6.418, and a significance level of p = 0.000. Since the p-value is less than 0.05, we reject the null hypothesis. This demonstrates that email content quality is a strong predictor of SME performance, meaning that clear, relevant, and visually appealing email content positively influences customer engagement, trust, and business growth.

Discussion of Findings

The findings of this study reveal that both email personalization and email content quality have significant positive effects on the performance of Small and Medium Enterprises (SMEs) in Kaduna Metropolis. These results are consistent with previous empirical studies conducted across different contexts, reinforcing the importance of digital marketing strategies—particularly email marketing in enhancing SME performance.

The first hypothesis tested the relationship between email personalization and SME performance. The regression results indicate that email personalization has a positive and significant effect on SME performance. This implies that SMEs that tailor their email messages based on customer preferences, purchasing history, or behavior experience better customer engagement, improved loyalty, and higher sales performance. This finding supports the conclusions of Afolabi (2023), who found that email segmentation and personalization significantly improved campaign outcomes, such as open rates and conversion rates, among subscription-based SMEs in Lagos.

Similarly, Surjandari (2024) reported that topic-based segmentation and personalized content increased customer satisfaction and engagement levels, demonstrating that personalized communication strategies enhance business outcomes. Furthermore, Mushi (2024) and Nwoko (2024) also found that email marketing strategies that address individual customer needs contribute significantly to sales growth and customer retention. Therefore, the result of this study aligns with the broader literature that recognizes personalization as a strategic tool for improving SME competitiveness through enhanced digital engagement.

The second hypothesis examined whether email content quality influences SME performance. The regression analysis reveals that email content quality is a strong and significant predictor of SME performance. This suggests that SMEs producing clear, relevant, and visually appealing email content can effectively capture customer attention, build trust, and stimulate repeat purchases. This finding corroborates the studies of Chinelo and Alozie (2022) and Sharabati et al. (2024), who established that well-crafted and engaging email content enhances customer engagement and brand visibility, leading to improved business outcomes.

Similarly, Deku (2024) and Veseli-Kurtishi (2023) emphasized that the quality of digital communication—especially through emails—plays a key role in improving customer relationships and overall firm performance. These results further affirm the argument by Bruce (2023) that effective utilization of digital marketing tools, such as email campaigns, enhances sustainable growth by improving communication quality and customer satisfaction.

5. Conclusion and Recommendations

The study concludes that email personalization and email content quality have significant positive effects on the performance of SMEs in Kaduna Metropolis. The results indicate that SMEs that customize email messages to suit customer preferences and deliver clear, relevant, and visually engaging content experience improved customer engagement, loyalty, and sales performance.

These findings affirm that effective use of digital marketing tools particularly email marketing enhances business growth and competitiveness in today's digital economy. Therefore, integrating personalized and high-quality email marketing strategies is essential for SMEs seeking to strengthen customer relationships and achieve sustainable performance outcomes.

Based on the findings and conclusion, the study recommends that;

i. SMEs should adopt personalized email marketing strategies by leveraging customer data and segmentation tools to tailor messages that align with customers' interests, purchase behavior, and preferences, thereby improving engagement and retention.
ii. SMEs should prioritize the quality of email content by ensuring clarity, relevance, and aesthetic appeal in their messages. Investing in digital marketing training or professional content creation can further enhance communication effectiveness and drive overall business performance.

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