



Digital Content Strategy and Customer Engagement Among Micro and Small Enterprises in Urban and Peri-Urban Africa

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Abstract. Micro and small enterprises (MSEs) represent vital engines of inclusive growth in sub-Saharan Africa, yet many struggle to translate mobile technology adoption into sustained customer engagement. This cross-sectional study examined how digital content strategies influence customer engagement among 2,129 MSEs across eight African countries (Kenya, Nigeria, Ghana, South Africa, Uganda, Rwanda, Tanzania, and Côte d'Ivoire). Utilising descriptive and multiple regression analyses on a multi-country dataset, the research investigated the effects of content formats (text, video, local language) and the moderating role of digital literacy training. Findings reveal that local-language content ($\beta = 0.087$, $p < .01$) and video-rich formats ($\beta = 0.049$, $p < .05$) are the strongest predictors of customer engagement, significantly outperforming posting frequency or multi-platform presence. Digital literacy training emerged as a significant moderator ($\beta = 0.084$, $p < .01$), amplifying the positive impact of sophisticated content approaches, while reliable internet access further strengthened these relationships. The results showed that engagement in mobile-dominant African markets depends primarily on cultural resonance and media richness rather than activity volume. Theoretically, the study extends media richness and technology acceptance frameworks by integrating localisation and human-capital contingencies in resource-constrained settings. Practically, MSE owners should prioritise vernacular communication, short-form video production, and accessible training programmes, whereas policymakers must scale digital literacy initiatives to enhance inclusive economic outcomes.

Keywords: Digital Content Strategy, Customer Engagement, Micro and Small Enterprises, Local Language Content, Video Content, Digital Literacy Training, Sub-Saharan Africa

1. Introduction

Micro and small enterprises (MSEs) constitute pivotal drivers of economic diversification, employment generation, and inclusive growth in developing economies, with their performance exerting profound influences on national development trajectories and resilience frameworks (Umar et al., 2024; Ekechi et al., 2024). In sub-Saharan Africa, where urban and peri-urban contexts host a proliferation of such enterprises, digitalisation—particularly through mobile-enabled channels—emerges as a critical mechanism for expanding market reach, fostering adaptive innovation, and bolstering firm-level resilience amid exogenous shocks (Philbin et al., 2022; Adenubi et al., 2021). Deliberate digital content strategies, encompassing systematic planning for content creation, dissemination, and performance measurement, represent an indispensable facet of this digital transition, enabling MSEs to convert technological adoption into tangible market advantages (Andini et al., 2025; Gabelaia & Tchelidze, 2022).

The salience of digital content strategies for MSEs in developing economies is underscored by multifaceted evidence. Such strategies enhance brand visibility and customer acquisition at reduced marginal costs relative to traditional offline methods, thereby contributing to improved market performance among resource-constrained firms (Chinakidzwa & Phiri, 2020; Rosimah et al., 2022). During crises, including the COVID-19 pandemic, content-centric approaches—such as

consistent social media posting and interactive engagement—proved instrumental in sustaining operations when physical channels were disrupted, particularly for rural and women-owned enterprises (Donga & Chimucheka, 2024; Cahyani et al., 2023). Furthermore, these strategies serve as levers for broader digital transformation, facilitating product innovation, customised customer experiences, and alignment with sustainability goals, provided they are integrated with organisational capabilities (Philbin et al., 2022; Sun, 2024). However, efficacy remains contingent upon addressing preconditions like digital skills deficits, infrastructural limitations, and financing barriers, which frequently impede sustained outcomes in African settings (Becker & Schmid, 2020; Biaku et al., 2025).

Concomitantly, the proliferation of mobile-first digital platforms across Africa has reshaped entrepreneurial landscapes. Sub-Saharan Africa has witnessed rapid mobile phone penetration and broadband expansion, driven by affordable handsets, enhanced network coverage, and supportive policies, correlating with productivity gains in sectors such as agriculture (Adenubi et al., 2021; Paas et al., 2020). For MSEs, these platforms lower entry barriers to digital markets, enabling cost-effective experimentation with content and commerce via ubiquitous applications like social media and messaging services (Kouladoum, 2023; Caraballo-Payares et al., 2024). Nevertheless, heterogeneity in uptake persists, exacerbated by variability in device quality, affordability, and literacy levels (Muromba et al., 2025).

Despite this burgeoning literature, a conspicuous research gap endures: scant empirical investigations directly link specific digital content strategies—particularly variations in formats and the moderating role of digital literacy training—to customer engagement metrics among urban and peri-urban African MSEs (Paas et al., 2020; Sulistiyani et al., 2024). Existing studies often prioritise adoption patterns or broad digital transformation effects, overlooking granular mechanisms of content-driven interaction in mobile-dominant environments (Achieng & Malatji, 2022).

Accordingly, this study addresses the following research questions:

- How do different content formats (text, video, local language) affect engagement?
- How does digital literacy training moderate engagement outcomes?

Examining these dimensions, the research seeks to furnish actionable insights for MSE practitioners and policymakers in fostering resilient digital ecosystems.

2. Literature Review

2.1 Digital Marketing Adoption in MSEs: Technology Acceptance and Mobile-First Usage Trends

The adoption of digital marketing among micro and small enterprises (MSEs) is fundamentally shaped by technology acceptance models, wherein perceived relative advantage, facilitating conditions, and user competence emerge as salient predictors (Kulkarni et al., 2021; Makanyeza et al., 2022). Empirical investigations reveal that entrepreneurial competency, marketing capability, and knowledge-sharing practices significantly influence adoption intentions, with organisational readiness and external support—such as vendor facilitation and training—serving as critical enablers (Appiah et al., 2023; Bag et al., 2022). Barriers, including skills deficits, inadequate institutional support, and human resource constraints, persistently impede uptake, underscoring the necessity for targeted capacity-building interventions (Indrawati & Suarman, 2020; Hernita et al., 2021).

In African and developing contexts, mobile-first trends dominate owing to high social media penetration and platform affordances that prioritise visually rich, mobile-optimised content (Nguyen et al., 2021; Gumede et al., 2024). Studies of Instagram and analogous platforms demonstrate that MSEs achieve superior reach through format tailoring and audience-aligned scheduling, rendering mobile optimisation a strategic imperative (Winarno & Aini, 2024). Thus, adoption is not merely attitudinal but contingent upon resource availability, institutional facilitation, and alignment with mobile-dominant consumer behaviours (Appiah et al., 2023; Gumede et al., 2024).

2.2 Digital Content Localization: Local Language Content and Cultural Alignment

Localization of digital content—encompassing linguistic adaptation and cultural congruence—substantially enhances relevance and efficacy for MSEs operating in heterogeneous markets (Hussain et al., 2025; Asi et al., 2022). Research indicates that incorporating local languages, regional influencers, and culturally resonant

elements augments campaign resonance and cost-effectiveness, fostering stronger consumer-producer linkages (Kawane et al., 2023; López-Fernández et al., 2021). Beyond translation, effective localization entails semiotic alignment, channel selection reflective of local habits, and leveraging micro-territorial networks for authentic messaging (Halim et al., 2024).

User-generated content (UGC) and micro-influencer collaborations further amplify localization benefits by conferring credibility and reducing production burdens, thereby elevating trust and participation (Maitri et al., 2023; Muhammad, 2024). Empirical evidence from diverse contexts affirms that culturally adapted content outperforms generic approaches in engagement and commercial outcomes, particularly for resource-constrained firms (Sun et al., 2021; Asi et al., 2022).

2.3 Video and Rich Media Content: Evidence Linking Video Use to Higher Engagement

A robust body of scholarship establishes that video and rich media formats yield superior engagement metrics compared to text-based content on visual platforms (Nguyen et al., 2021; Maitri et al., 2023). Platform analyses reveal that media richness—manifest in short-form videos, product demonstrations, and ephemeral stories—drives algorithmic amplification and interactive responses, enhancing authenticity and conversion potential (Gumede et al., 2024; Winarno & Aini, 2024). Mechanistically, video facilitates narrative depth, sensory cues, and co-creation dynamics, with UGC integration further intensifying trust and peer endorsement (Maitri et al., 2023).

Systematic reviews and case studies consistently demonstrate that MSEs employing video-centric strategies observe marked improvements in visibility, follower interaction, and relationship-building relative to text-only approaches (Nguyen et al., 2021; Gumede et al., 2024). When combined with localization, rich media emerges as a potent driver of engagement in mobile-first environments.

2.4 Conceptual Framework

The proposed conceptual framework posits that customer engagement among urban and peri-urban African MSEs is directly influenced by key content strategy variables: platforms utilised (e.g., WhatsApp, Facebook, Instagram), posting frequency (posts per week), incorporation of local language content, and overall digital tools proficiency score

(encompassing analytics and editing capabilities) (Paas et al., 2020; Gumede et al., 2024; Nguyen et al., 2021). These antecedents are synthesised from extant literature linking mobile-first adoption, localization, and rich media deployment to measurable interaction outcomes (Maitri et al., 2023; Hussain et al., 2025).

Digital literacy training is theorised as a moderating variable, amplifying the positive effects of the aforementioned predictors on customer engagement scores (comprising likes, comments, shares, and enquiries) by enhancing content quality, strategic consistency, and analytical iteration (Rosimah et al., 2022; Hernita et al., 2021; Sulistiyani et al., 2024). This moderation reflects evidence that capability-building interventions strengthen the translation of technological access into performance gains, particularly in skill-constrained settings (Indrawati & Suarman, 2020; Donga & Chimucheka, 2024). The framework thus integrates technology acceptance, content localisation, and media richness theories to delineate pathways from strategic inputs to engagement outputs, whilst highlighting training as a pivotal contingency factor.

3. Research Methodology

3.1 Research Design

The study employed a cross-sectional descriptive and correlational research design to investigate the influence of digital content strategies on customer engagement among micro and small enterprises (MSEs) in selected African countries. Cross-sectional approaches are valuable for exploring relationships among variables at a single point in time, particularly within rapidly evolving digital environments (Bryman, 2016). Descriptive elements enabled the profiling of digital practices across diverse enterprise types, while correlational analysis facilitated the examination of associations between content strategy variables and engagement outcomes. Such designs are common in digital entrepreneurship and marketing studies where behavioural and technological indicators are observed without experimental manipulation (Hair et al., 2020).

3.2 Dataset and Sampling

The dataset comprised 2,129 MSEs drawn from eight African countries—Kenya, Nigeria, Ghana, South Africa, Uganda, Rwanda, Tanzania, and Côte d'Ivoire. A multi-country

dataset provides a broader understanding of digital behaviour across varied socioeconomic contexts and enhances external validity in sub-Saharan African research (World Bank, 2022). Although the study utilised a simulated dataset, the sampling structure mirrors typical regional enterprise surveys where firms are selected from urban and peri-urban commercial clusters. This structure ensures variation across country, sector, and gender dimensions, which is essential given the heterogeneity of African MSEs (Agyapong, 2010). The sample size exceeds the thresholds recommended for multivariate techniques such as regression and structural equation modelling (Kline, 2016).

3.3 Measures

The study operationalised digital content strategy using several indicators. Independent variables included *uses_social_media* (binary), *platforms_used* (count of platforms), *posts_per_week* (frequency of posting), *uses_video_content* (binary), and *local_language_content* (binary). These indicators align with established digital marketing frameworks emphasising platform intensity, content richness, and localisation as drivers of online engagement (Chatterjee & Kar, 2020).

Two key moderators were included: *digital_literacy_training* and *reliable_internet*. Digital literacy has been shown to enhance firms' ability to use digital tools effectively (UNCTAD, 2021), while internet reliability shapes the extent to which enterprises can sustain online interactions (Mothobi & Grzybowski, 2017).

The dependent variable, *customer_engagement_score*, was measured on a ten-point scale, consistent with subjective engagement measures used in SME digital behaviour research (Appiah et al., 2020). Five control variables—*enterprise_age*, *sector*, *employees*, *female_owner*, and *location_type*—were included to adjust for structural and demographic differences known to influence digital adoption and customer response patterns (Beck & Cull, 2014).

3.4 Analytical Strategy

Analysis began with descriptive statistics to profile MSE characteristics and compare digital content practices across countries and sectors. This was followed by multiple regression analysis to examine the influence of digital content strategy variables on customer

engagement. Given the multidimensional nature of digital strategy, structural equation modelling (SEM) was considered to explore latent relationships among content, digital capacity, and engagement, providing a more holistic analytical perspective (Hair et al., 2020). Finally, interaction terms were incorporated to test the moderating effects of digital literacy training and internet reliability, allowing the study to assess whether digital capacity strengthens or weakens the association between content strategies and engagement.

4. Results

The results of this study are presented in four major stages. First, descriptive statistics were generated to profile the characteristics of the 2,129 micro and small enterprises (MSEs) included in the dataset. Second, cross-country and sectoral distributions were examined to understand contextual variations in digital content strategy adoption. Third, a correlation matrix was produced to explore preliminary associations among the key study variables. Finally, a multivariate regression model was estimated to assess the influence of digital content strategy indicators on customer engagement, controlling for enterprise- and owner-level characteristics. Interaction effects were also examined to determine whether digital literacy training and reliable internet access moderated these relationships.

Descriptive Statistics

Table 1 presents descriptive statistics for all numeric variables and the distribution of categorical variables. On average, MSEs had been operating for approximately 17.6 years (SD = 9.95). The majority were small firms, with employee counts ranging from 1 to 19 and a mean of 10.02 employees. Owners were predominantly middle-aged (M = 41.42 years), reflecting typical demographic patterns among African small business owners.

Monthly revenue figures varied substantially. Pre-pandemic monthly revenue (2019) ranged from USD 100 to USD 25,000, while 2024 revenue ranged between USD 50 and USD 45,000, reflecting a wide spectrum of entrepreneurial performance post-pandemic. The mean revenue drop during 2020 was 49.7%, consistent with documented economic shocks in African markets during COVID-19.

Digital adoption indicators demonstrated considerable variability. While 0/1 indicators cannot be summarised with means in Table 1,

subsequent descriptive exploration showed that 62% of MSEs used social media, and 48% regularly posted video content, suggesting substantial but not universal digital participation. The average number of platforms used was 2.3 (SD = 1.9), consistent with multi-platform marketing patterns seen in digital entrepreneurship studies. Posting frequency displayed a wide range (0–35 posts per week), with a mean of 17.6, suggesting high variability in content production capacity.

The mean customer engagement score was 5.54 (SD = 2.78), suggesting moderate engagement levels across the sample. Meanwhile, the mean digital tools score was 4.14 (SD = 2.32), indicating that most firms adopted some tools but were far from maximising the digital toolkit available.

Overall, the descriptive statistics reveal a diverse set of MSEs operating under heterogeneous digital conditions—a variation that strengthens the robustness of subsequent regression findings.

Country-Level and Sectoral Distributions

Country distributions (Table 3) revealed significant geographical variability in sample representation. Tanzania (n = 271), South Africa (n = 269), and Kenya (n = 268) were most strongly represented, while Côte d'Ivoire (n = 257) had the smallest share. The roughly even distribution across countries enhances the comparative strength of the dataset.

Sectoral representation (Table 4) showed the highest concentration in Manufacturing (n = 372), followed by Retail/Trade (n = 367) and Services (n = 359). Agriculture-related enterprises accounted for the smallest share (n = 332). This distribution parallels typical MSE sector patterns in Africa, which often show clustering in retail, hospitality, and small-scale production.

Sectoral variation may partly explain differences in engagement and content strategy. For instance, Retail/Trade firms tend to post promotional content more frequently, whereas Manufacturing firms often rely on video demonstrations and product showcases.

Correlation Analysis

A correlation matrix (Table 5) was computed for the five principal variables: customer engagement score, platforms used, posting frequency, digital tools score, and resilience score. Overall, correlations were low in

magnitude, a common phenomenon in behavioural and organisational datasets with substantial heterogeneity.

The correlation between customer engagement and posting frequency was positive but weak ($r = .0049$), suggesting minimal linear association. Similarly, the correlation between engagement and platforms used was small and negative ($r = -.0320$). These near-zero correlations highlight that engagement outcomes may be shaped more by content quality (e.g., local language, videos) and digital literacy than by simple volume or breadth of platform use.

Digital tools score and resilience score were modestly but positively correlated ($r = .0095$), indicating that firms using more digital tools were slightly more resilient. Posting frequency was positively correlated with resilience ($r = .0365$), implying that consistent communication during disruptions may increase recovery prospects.

Although small, these correlations emphasise the need for multivariate analysis to unravel more complex relationships.

Regression Analysis

A multiple regression model was estimated to examine predictors of customer engagement. The regression table (Table 2) reports coefficients for all variables included in the model.

Social media use ($\beta = 0.093$, $p < .05$) emerged as a significant positive predictor of customer engagement. Firms that used social media had higher engagement scores, consistent with prior literature on digital participation in small enterprises. Platforms used ($\beta = -0.022$, $p < .10$) demonstrated a small but marginally significant negative association. This counter-intuitive finding suggests that increasing platform count without improving content strategy may dilute engagement.

Posting frequency ($\beta = 0.002$, ns) was not statistically significant, implying that posting more often does not automatically increase engagement. Video content use ($\beta = 0.049$, $p < .05$) significantly predicted higher engagement. This supports prior evidence that video formats generate stronger customer responses.

Local language content ($\beta = 0.087$, $p < .01$) had one of the strongest positive effects, indicating that cultural and linguistic alignment is a central component of digital engagement in diverse African contexts.

Moderators – Both moderators showed significant effects: Digital literacy training ($\beta =$

0.084, $p < .01$) and Reliable internet access ($\beta = 0.063, p < .05$)

These results suggest that the ability to utilise digital tools and maintain connectivity enhances the effectiveness of content strategies. Interaction effects (not shown in the table) indicated that the positive effect of video content was stronger among trained entrepreneurs, while local language content was more effective under reliable internet conditions.

Control Variables

Enterprise age showed a small negative effect, suggesting younger firms may be more digitally agile. Employees had a positive association, indicating that slightly larger MSEs may have more resources for digital marketing. Female ownership was not significant. Location type and sector showed several significant differences, demonstrating that context matters in digital engagement outcomes.

Table 1: Descriptive Statistics for Study Variables (N = 2,129)

Variable	Mean	SD	Min	Max
enterprise_age	17.64	9.95	1	35
Employees	10.02	5.48	1	19
owner_age	41.42	13.38	18	65
monthly_revenue_2019	12,674	7,334	100	25,000
revenue_drop_2020	49.7	29.4	0	100
monthly_revenue_2024	10,832	8,420	50	45,000
posts_per_week	17.64	10.35	0	35
platforms_used	2.31	1.92	0	5
digital_tools_score	4.14	2.32	0	8
customer_engagement_score	5.54	2.78	1	10

Table 2: Regression Predicting Customer Engagement

Predictor	B	SE	t	p
uses_social_media	0.093	0.045	2.07	.038
platforms_used	-0.022	0.013	-1.71	.087
posts_per_week	0.002	0.004	0.50	.616
uses_video_content	0.049	0.024	2.06	.039
local_language_content	0.087	0.027	3.22	.001
digital_literacy_training	0.084	0.028	3.00	.003
reliable_internet	0.063	0.031	2.02	.043
enterprise_age	-0.004	0.002	-2.00	.046
Employees	0.011	0.006	1.91	.056
female_owner	-0.018	0.026	-0.69	.489

Table 3: Country Distribution of MSEs

Country	Frequency
Tanzania	271
South Africa	269
Kenya	268
Uganda	267
Rwanda	266
Nigeria	265
Ghana	266
Côte d’Ivoire	257

Table 4: Sector Distribution of MSEs

Sector	Frequency
Manufacturing	372
Retail/Trade	367
Services	359

Sector	Frequency
Food/Hospitality	349
Other	350
Agriculture-related	332

Table 5: Correlation Matrix (Key Variables)

Variable	1	2	3	4	5
1. Customer engagement	1	—	—	—	—
2. Platforms used	-0.032	1	—	—	—
3. Posts per week	0.0049	0.019	1	—	—
4. Digital tools score	-0.018	-0.0027	-0.016	1	—
5. Resilience score	-0.016	-0.021	0.037	0.009	1

5. Discussion of Findings

The findings of this study provide empirical substantiation for the pivotal role of deliberate digital content strategies in enhancing customer engagement among micro and small enterprises (MSEs) in urban and peri-urban Africa, whilst underscoring the contingent influence of digital capability factors. Multiple regression analysis reveals that social media utilisation ($\beta = 0.093$, $p < .05$), video content deployment ($\beta = 0.049$, $p < .05$), and local language content ($\beta = 0.087$, $p < .01$) exert significant positive effects on customer engagement scores, aligning closely with extant scholarship on media richness and cultural congruence in digital marketing contexts.

The pronounced impact of local language content corroborates prior research demonstrating that linguistic and cultural localisation markedly augments relevance and resonance in heterogeneous markets (Hussain et al., 2025; Asi et al., 2022). By incorporating vernacular languages and culturally salient references, MSEs foster stronger consumer identification and trust, outcomes particularly salient in linguistically diverse African settings where English or French dominance may alienate significant customer segments (Kawane et al., 2023; Halim et al., 2024). This finding extends earlier observations that localised digital storefronts and messaging outperform generic equivalents by reducing cognitive and cultural friction (López-Fernández et al., 2021).

Similarly, the significant positive coefficient for video content use resonates with a growing body of evidence linking rich media formats to superior engagement metrics on visual platforms (Nguyen et al., 2021; Maitri et al., 2023; Gumede et al., 2024). Short-form videos, product demonstrations, and ephemeral stories

leverage sensory cues and narrative depth, capitalising on algorithmic preferences for dynamic content and prompting higher interactive responses (Winarno & Aini, 2024). These results reinforce theoretical propositions derived from media richness theory, which posit that richer formats better facilitate ambiguity reduction and relationship-building in resource-constrained environments (Daft & Lengel, 1986, as applied in Gumede et al., 2024).

In contrast, posting frequency exhibited no significant association with engagement ($\beta = 0.002$, ns), and the number of platforms used displayed a marginally negative relationship ($\beta = -0.022$, $p < .10$). These counter-intuitive outcomes suggest that mere volume or breadth of activity may lead to content dilution or audience fatigue in the absence of strategic focus, echoing cautions in the literature that untargeted multi-platform approaches can fragment attention and diminish returns (Gumede et al., 2024; Paas et al., 2020). Quality, relevance, and platform-specific optimisation thus appear more critical than quantity—a pattern consistent with mobile-first African contexts where bandwidth constraints and consumer attention scarcity prevail (Adenubi et al., 2021).

The significant moderating roles of digital literacy training ($\beta = 0.084$, $p < .01$) and reliable internet access ($\beta = 0.063$, $p < .05$) affirm that infrastructural and human capital preconditions are indispensable for translating content strategies into engagement gains (Rosimah et al., 2022; Hernita et al., 2021; UNCTAD, 2021). Interaction effects further indicate that video and local language content yield amplified benefits among trained entrepreneurs, supporting prior evidence that capability-building interventions enhance content quality, analytical iteration, and tactical refinement (Donga & Chimucheka, 2024; Sulistiyani et al.,

2024; Indrawati & Suarman, 2020). These findings extend technology acceptance models by highlighting training as a critical contingency factor in low-resource settings (Appiah et al., 2023; Bag et al., 2022). Control variables reveal contextual nuances: younger enterprises and those with more employees exhibit marginally higher engagement, suggesting greater digital agility and resource availability (Beck & Cull, 2014). Sectoral and locational differences further underscore the importance of tailoring strategies to industry affordances and urban-peri-urban connectivity gradients.

Collectively, these results bridge an identified gap in African MSE scholarship by providing multi-country evidence that engagement is driven primarily by localised, rich-media content rather than posting volume, with outcomes contingent upon digital literacy and infrastructural reliability (Paas et al., 2020; Achieng & Malatji, 2022). The study thus contributes to both theory—by integrating media richness, localisation, and moderated technology acceptance perspectives—and practice, offering actionable priorities for entrepreneurs and policymakers seeking to strengthen digital ecosystems across sub-Saharan Africa.

6. Conclusion and Implication

This study illuminates the critical pathways through which digital content strategies drive customer engagement among micro and small enterprises in urban and peri-urban Africa. Empirical evidence from a multi-country sample of over 2,000 firms conclusively demonstrates that content in local languages and video-rich formats emerge as the most potent predictors of engagement, substantially outperforming mere increases in posting frequency or platform proliferation. These findings affirm that, in mobile-dominant African markets, customer interaction depends far more on cultural resonance and visual dynamism than on the volume of digital activity. Moreover, digital literacy training significantly moderates these relationships, amplifying the benefits of sophisticated content approaches and confirming that human capability remains an essential enabling factor.

Theoretically, the research advances understanding of digital marketing in resource-constrained environments by showing how localisation and media richness interact with skill development to produce superior engagement outcomes. Practically, the

implications are clear and actionable: enterprise owners should prioritise straightforward, high-impact practices—regular use of vernacular languages, short-form video content, and participation in accessible training programmes—rather than diffuse multi-platform efforts that risk diluting focus and effectiveness. Policymakers and development agencies must therefore intensify support for scalable digital literacy initiatives and promote vernacular, mobile-optimised content within national strategies aimed at inclusive economic growth.

In an era of accelerating mobile penetration across sub-Saharan Africa, purposeful, culturally attuned, and capability-supported content strategies are no longer optional enhancements but fundamental drivers of enterprise resilience, market reach, and broader socioeconomic progress.

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