**APPENDICES**

**Questionnaire**

**Section A**

1. Age
2. i) Below 30 Years

ii) 31-40 years

iii) 4l-50 years

1. Sex

i) Male

ii) Female

1. Professional qualifications

i) Diploma

ii) Degree

iii) Postgraduate

1. Years of working experience

i) 5 years

ii) Over 5 years

1. Position

i) Marketing manager

ii) Field Officer

iii) Technologist

**Section B**

The information below illustrates the level of agreement on the impact of COVID-19 on digital marketing.

**Key: SA= Strongly Agree, A= Agree, N= Neutral, D= Disagree, SD= Strongly Disagree**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 1**  **EFFECTS OF DIGITAL MARKETING ON BUSINESS PERFORMANCE DURING COVID 19** | | | | | |
| **Statement** | **SA** | **A** | **N** | **D** | **SD** |
| There has been great impact on business performance after the spread of COVID-19. | ✓ |  |  |  |  |
| There are some improvements on the business performance as a result of digital marketing. |  | ✓ |  |  |  |
| Digital marketing is now the new wave of advertising. | ✓ |  |  |  |  |
| There is no impact on business performance by COVID-19. |  |  |  |  | ✓ |

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| --- | --- | --- | --- | --- | --- |
| **Table 2**  **EFFECTIVENESS OF DIGITAL MARKETING ON BUSINESS PERFORMANCE DURING THE PERIOD OF COVID 19** | | | | | |
| **Statement** | **SA** | **A** | **N** | **D** | **SD** |
| Digital marketing is effective on business performance after the spread of COVID-19. |  | ✓ |  |  |  |
| There are some improvements on the business performance as a result of digital marketing. | ✓ |  |  |  |  |
| Digital marketing is now the new wave of advertising. | ✓ |  |  |  |  |
| There is no impact on business performance by digital marketing. |  |  |  |  | ✓ |

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| **Table 3**  **ONLINE PLATFORMS USED TO FACILITATE DIGITAL MARKETING DURING THE PERIOD OF COVID 19** | | | | | |
| **Statement** | **SA** | **A** | **N** | **D** | **SD** |
| Online platforms used to facilitate digital marketing during the period of COVID 19. |  | ✓ |  |  |  |
| Social media is part of the digital marketing used during COVID-19 period. | ✓ |  |  |  |  |
| Digital marketing is now the new wave of advertising. | ✓ |  |  |  |  |
| Organizations uses mainstream media as part if digital marketing. |  | ✓ |  |  |  |

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| --- | --- | --- | --- | --- | --- |
| **Table 4**  **ECONOMIC IMPACT OF COVID 19 AND DIGITAL MARKETING** | | | | | |
| **Statement** | **SA** | **A** | **N** | **D** | **SD** |
| There are negative impacts on the economy as a result of digital marketing. |  |  |  |  | ✓ |
| There are some improvements on the economy as a result of digital marketing. | ✓ |  |  |  |  |
| COVID-19 is the leading cause of business improvements as a result of digitalization. |  |  |  | ✓ |  |
| There is no impact on the economy by digital marketing. |  |  |  |  | ✓ |