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master s thesis from the year 2024 in the subject business economics offline marketing and online marketing grade 66 university of plymouth plymouth business school course business managemnet language english abstract this study was aimed at examining the impact of artificial intelligence ai on digital marketing of smes in nigeria the respondents of this study were smes owners in

lagos state nigeria quantitative and qualitative data was collected with the aid of questionnaire and interview section respectively qualitative data was analyzed with thematic analysis while the quantitative data was analyzed with correlation and regression to test the hypothesis generated this study revealed that the use of ai by smes in nigeria had a positive impact on digital marketing and sales performance it also identified the major challenge associated with the application of ai in the digital marketing initiatives of nigerian smes to be the lack of ai professionals to facilitate the integration of ai into their digital marketing initiatives

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