



## IMPLICATIONS OF SOCIAL CAPITAL ON AGRICULTURAL DIGITAL MARKETING IN MEZAM DIVISION, CAMEROON

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### ABSTRACT

The study assessed the implications of social capital on agricultural digital marketing in Mezam division, Cameroon. The objectives targeted are to: determine the drivers of social capital, evaluate the influence of social capital on agricultural digital marketing and discuss the gender differences in the effects of social capital on agricultural digital marketing relationship. Methodologically, the study made use of primary data, obtained among 400 agropreneurs using a well-structured questionnaire and via a snowball sampling technique. The result is analysed using the ordinary least squared technique. The result shows that social capital is observed to be positive and strongly corroborating with agricultural digital marketing with a magnitude of 10.22% at 5% significance level. The result by gender shows that the relationship between social capital and agricultural digital marketing is more of female gender phenomenon than male counterpart. The result suggests that to enhance agricultural digital marketing, the decision makers in the agricultural sector should encourage social networking and cohesion among agropreneurs in Mezam division and Cameroon in general. This is an important step towards achieving sustainable development goals number two of the United Nations Organization.

**Keywords:** Agricultural, Policies, Farm, Production, Farmers, Economic.

### INTRODUCTION

Agricultural digital marketing and social capital are at the core objective of governments, international development discourses and policies in the world today. Thus, issues related to linking social capital and agricultural digital marketing should not be undermined as they constitute the basis of food security, primary production poverty reduction and improve farmers' economic well-being (Addo, 2017). The place of agricultural digital marketing and social capital in research is gradually spreading across the continents of the world as confirmed by the Sustainable Development Goals (SDGs) number 2 of the United Nations Organization which emphasizes on eradicating hunger, achieve food security, improved nutrition and promote sustainable agriculture (SDG2) as well as poverty reduction (SDG5) (FAO, 2021). It is evident therefore that agropreneurship and agricultural digital marketing is of great importance in most development programs across the world (FAO, 2021). The core role of agropreneurship and agricultural digital marketing in economic development was observed since the initiation of the green revolution where there was a set of research and technology transfer initiative occurring across the world championed by Ford and Rockefeller foundation and supported by the Food and Agricultural organization (FAO) of the United Nations (FAO, 2021). World Bank (2020) report that between 1990 and 2015 world poverty reduced from 1.9 billion consisting of 36%, to 735 million people living in extreme poverty consisting of about 10% of world population (this reduction occurred most during the SDGs).

Nevertheless, agriculture today is still facing challenges in SSA, it includes gender disparities, dependence on rain-fed agriculture, low use of irrigation, limited public investment and institutional support that are yet to be addressed such as inadequate agropreneurship education and infrastructure, difficulty in accessing credit and absence of training for smallholder farmers on opportunities that the enterprise offers among other constraints in modern farming techniques (Uche and Familusi, 2018). Addo (2017) noted that agricultural production, distribution and supply provide opportunities for private sector participation. Principally, there are several opportunities for agropreneurial farmers who do operate in production, distribution and supply of inputs like fertilizers and other agro-chemicals which often comes through empowerment in order to increase the yield of the farmers at a given moment



of production. The agricultural sector still is battling with wastes and losses resulting from inadequate processing and storage.

It is widely acknowledged that social capital is vital to a wide range of human activities and allows modern economies to function efficiently (Reardon *et al.*, 2013; Fukuyama 2001). Building or improving social capital is therefore essential for any social group, organization, or society. This would suggest that social capital has a limit; that it cannot be built or improved infinitely without limit. However, very little is known about what factors limit the maximum amount of social capital and the interrelationships between aspects of social capital that may interact to create this limit. Without this understanding, serious attempts to improve social capital are haphazard at best and reckless at worst. This article will outline a methodology for how to explore the social capital. Since Robert Putnam's influential publications in the early 1990s that popularized the concept and led to an explosion of interest and research in social capital. Strong shared identity can have negative outcomes where close-knit groups can create a tendency for capital limit and some introductory findings using this approach. While this article will demonstrate that there is a social capital maximum, it is not an absolute limit since various aspects can be partially mitigated or supplemented to some extent. Therefore, social capital has a relative limit that is difficult or impossible to tangibly define (World Bank, 2020).

Social media (digital marketing) has become one of the main platforms for businesses around the world to market their products or services. However, some entrepreneurs still feel doubtful whether social media marketing is effective enough compared to the traditional marketing on seeking attention from their targeted audience based on the different generation (Ball, 2016). Besides, people still think that social media is used as the medium for people around the world to socialize with everyone instead of marketing their product or services, especially agro-based products (Audrey 2016). Entrepreneurs also did not use social media marketing because they do not have the sufficient knowledge on how to fully utilize the social media to market their product. This will hinder them from using social media marketing in their business because they might need more time and assistance to learn how to employ social media marketing. From the foregoing, the objectives targeted for this study are: (1) determine the drivers of social capital, (2) evaluate the influence of social capital on agricultural digital marketing and (3) discuss the gender differences in the effects of social capital on agricultural digital marketing relationship.

## **METHODOLOGY**

The study is conducted in Mezam Division of the North West Region. Mezam Division is located between latitudes 5°40' and 7°50' North and longitudes 9°80' and 11°51' east of the Greenwich Meridian (GOC, 2018); with a total surface area of 1,841.45KM<sup>2</sup> and a total population of 524,127 inhabitants as per 2017 census (GOC, 2018). The targeted population is agropreneurs of Santa, Tubah, Bamenda I, II and III sub divisions and a snowball sample of 400 respondents was interviewed. Mezam is equally chosen because it's one of the agro-ecological zones of the North West Region and finally because of the concentration of economic activities such as; agricultural production and agropreneurship activities.

### **Method of Data Collection**

In order to clearly achieve the objective of this study, we employed questionnaires as an instrument to collect our data. These Questionnaires consist of a number of questions typed in a closed-ended form and open form. The questionnaires were administered to agropreneurs that are within the sample population. The data was collected by the researcher assisted by two trusted and trained persons. The assistants were trained about the objectives of the study, data collection and questionnaire procedures. After the training, assistants and author carried out a pre-testing to check the appropriateness and relevance of the questionnaire in terms of sequences and wording of questions. After pre-testing, the questionnaires were improved accordingly. The field assistants with the help of the author carried out the actual survey. Most interviews were conducted with the participation of more than one family member, so that each person could contribute with information relevant to the activities known to them. For example, heads of households normally would know more about the amount of



land that they own, while his wife is better able to provide information on variable inputs related to farm management.

**Sampling Technique and Sample Size**

As noted earlier, North West is a region that is fully involved in agriculture but however, due to accessibility, Mezam division was chosen in this study. Considering the population (N) under observation (agropreneurs) and the sample size (n), the data was collected through the instrument and administration of well-structured questionnaires. Agropreneurs were difficult to be identified and so as a sampling technique, the snowball sampling method was use to obtain the data. It is also interesting to mention that this division has a total of 524,127 inhabitants as per 2017 census, among which the agricultural population is estimated at 258,467 inhabitants representing 49.31% of farm families (Government of Cameroon (GOC), 2018). It is on this agricultural population that we obtained our respondents of social capital, agricultural digital marketing and agropreneurs were collected and analyze in our study. Following Suskie (2018), sample size refers to the number of electors from whom the required information can be obtained. Size of sample has a bearing on research results. It is generally true that, as the size of the sample increases, the degree of error or bias reduces, and the opposite is also true (Suskie, 2018). Thus, according to Slovin (1961), to determine the sample size of the population, we use the set formula:

$$n = \frac{N}{1 + Ne^2} \tag{1}$$

Where: n= sample size, N = sample population. From the study and as noted above, the population size (N) = 258,467 (GOC, 2018); as shown and confirmed in many past studies (Suskie, 2018), the e= standard error is 5% = 0.05. This formula permits us to reduce the level of bias or error as well as have a sample size greater than 30. Computing for the sample size (n) of this study, we have:

$$n = \frac{258467}{1 + 258467(0.05)^2} \approx 400 \tag{2}$$

**Empirical Specification**

To discuss the implications of social capital on agricultural digital marketing in Mezam division, Cameroon the study applied the ordinary least square estimation technique. The agricultural digital marketing is captured as an index. Ordinary Least Squares regression is a common technique for estimating coefficients of linear regression equations which describe the relationship between one or more independent quantitative variables and a dependent variable often evaluated using r-squared. Maximum likelihood and generalized method of moment’s estimator are alternative approaches to OLS. Econometrically linking social capital and agricultural digital marketing, the OLS regression model can be formulated as follows:

$$ADM = \beta_0 + \beta_1 SC_i + \varepsilon_i \tag{3}$$

Where *ADM* is agricultural digital marketing and it’s the dependent variable,  $\beta_0$  is the intercept of the model, *SC* is the social capital and corresponds to the main explanatory variable of the model and  $\varepsilon$  is the random error term with expectation 0 and variance  $\sigma^2$ . Considering the complementarity hypothesis, social capital cannot everything being equal affect agricultural digital marketing all alone, it requires many other exogenous characteristics known as explanatory variable complementing social capital in influencing agricultural digital marketing. These explanatory variables include: agropreneurs level of education, experience in agricultural activities, social status, training, access to credit, ownership of asset, acquisition of aid etc. Considering that this is true, the estimated ordinary least squares formula is reformulated as:

$$ADM = \beta_0 + \beta_1 SC_i + \beta_i CV_i + \varepsilon_i \tag{4}$$

In equation (4),  $CV_i$  is simple the complementary variables which are the other explanatory variables (level of education, experience in agricultural activities, social status, training, access to credit, ownership of asset and acquisition of aid, etc.) with a probability of affecting agricultural digital



marketing while  $\beta_i$  are coefficients to be estimated for the magnitude of the effect of the different complementary variables in the equation.

### **Agricultural Digital Marketing Index**

Agricultural digital marketing is measured as a composite index constructed using multiple correspondent analyses (MCA) via its different components: agricultural products online (yes, no), technological equipment (Basic cell phone, Smart phone), provision of connectivity service (an international telecom (MTN, ORANGE) a national telecom (CAMTEL)), digital marketing channels (email marketing, display advertising) and Products you are digitally Marketing (food crops, vegetables). The constructed index is suitable to our context as have been demonstrated by the World Bank researchers since 1998 (Tambi & Lum, 2020). To avoid negative values on our constructed index, we normalize the index so that the values of the index are scale to a [0, 1] range (Tambi & Lum, 2020).

## **RESULTS AND DISCUSSION**

### **The Demographic Characteristics of Respondents**

Table 1 revealed the characteristics of the respondents of this study in which we observed that more males (58.25%) were more available than women to respond to our questions than the females (41.75%). This can be explained by the higher literacy rate, relax nature, willingness to contribute and open mind of the male as oppose to the female gender. Unlike in the late 1990s were many women dominated in agricultural production especially in rural Cameroon though their production was geared more towards subsistence while the male was more cash crop oriented. Nowadays it appears more men are participating in agropreneurship in both for subsistence and agricultural entrepreneurship. In relation to agropreneurs level of education, we observed that the engagement of highly educated agropreneurs is on a rise as 39.25% of those sampled attained higher education level, 32% attained secondary education, 15% had primary education and only 13.75 had no education. This reveals why agropreneurship activities is gradually gaining importance in Mezam division today.

As noted in Table 1, the age group of agropreneurs revealed that the sector of activity has more of the growing population with about 48.75% representing the age group 25 to 35 years this may probably be explained by the easy access to gain job in this sector as oppose to other sectors of the job market. Next to this age group is 36 to 45 years age group with (24.5%), less than 25 years is 17.25% while greater than 45 years is 9.5%. The respondents by marital status shows that more singles (54%) are taking over the agropreneurship sector these singles include: bachelors, spincers, widows/widowers and divorcees, this argument is possible in the sense that Mezam is a war crisis zone in which many married have lose their partners for violence reasons.

**Table 1: Demographic Characteristics of Respondents**

Variable	Modality	Frequency	Percent	Cum.
Gender of agropreneurs	Female	167	41.75	41.8
	Male	233	58.25	100.00
	Total	400	100.00	n/a
Agropreneurs Level of Education	No education	55	13.75	13.75
	Primary	60	15.0	28.75
	Secondary	128	32.0	60.75
	Higher	157	39.25	100.0
	Total	400	100.00	n/a
Age group of agropreneurs	< 25 years	69	17.25	17.3
	25 – 35 years	195	48.75	66.0
	36 – 45 years	98	24.5	90.5
	> 45 years	38	9.5	100.0
Agripreneurs marital status	Total	400	100.00	n/a
	Single	216	54.0	54.0
	Married	184	46.0	100
Socioeconomic financial status (Income per sales or production in FCFA)	Total	400	100.00	n/a
	Poor	114	28.5	28.5
	Averagely rich	185	46.25	74.8
	Rich	62	15.5	90.3
	Very rich	39	9.75	100
Agropreneurs household size	Total	400	100.00	n/a
	Small	209	52.25	52.3
	Medium	169	42.25	94.5
	Large	22	5.5	100
Place of residence	Total	400	100.00	n/a
	Rural	171	42.75	42.75
	Urban	229	57.25	100
Agropreneur working experience	Total	400	100.00	n/a
	< 5 years	194	48.5	48.5
	Between 5-10 years	137	34.25	83.75
	> 10 years	69	17.25	100
Professional training in Agropreneurship/Agriculture	Total	400	100.00	n/a
	No	173	43.25	43.25
	Yes	227	56.75	100
Ownership of asset	Total	400	100.00	n/a
	No	206	51.75	51.5
	Yes	194	48.25	100
Ownership of asset	Total	400	100.00	n/a

**Source:** Author

The percentage of married respondent is 46%, however, this percentage is quite significance for inference in terms of considering agropreneurs marital status. The socioeconomic financial status of agropreneurs was categories into poor (less than 150,000 fcfa), averagely rice (between: 150,000 – 250,000) rich (250,000-350,000fcfa) is rich and very rich (>350,000fcfa) in terms of income per seasonal sales. It's worth noting that this categorization was first observed in Nanyongo and Bime (2022), here we observed from Table 2 that most agropreneurs are averagely rich (46.25%), about 15.25% are rich, 9.75% very rich while 28.5% are poor. A similar categorization from the same authors and as used in this study is that of agropreneur household size with: small: (< 5 persons), medium (5-10 persons) and large (> 10 persons). This categorization revealed the strength of household labour supply in which case small household size have about 42.25%, medium household size is 42.25 while large household size is 5.5%.



Considering the place of resident, it was observed that about 57.25% lived in urban center and this may constitute inhabitants of the central municipalities of Santa, Bamenda 1, Bamenda 2, Bamenda 3 and Tubah respective. In the rural milieu only about 42.75% , this observation is not surprising in the sense that most agropreneurs relocated to the central cities as most rural centers in Mezam became no go zones due to the Anglophone crisis that plague the entire rural agricultural communities. In terms of agropreneurs work experiences, most (48.5%) have less than 6 years experienced implying that most of them came to agropreneurship during the crisis period perhaps to substitute the job loss or as a means of survival. About 34.25% had between 5 to 10 years experienced while 17.25% had greater than 10 years. In relation to professional training in agropreneurship/agriculture, about 56.75% individuals were trained while 42.25% were not trained.

**Synopsis of Agricultural Digital Marketing Indicator**

The variables used to construct the agricultural digital marketing are: sell/advertise agricultural products online, use of smart phone technological equipment for agricultural digital marketing, digital marketing channel: basic cell phone, digital marketing channel: computer, digital marketing channel: social media, digital marketing channels: search engine optimizer. These variables had each two outcomes standing for yes and no which enable us to have to dimensions of contribution.

Table 2 revealed that the total inertia is 0.03925937; number of axes is 2 while the total number of observations is 400 individuals. Considering the variables contribution of dimension 1 and dimension 2, we observed that: the selling or advertising of agricultural products online is 15% and 2.7%, the use of smart phone technological equipment for agricultural digital marketing is 7.4% and 12.3%. The basic cell phone digital marketing channel is 3.8% and 0.6%, the computer digital marketing channel is 4.6% and 1.7%, the social media digital marketing channel is 11.5% and 0% and the search engine optimizer digital marketing channel is 1.7% and 5.1%. Most of the variables have a higher contribution in dimension 1 as compared to dimension 2 except for the use of smart phone technological equipment for agricultural digital marketing and the search engine optimizer digital marketing channel that appears otherwise. Among the variables used, it can be noted that, the selling or advertising of agricultural products online and the use of smart phone technological equipment for agricultural digital marketing are the most contributing in their respective dimensions in agricultural digital marketing constructed index.

**Table 2:** Relevant Variables use to Construct Agricultural Digital Marketing Indicator

Categories	Overall			dimension_1			dimension_2		
	mass	quality	%inert	coord	sqcorr	Contrib	coord	sqcorr	Contrib
<b><i>Sell/advertise agricultural products online</i></b>									
Yes	0.052	0.788	0.122	1.704	0.749	0.150	0.723	0.039	0.027
No	0.073	0.788	0.086	-1.196	0.749	0.105	-0.508	0.039	0.019
<b><i>Use of Smart phone technological equipment for Agricultural Digital Marketing</i></b>									
Yes	0.051	0.753	0.089	1.207	0.509	0.074	1.552	0.244	0.123
No	0.074	0.753	0.061	-0.830	0.509	0.051	-1.067	0.244	0.084
<b><i>Digital Marketing Channel: basic cell phone</i></b>									
Yes	0.063	0.999	0.024	0.776	0.038	0.038	-0.316	0.046	0.006
No	0.063	0.999	0.024	-0.776	0.953	0.038	0.316	0.046	0.006
<b><i>Digital Marketing Channel: Computer</i></b>									
Yes	0.089	0.840	0.037	0.718	0.757	0.046	-0.441	0.083	0.017
No	0.036	0.840	0.092	-1.780	0.757	0.114	1.092	0.083	0.043
<b><i>Digital Marketing Channel: Social media</i></b>									
Yes	0.067	0.790	0.089	1.309	0.790	0.115	-0.015	0.000	0.000
No	0.058	0.790	0.102	-1.506	0.790	0.132	0.017	0.000	0.000
<b><i>Digital Marketing Channels: Search Engine Optimizer</i></b>									
Yes	0.092	0.815	0.024	0.428	0.435	0.017	-0.743	0.381	0.051
No	0.033	0.815	0.065	-1.171	0.435	0.046	2.035	0.381	0.139
<b>Total inertia:</b>	.03925937								
<b>Number of axes:</b>	2								
<b>Number of obs:</b>	400								

Source: Author



Focusing on the overall information, we observed that: the selling or advertising of agricultural products online is 12.2%, the use of smart phone technological equipment for agricultural digital marketing is 8.9%. The basic cell phone digital marketing channel is 2.4%, the computer digital marketing channel is 3.9%, the social media digital marketing channel is 8.9% and the search engine optimizer digital marketing channel is 2.4% (see the views of Hegbedion, 2021).

**Descriptive Statistics of Variables Used in Regression**

Table 3 presents the descriptive statistics of variables used in the regression of the influence of social capital on agricultural digital marketing in Mezam division, Cameroon. The agricultural digital marketing (index) variable is the main dependent or outcome variable while the main independent variable is the social capital indicator (index), these two variables are indicators or indexes constructed using multiple correspondence analysis. The variables complementing social capital in affecting digital marketing are: access to credit, higher level of education, farm size of 2 to 4 hectares, male, age, married rich agropreneur, agropreneur duration in place of resident, urban place of residence and engagement in the use of ICT channels.

**Table 3:** Descriptive Statistics of Variables Used in Regression

<b>Variable</b>	<b>Mean</b>	<b>Std. Dev.</b>	<b>Min</b>	<b>Max</b>
Agricultural digital Marketing (index)	5.70e-09	1.001252	-2.1386	1.767298
Social capital indicator (index)	-1.58e-08	1.001252	-1.12149	2.188366
Access to credit	.725	.4470735	0	1
Higher level of education	.3925	.4889186	0	1
Farmland Size of 2 to 4 hectares	.335	.4725816	0	1
Male agropreneur	.5825	.4937644	0	1
Age of agropreneur in years	30.1575	9.04972	18	61
Married agropreneur	.455	.4985945	0	1
Rich agropreneur	.155	.3623579	0	1
Agropreneur duration in place of resident	9.3825	6.14945	1	30
Urban place of residence	.4675	.4995675	0	1
Engagement in the use of ICT channels	.5925	.4919846	0	1
<b>Observation</b>			<b>400</b>	

**Source:** author

Focusing on the percentage of the sampled individuals, we observed that about 70% of the sample population were involved in agricultural digital marketing, 58% were major in social capital indicator activities, access to credit about 72.5%, higher level of education is 39.25% , farm size of 2 to 4 hectares (33.5%), male agropreneur (58%). The mean age of agropreneur is 30 years, married agropreneur (45.5%), rich agropreneur (15.5%), agropreneur duration in place of resident (38.25%), urban place of residence (46.75%) and the engagement in the use of ICT channels is about 59.25%.

**Estimate of effect of Social Capital on Agricultural Digital Marketing**

Table 4 presents the estimated effects of social capital on agricultural digital marketing. The result shows that social capital is positive and strongly corroborating with agricultural digital marketing with a magnitude of 10.22% at 5% significance level. This observation is consistent to that of Malik *et al* (2024) who observed that social capital contribute to digital marketing by linking development of dynamic capabilities required for digital transformations to external non-generic complementarities embedded in network relationships; and by delineating specific pathways through which the dynamic capabilities of absorptive capacity, integration effort. Malik *et al* (2024) equally noted that, the empirical validation of network relationships (social capital) as the driving mechanism for effective digital transformation outcomes offers novel insights and contributes to the growing literature on digital business ecosystems. Thus, social capital explored at different levels (individual, organizational and social) can have a huge cumulative effect on enhancing agricultural digital marketing via networks and relationship.



Age of agropreneur in years is observed to be positive and significantly influencing agricultural digital marketing at 1.83% and significant at 1% level. It's often said experience is the best teacher, meaning agropreneur with time socialize and relate either through social network or professional associations that permit them to understand and engaged in digital marketing to maximize sales and earned more profits. Our finding is in line with that of Kristin *et al* (2018) who underscored that there exist notable differences by age in the usage of digital marketing, the younger (18-34 and 35-49 year-old) consumers are more likely to find text messages, social media posts, influencer sponsorships, ads in podcasts, and ads in music streaming services much more effective than older (50+) consumers do, this is consistent with Furness *et al* (2022).

**Table 4:** Estimate of effects of Social Capital on Agricultural Digital Marketing

Model estimation: OLS			
Variable	Coef.	Std. Err.	t
<i>Agricultural Digital Marketing</i>			
Social capital indicator	.1022142**	.0407606	2.51
Access to credit	-.6801204***	.0905709	7.51
Higher level of education	.0308711	.0819532	0.38
Farm Size of 2 to 4 hectares	-.5210706***	.0883692	5.90
Male agropreneur	-.1475717*	.0805897	1.83
Age of agropreneur in years	.018323***	.0046053	3.98
Married agropreneur	.1856107**	.0836829	2.22
Rich agropreneur	-.1550959	.1078213	1.44
Agropreneur duration in place of resident	.0049826	.0067738	0.74
Urban place of residence	-.3368776***	.0801313	4.20
Engagement in the use of ICT channels	.9608111***	.0858914	11.19
Intercept	.8085235***	.1745226	4.63
R-squared	0.6514		
F-statistics	29.02[0.0000]		
<b>Total Observation</b>		<b>400</b>	

**Source:** author. N/B: \*\*\*, \*\*, \* indicate 1%, 5% and 10% levels of significance respectively.

In the same way, married agropreneur is equally correlating with agricultural digital marketing at a magnitude of 18.56% and significant at 5% level. Married couple needs more financial resources than otherwise as they are more characterize with bigger families, more responsibility and more stable. This explains why they are more engage in agricultural digital marketing than otherwise expected. Access to credit is observed to be improving agricultural digital marketing with a magnitude of 68% significance at 1% level. Access to finances will ensure better digital marketing channels and duration of stay in the channel using internet to discover new markets that will augment more digital activities. Engagement in the use of ICT channels directly augmenting agricultural digital marketing with a magnitude of 96% significant at 1% level.

**The Heterogeneity Effect of Social Capital on Digital Marketing by Gender**

**Male Correlate**

Table 5 presents the heterogeneity effect of social capital on digital marketing by gender, considering the male correlates; it's observed that the social capital indicator is insignificant implying that issues related agricultural digital marketing are not male gender phenomenon (see the observation of Fukuyama, 2001). Despite the fact that social capital is enhancing agricultural digital marketing, it's not the case of the male gender as they create less time working online as compared to the female folk. Other important complementing variable in this relationship is age of agropreneur in years which reveals a positive and significant relationship with agricultural digital marketing with a magnitude of 2.7% significant at 1% level.

**Table 5.** Heterogeneity effect of Social Capital on Digital Marketing by gender

Variable	Male Correlate	Female Correlate
	<i>Agricultural Digital Marketing</i>	
Social capital indicator	.0822759(1.51)	.1963057*** (2.96)
Access to credit	-.5627296*** (4.74)	-.7327556*** (5.77)
/Higher level of education	.0011312(0.01)	.1323449(0.95)
Farm Size of 2 to 4 hectares	-.5098029*** (4.34)	-.5699967*** (4.44)
Age of agropreneur in years	.0270296*** (4.10)	.0070941(0.95)
Married agropreneur	.1614378 (1.31)	.1412882(1.10)
Rich agropreneur	.0991422 (0.70)	-.3246581* (1.89)
Agropreneur duration in place of resident	-.0359917*** (4.09)	.0654828*** (6.60)
Urban place of residence	-.3898435*** (3.72)	.008135(0.07)
Engagement in the use of ICT channels	-.9290253*** (7.93)	-1.084993*** (8.41)
Intercept	.6625342*** (2.90)	.508535** (1.97)
R-squared	0.5178	0.6546
F-statistics	15.93[0.0000]	29.56[0.0000]
<b>Total Observation</b>	<b>233</b>	<b>167</b>

**Source:** author. N/B: \*\*\*, \*\*, \* indicate 1%, 5% and 10% levels of significance respectively. Absolute values of robust t-statistics are in parentheses beneath estimates.

### *Female Correlate*

Considering the female correlates, the social capital indicator is positive and significantly influencing agricultural digital marketing with a magnitude of 19.63% significant at 1% level. This simply means that the relationship between social capital and agricultural digital marketing is more of female gender affair and our observation is in line with that of Malik *et al* (2024). From a psychological perspective, women are more likely to use social media more because they are inherently more social, like to connect, and share their experiences with other people, both online and offline. It's actually confirmed that women receive a lot of emotional rewards by sharing their lives on social media (see also Slovin, 1961). The female gender conveys their sense of self to the world, sharing information with their friends, exchanging stories and business deals. Women are often regarded as the more sociable, caring and sharing gender are making the most of social media like never before, however, Facebook chief operating officer Sheryl Sandberg says female face-bookers have 8% more friends and participate in 62% of the network's sharing.

From our observation in Table 5, Kong *et al* (2024) presented evidence that social media is an ideal vehicle for promoting a piece of content, brand or product to a predominately female audience is pretty overwhelming. Social platforms provide a great opportunity to supply more background and context. Remember that women use communication to build rapport-connections, so capitalize on social media's natural propensity for intimacy. Build a story and spend more time getting to the bottom line. Karakaya (2023) revealed that, it's important to acknowledge the positive impacts that digital marketing has had on women. With the rise of social media and online platforms, women have been able to promote their businesses and personal brands in ways that were not possible before. Other variables complementing positively social capital in influencing women digital marketing are: higher level of education, age of agropreneur in years, married agropreneur and urban place of residence are variables that are not significant. The R-squared is 65.46% while F-statistics is 29.56[0.0000] and are all robust for inference.

### **CONCLUSION AND RECOMMENDATION**

The implication of social capital on agricultural digital marketing in Mezam division, Cameroon has as objectives to: determine the drivers of social capital, (2) evaluate the influence of social capital on agricultural digital marketing and (3) discuss the gender differences in the effects of social capital on agricultural digital marketing relationship. Methodologically, the result is estimated using OLS via a sample of 400 agropreneurs obtained using a well-structured questionnaire.



The result shows that social capital is positive and strongly corroborating with agricultural digital marketing with a magnitude of 10.22% at 5% significance level. This observation is consistent to that of Malik *et al* (2024). The heterogeneity effect of Social Capital on Digital Marketing by gender result shows that the relationship between social capital and agricultural digital marketing is more of female gender phenomenon than male counterpart. The result suggest that to augment agricultural digital marketing, the decision makers should in the agricultural sector should encourage social networking and cohesion among agropreneurs in Mezam division and Cameroon in general. This is an important step towards achieving sustainable development goals number two of the United Nations Organization.

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