

Benefits of Modern Marketing Techniques in South Sudan: A Case of Marol Market in Bor City

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Abstract

The purpose of this article was to examine the advantages of contemporary marketing strategies in South Sudan, focusing on Bor City's Marol market. In particular, this article aims to: 1) investigate the benefits of contemporary marketing techniques at Marol market in Bor city in South Sudan; and 2) assess the impact of contemporary marketing techniques at Bor City's Marol market. Convenience and judgmental sampling procedures were used in this study, and the research design employed solely exploratory and descriptive methodologies. The hypotheses, data, and Sig. in the regression model show that while influencer marketing (.048) and search engine optimization (.042) were rejected in this study, social media marketing (.056), content marketing (.063), email marketing (.068), paid digital ads (.056), and data-driven marketing (.059) were accepted. Additionally, correlation, descriptive, and regression analyses were the main analytical tools used for the study's test variables, focusing on the benefits of contemporary marketing techniques at the Marol market in Bor city, South Sudan. The conclusion, recommendations, limitations/restrictions, and future research directions are covered in Chapter 5.

Keywords: Social Media Marketing, Content Marketing, Email Marketing, Influencer Marketing, SEO (Search Engine Optimization), Paid Digital Ads, Data-Driven Marketing

1. Introduction

Modern marketing strategies have changed dramatically in the fast-paced digital age to accommodate the shifting consumer scenario (Liu, 2024). In order to effectively reach and engage their target audiences, businesses at Marol market are adopting modern marketing tactics as a

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result of the development of technology and the growing impact of the internet (Mishra ,2023; Aaby & Discenza, 1993; Bernhardt & Varadarajan, 2020). Using digital platforms like social media, email, content marketing, and data analytics, modern marketing aims to comprehend consumer demands and provide tailored experiences at Marol market (Herhausen et al. 2024); Herhausen et al., 2024). In contrast to traditional marketing, which primarily focuses on sales, modern marketing at Marol market leverages value, engaging content, and targeted communication to build enduring connections with clients (Allen, 2009).

Modern marketing techniques in Bor city are more customer-focused, data-driven, and interactive, making it easier for brands to connect with the right audience (Daga, 2024; Anderson & Onyemah, 2006). The goal of contemporary marketing at Marol market is to increase a company's profit by focusing on the needs of a specific customer (Baker & Hart, 2008). According to Eduzor (2024) and Barnes, Blake & Pinder (2009), current marketing theory emphasizes the long-term relationship-building process by creating value for customers, in contrast to the traditional marketing strategy, which saw selling as an end in itself. The current marketing idea in Bor city is based on the demands of the market, the use of technology, and the development of strategies to guarantee customer pleasure (Dahlen, Lange & Smith, 2010). Marketing has changed significantly throughout time (Wu, 2022). In the past, at Marol market, the focus was solely on sales; the product would be moved from manufacturing to distribution and, eventually, to the consumer without taking the consumer's preferences into account (Nordin & Raval, 2023). Subsequently, the focus on understanding customer demands to develop value-based strategies was progressively implemented in Bor city's marol market (Chattopadhyay & Laborie, 2005).

However, technology at Marol market brought about a major shift in marketing. Businesses communicate with customers using digital channels, data analysis, artificial intelligence, and customer relationship management (CRM) technologies (Manis & Madhavaram, 2023). Businesses at Marol market examine consumer trends, tastes, and behavior to develop focused marketing efforts. According to Davies (2010), this raises the likelihood of improved engagement, conversion rates, and brand loyalty. In recent years, consumers have received minimal attention from producers and marketers (Collett & Fenton, 2011). According to Krchova and Svejnova (2021), the manufacturing of the product or service is now concentrated on the large-scale production at Bor

city. According to Coughlan, Anderson, Stern, and El Ansary 2006, the production must now surpass the needs of the audience.

The modern marketing team's objective in South Sudan is to grow the market (Bernhardt & Varadarajan, 2020). Customers joining the Marol market and purchasing the merchandise were the only choice (Bas, 2020). However, things have drastically changed; the market is expanding, competition is intensifying, and customer satisfaction is now the primary factor in any company's success (Liu, 2024). Because there was less rivalry at Marol market years ago, it was much easier to make fewer sales (Mishra, 2023). These days, customers are searching for a product or service's acceptance and usefulness (Aaby & Discenza, 1993). As a result, it is becoming crucial for companies at Marol market to identify customer needs and preferences through marketing research (Dahlen, Lange & Smith, 2010). The research's facts and insights will determine the product's future (Bernhardt & Varadarajan, 2020). It is also crucial to remember that product planning and market research begin before actual production (Herhausen et al., 2024). This includes delivery, distribution, and pricing. A guiding component of modern marketing (Nordin & Ravald, 2023).

Today, there is fierce rivalry at Marol market in Bor city (Allen, 2009). This is because numerous business owners create and offer similar goods and services at Marol market (Daga, 2024). Because these teams are responsible for highlighting differences between items that may appear similar to most consumers, marketing also entails significant rivalry (Anderson & Onyemah, 2006). The marketers' ability to locate a customer and please him will determine the success of this (Davies, 2010). Furthermore, SEO ought to be really customized (Baker & Hart, 2008). For this reason, Marol market traders should employ SEO for a particular niche, such as cybersecurity companies or more related enterprises (Eduzor, 2024). While all economic activities at Marol market appear to create jobs, marketing most likely does so to the greatest extent possible (Krchova & Svejnova, 2021). This is due to the fact that contemporary marketing at Marol market creates jobs for those involved in various facets of the process, including sales, promotion, transportation, warehousing, insurance, wholesaling, and retailing (Bas, 2020).

Marketing helps businesses at Marol market better meet their customers' needs because consumers now demand not just better goods and services but also excellent customer

experiences (Mishra, 2023). Furthermore, intense marketing rivalry at Marol market pushes businesses to outperform one another in the marketing process, which inevitably results in higher-quality products and demonstrates their commitment to the needs of their clients. Manufacturers at Marol market in Bor, South Sudan, are encouraged to compete fiercely but healthily through marketing (Aaby & Discenza, 1993). By pushing themselves, they not only guarantee greater profit but also improve the company's resource utilization in Bor city's Marol market. Marketing improves consumers' standing in Bor city's Marol market by addressing their needs and ensuring their satisfaction (Bernhardt & Varadarajan, 2020). Modern marketing at Marol Market in Bor city puts the customer at the center of the process, in contrast to traditional marketing (Herhausen et al., 2024).

Research Objectives

1. To examine the benefits of modern marketing techniques in South Sudan.

Research Questions

1. How do modern marketing techniques benefits South Sudan?

Conceptual Framework and Study Hypotheses

H1: Modern Marketing Techniques

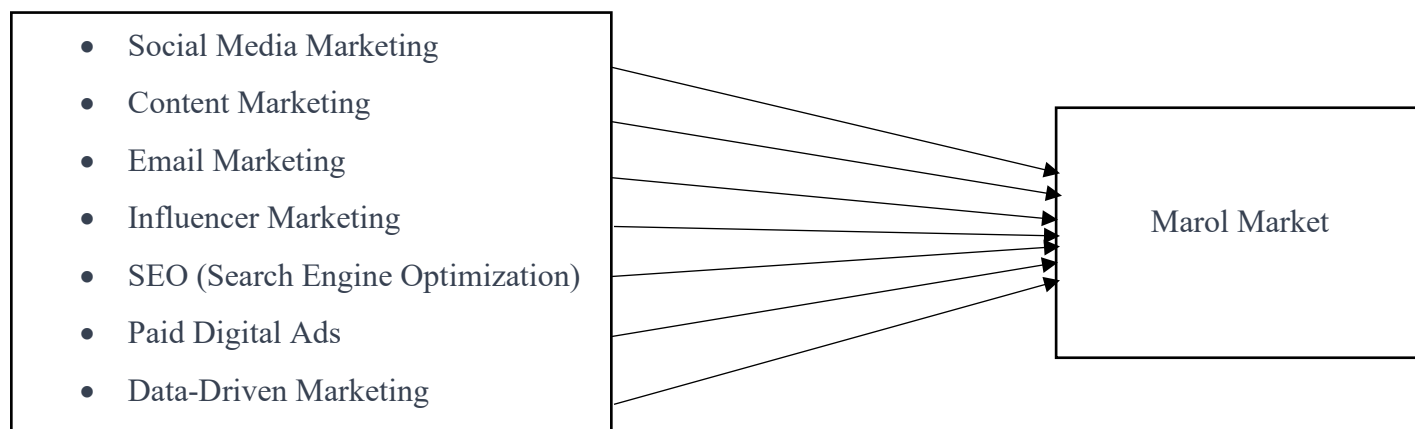


Figure 1: Conceptual Framework

2. Literature Review

Social Media Marketing

According to (Allen, 2009), social media marketing is the process of using social media; the venues where people create social networks and exchange information to enhance a business's brand,

boost sales, and improve website traffic. SMM as modern marketing technique offers businesses at Marol market a means of interacting with current clients and attracting new ones, as well as purpose-built data analytics that let marketers to monitor the effectiveness of their initiatives and find more avenues for interaction (Daga, 2024). As of April 2025, DataReportal and Kepios estimate that there were 5.31 billion social media IDs worldwide. SMM has an amazing customer reach and one of the best modern marketing technique at Marol market.

Through content creation, targeted advertising, community engagement, and performance analytics, social media marketing (SMM) uses platforms like Facebook, Instagram, TikTok, and LinkedIn to increase brand awareness, connect with audiences, promote goods and services, increase website traffic, and cultivate customer loyalty at Marol market in Bor city. SMM functions as a two-way dialogue rather than merely one-way messaging (Anderson & Onyemah, 2006). It is a potent digital marketing strategy at Bor city's Marol market that entails strategic planning, producing worthwhile content, interacting with followers, running advertisements, and monitoring outcomes to achieve particular corporate objectives (Baker & Hart, 2008).

Social media marketing (SMM) as a modern marketing technique offers a number of clear benefits over traditional marketing at Marol market, such as the ability to use targeted customer relationship management (CRM) technologies through two types of interaction: firm-to-customer and customer-to-customer (Eduzor, 2024). To put it another way, SMM as a modern marketing technique may track customer value both directly (via purchases) and indirectly (through product referrals), whereas traditional marketing largely does so by recording purchase activity (Barnes, C., Blake & Pinder, 2009).

Content Marketing

With an emphasis on offering helpful information rather than direct selling to promote long-term relationships and brand loyalty, content marketing as modern marketing technique is a strategic approach to producing and disseminating valuable, pertinent content (such as blogs, videos, and podcasts) in order to draw in and keep a specific audience, establish trust, and eventually spur profitable customer action (Wu, 2022). It is essential for SEO at Marol market and lead creation and seeks to address issues for prospective clients, keeping them interested and assisting them along the buyer's journey (Chattopadhyay & Laborie, 2005). Typical content types in Bor city's

Marol market include blog entries, podcasts and videos, ebooks and whitepapers, infographics, social media postings, webinars and courses, and email marketing (Manis & Madhavaram, 2023).

Email Marketing

Email marketing as modern marketing technique at Marol market is a potent, economical digital strategy for businesses to establish direct relationships with customers by using email to connect with audiences, promote products, nurture leads, and foster loyalty through personalized, automated messages that inform, engage, and drive sales (Collett & Fenton, 2011). It entails employing techniques such as segmentation and AI to improve engagement while providing tailored messages for a variety of objectives, such as sharing valuable content or promoting discounts at Marol market in Bor city (Kumar et al., 2024).

Compared to other channels, email marketing in Marol market offers substantial returns at low cost, making it ideal for businesses of all sizes (Liu, 2024). Additionally, it increases engagement and income by delivering personalized information based on client identities, purchase histories, or habits (Coughlan, Anderson, Stern & El Ansary, 2006). By keeping consumers' minds at the forefront with frequent, insightful communication and avoiding social media algorithms, email marketing increases brand memory and loyalty (Liu, 2024). With comprehensive data to improve your approach, it monitors open rates, click-throughs, and conversions. Email marketing lead nurturing and sales: Increase conversion rates and encourage recurring business by guiding prospective clients through the sales funnel from awareness to purchase (Dahlen, Lange & Smith, 2010).

Email marketing transcends geographical boundaries and reaches a large global audience straight in their inboxes (Nordin & Raval, 2023). Additionally, unlike rental social networking networks, it maintains complete control over your messages and lists while sending a variety of material kinds (text, graphics, files) (Davies, 2010). With automated messages for welcome series, abandoned carts, or post-purchase follow-ups, email marketing saves time and work (Krchova & Svejnova, 2021).

Influencer Marketing

Influencer marketing as a modern marketing technique is a social media tactic in which companies at Marol market collaborate with well-known people (influencers) who have a devoted online

fan base to advertise goods and services. By utilizing their audience's trust and credibility, influencers can increase brand awareness, engagement, and sales (Bas, 2020). It uses platforms like Instagram, TikTok, and YouTube to reach target consumers authentically through sponsored content, product mentions, and endorsements, frequently through reviews, tutorials, or unboxings (Mishra, 2023). Product reviews and tutorials, in which influencers showcase and describe products, and giveaways and contests, which provide followers with chances to win, are examples of common strategies. Affiliate Links & Discount offers: Increasing sales with trackable links and special offers while paying influencers a commission Livestreams and sponsored posts: direct, paid advertising (Aaby & Discenza, 1993).

SEO (Search Engine Optimization)

The process of improving a website to make it more visible and draw in more organic (unpaid) traffic from search engines like Google is known as search engine optimization (SEO). It focuses on quality content, technical site health, user experience (such as speed and mobile friendliness), and authority building through links in order to make content easier for search algorithms and users to understand (Bernhardt & Varadarajan, 2020). The objective is to improve one's ranking in Search Engine Results Pages (SERPs) so that consumers may more readily locate pertinent goods, services, or information. When visitors search for particular terms, SEO makes it easier for them to reach your website (Herhausen et al., 2024). Additionally, it consistently generates free search engine traffic (Daga, 2024). However, it also results in websites that are quicker and easier to use. According to Allen (2009), SEO as one of the modern marketing techniques at Marol market provides users with greater rankings and signal authority.

Paid Digital Ads (Like Google or Facebook Ads)

According to Anderson and Onyemah (2006), paid digital ads as a modern marketing technique are online advertisements that companies pay for to reach particular audiences on platforms like Google, social media, and websites. They use techniques like Pay-Per-Click (PPC) or Cost-Per-Mille (CPM) to increase brand awareness, drive traffic, and generate conversions while providing precise targeting by demographics, interests, and behavior. Search advertisements, display/banner ads, social media ads, video ads, and retargeting are important categories that offer control over timing, budget, and placement (Baker & Hart, 2008).

Data-Driven Marketing

By examining habits, interests, and trends to provide customized experiences, data-driven marketing employs consumer and market data to generate more intelligent, individualized marketing decisions, eschewing guessing in favor of campaigns that resonate and increase return on investment (Eduzor, 2024). To better understand demands, maximize expenditure, and improve customer journeys, marketers at Marol market in Bor city use data from clicks, purchases, website visits, and other sources (Barnes, Blake & Pinder, 2009). Data-driven marketing as a modern marketing technique presents offerings and pertinent content that consumers genuinely desire (Wu, 2022). According to (Chattopadhyay & Laborie, 2005), data-driven marketing technique also reduces wasteful spending by concentrating the budget on what works. Evidence-based insights take the role of gut feeling in data-driven marketing. Additionally, it predicts future consumer demands and actions (Manis & Madhavaram, 2023).

3. Methodology

Research Design: Both exploratory and descriptive research methods are used in this quantitative study design. Three sections of a semi-structured questionnaire containing a mix of closed-ended and open-ended questions comprised the cross-sectional survey design. In order to determine the factors that consumers like, eight criteria were taken into consideration. For demographic factors including gender, age, and education, categorical questions with five-point Likert scale statements (1 representing "strongly disagree" and 5 representing "strongly agree") were employed. Before the field survey, a small sample of nonalcoholic beer drinkers participated in a pilot study.

Sampling Techniques and population of the study: Convenience and judgmental sampling are used since the sample frame is unlimited. Until the necessary sample size was attained, the sample selection process remained unchanged. According to (Collett & Fenton, 2011), the researcher should exercise judgment while choosing the sample size of respondents. According to Coughlan, Anderson, Stern, and El Ansary (2006), the minimum sample size (N) for a regression analysis should be $N > 50 + 8M$, where M is the number of predictors (independent variables). It ought to be higher than 114 as a result. Therefore, 360 Bor city residents who are both regular and sporadic recipients of contemporary marketing strategies make up the target population samples. The Statistical Package for Social Science (SPSSv.22) was used to calculate descriptive

statistics. Cronbach's alpha coefficient was used to assess the internal consistency of the variables. According to Kumar et al. (2024), scales with a coefficient alpha between 0.6 and 0.7 are considered to have fair dependability. Therefore, a Cronbach's Alpha score of .60 or higher is deemed sufficient for determining reliability in this investigation. The scale was judged to be acceptable for additional analysis with a reliability of 0.778 (table 1).

Table 1: Reliability test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.779	.778	28

Source: Survey data (2026)

The independent and dependent variables' correlation coefficients were computed, content and construct validity were examined, and the results showed a positive relationship with modern marketing techniques.

4. Results and Findings

Demographic Profile of Respondents

Table 2: Gender of Respondents

	Frequency	Cumulative Percent
Valid Male	233	64.7
Female	67	35.3
Total	360	100.0

Source: Survey Data (2026)

An overview of the responses is given in Table 2 above. Male respondents accounted for 64.7% (233) of the total, while female respondents made up 35.3% (67). This suggests that Marol market in Bor City, had more men working than women.

Table 3: Age of Respondents

	Frequency	Cumulative Percent
Valid 25-34 years	170	47.2
35-44 years	103	28.6
45-54 years	47	13.1
55-64 years	27	7.5
65 years old or above	13	3.6
Total	360	100.0

Source: Survey Data (2026)

The findings are displayed after the respondents were asked to identify the age group to which they belonged. According to Table 3, 47.2% (170) of the respondents are between the ages of 25 and 34, 28.6% (103) are between the ages of 35 and 44, 13.1% (47) are between the ages of 45 and 54, 7.5% (27) are between the ages of 55 and 64, and 3.6% (13) are 65 or older. This indicates that most of the responders were in the 25–34 age range.

Table 4: Educational Qualifications

	Frequency	Cumulative Percent
Valid Primary Eight Certificate	292	81.1
Senior Four Certificate	48	13.3
Diploma Certificate	20	5.6
Total	360	100.0

Source: Survey Data (2026)

The findings are displayed after the respondents were asked to declare their educational attainment. 81.1% (292) of the respondents had a primary eight certificate, 13.3% (12.7) had a senior four certificate, and 5.6% (20) had a diploma certificate, according to Table 4. This indicates that the majority of responders had a primary eight certificate from Marol market in Bor city.

Table 5: Work Experience

	Frequency	Cumulative Percent
Valid Less than 1 year	102	28.3

1-5 years	223	61.9
6-10 years	25	7.0
11-15 years	10	2.8
Total	360	100.0

Source: Survey Data (2026)

The results of asking respondents to specify their level of job experience are displayed. 28.2% (100) of the respondents had worked for less than a year, 62% (220) for one to five years, 7% (25) for six to ten years, and 2.8% (10) for eleven to fifteen years, according to Table 5. This indicates that most of the participants had worked at Bor City's Marol Market for one to five years.

Table 6: Occupation

	Frequency	Cumulative Percent
Valid Accounting and Finance	80	22.2
Compliance	62	17.2
Human Resource Office	187	51.9
Logistics & Procurement	29	8.1
Information Technology	2	0.6
	360	100.0

Source: Survey Data (2026)

With a presumption that occupational position could influence the opinions of respondents, the study sought to find out the exact number of officers in five major occupations. Table 6 shows that most of the respondents were human resource professionals at 51.9% (187), accounting and finance respondents were at 22.2% (80), compliance respondents were at 17.2% (62), logistics and procurement respondents were at 8.2% (29) and Information Technology respondents were at only 0.6% (2). It has been observed that all the respondents were strongly influenced by the benefits of modern marketing techniques at Marol Market in Bor city.

Level of Respondents' Responses for Benefits of Modern Marketing Techniques

The respondents were asked to rate various modern marketing techniques factors using the scale ‘SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree’. The results of the study are as follows:

Table 7: Social Media Marketing

	Frequency	Mean	Std. Deviation	Cumulative Percent
Valid Strongly Disagree	19	4.6062	1.45547	5.3
Disagree	15	4.7084	1.45648	4.2
Neutral	31	4.8634	1.45483	8.6
Agree	115	5.9747	2.46567	31.9
Strongly Agree	180	5.9956	2.46586	50.0
Total	360			100.0

Source: Survey Data (2026)

The respondents were asked to respond on social media marketing factors at Marol market and the results are as shown. Table 7 shows that 5.3% (19) of the respondents strongly disagree, 4.2% (15) disagree, 8.6% (31) were neutral, 31.9% (115) of the respondents agree while 50 % (178) of the respondents strongly agree. This shows that majority of the respondents who participated strongly agree that social media marketing factor is paramount factor for modern marketing techniques at Marol market in Bor city at 50%.

Table 8: Content Marketing

	Frequency	Mean	Std. Deviation	Cumulative Percent
Valid Strongly Disagree	17	1.6076	.45546	4.7
Disagree	14	1.7098	.45659	3.9
Neutral	33	1.8654	.45475	9.2
Agree	126	2.9767	1.46578	35.0
Strongly Agree	170	2.9976	1.46587	47.2
Total	360			100.0

Source: Survey Data (2026)

The respondents were asked to have a say on content marketing factors at Marol market and the results are as shown. Table 8 shows that 4.7% (17) of the respondents strongly disagree, 3.9% (14) disagree, 9.2% (33) were neutral, 35% (126) of the respondents agree while 47.2% (170) of the respondents strongly agree. This shows that majority of the respondents strongly agree that content marketing is truly important for modern marketing techniques at Marol market in Bor city at 47.2%.

Table 9: Email Marketing

	Frequency	Mean	Std. Deviation	Cumulative Percent
Valid Strongly Disagree	26	1.6066	.45547	7.2
Disagree	8	1.7088	.45658	2.2
Neutral	32	1.8644	.45473	8.9
Agree	113	2.9757	1.46577	31.4
Strongly Agree	181	2.9966	1.46588	50.3
Total	360			100.0

Source: Survey Data (2026)

The respondents were asked to indicate the level of email marketing factors at Marol market and the results are shown. Table 9 shows that 7.2% (26) of the respondents strongly disagree, 2.2% (8) disagree, 8.9% (32) were neutral, 31.4% (113) of the respondents agree while 50.3 % (181) of the respondents strongly agree. This shows that majority of the respondents strongly agree that email marketing is an essential factor for modern marketing techniques at 50.3%.

Table 10: Influencer Marketing

	Frequency	Mean	Std. Deviation	Cumulative Percent
Valid Strongly Disagree	23	1.6066	.45547	6.4
Disagree	6	1.7088	.45658	1.7

Neutral	24	1.8624	.45473	6.7
Agree	98	2.9757	1.46577	27.2
Strongly Agree	209	2.9966	1.46588	58.0
Total	360			100.0

Source: Survey Data (2026)

The respondents were asked to indicate the level of influencer marketing factors at Marol market and the results are shown. Table 10 shows that 6.4% (23) of the respondents strongly disagree, 1.7% (6) disagree, 6.7% (24) were neutral, 27.2% (98) of the respondents agree while 58 % (209) of the respondents strongly agree. This shows that majority of the respondents strongly agree that the level of influencer marketing is quite a crucial factor for modern marketing techniques in Bor city at 58%.

Table 11: SEO (Search Engine Optimization)

	Frequency	Mean	Std. Deviation	Cumulative Percent
Valid Strongly Disagree	11	1.6066	.45547	3.1
Disagree	16	1.7088	.45658	4.4
Neutral	21	1.8644	.45473	5.8
Agree	101	2.9757	1.46577	28.1
Strongly Agree	211	2.9966	1.46588	58.6
Total	360			100.0

Source: Survey Data (2026)

The respondents were asked to indicate the level of search engine optimization at Marol market and the results are shown. Table 11 shows that 3,1% (11) of the respondents strongly disagree, 4.5% (16) disagree, 5.9% (21) were neutral, 28.5% (101) of the respondents agree while 58 % (206) of the respondents strongly agree. This shows that majority of the respondents strongly agree that the level of search engine optimization is an essential modern marketing technique in Bor city at 58.6%.

Table 12: Paid Digital Ads

	Frequency	Mean	Std. Deviation	Cumulative Percent
Valid Strongly Disagree	8	1.6056	.45527	2.2
Disagree	18	1.7068	.45638	5.0
Neutral	23	1.8654	.45443	6.4
Agree	109	2.9747	1.46557	30.3
Strongly Agree	202	2.9956	1.46568	56.1
Total	360			100.0

Source: Survey Data (2026)

The respondents were asked to indicate the level of responses for paid digital Ads factors at Marol market and the results are shown. Table 12 shows that 2.2% (8) of the respondents strongly disagree, 5% (18) disagree, 6.4% (23) were neutral, 30.3% (109) of the respondents agree while 56.1% (197) of the respondents strongly agree. This shows that majority of the respondents strongly agree that paid digital Ads is an essential factor for modern marketing technique in Bor city at 55.5%.

Table 13: Data-Driven Marketing

	Frequency	Mean	Std. Deviation	Cumulative Percent
Valid Strongly Disagree	5	1.6016	.45517	1.4
Disagree	21	1.7028	.45628	5.8
Neutral	23	1.8634	.45433	6.4
Agree	107	2.9747	1.46547	29.7
Strongly Agree	204	2.9952	1.46578	56.7
Total	360			100.0

Source: Survey Data (2026)

The respondents were asked to indicate the level of responses for data-driven marketing at Marol market and the results are shown. Table 13 shows that 1.4% (5) of the respondents strongly

disagree, 5.8% (21) disagree, 6.4% (23) were neutral, 29.7% (107) of the respondents agree while 56.7% (204) of the respondents strongly agree. This shows that majority of the respondents strongly agree that data-driven marketing is an essential factor for modern marketing technique in Bor city at 55.5%.

Table 14: Descriptive Statistics

	N	Mean	Standard Deviation
Social Media Marketing	360	4.4995	4.50829
Content Marketing	360	4.4992	4.50729
Email Marketing	360	4.4988	4.50627
Influencer Marketing	360	4.4985	4.50622
SEO (Search Engine Optimization)	360	4.4981	1.50441
Paid Digital Ads	360	4. 4966	3.50218
Data-Driven Marketing	360	4. 4948	2.50108
Valid N (Listwise)	360		

Source: Survey Data (2026)

Table 14 above indicates high mean (4.4995) and high correlation (4.50829). This means that the data is quite eligible for analysis.

Table 15: Correlations Model

	Social Media Marketing	Content Marketing	Email Marketing	Influencer Marketing	SEO (Search Engine Optimization)	Paid Digital Ads	Data-Driven Marketing
Social Media Marketing	1	0.568**	0.511**	.501**	.522**	.261**	.245**
Content Marketing		1	.482**	.566**	.571**	.502**	.509**
Email Marketing			1	.511**	.529**	.499*	.516**

Influencer Marketing				1	.244**	.2.76**	.588**
SEO (Search Engine Optimization)					1	.259**	.558**
Paid Digital Ads						1	.518**
Data-Driven Marketing							.526** 1

Source: Survey Data (2026)

As per table 15, the coefficients show that all the eight factors highlighting benefits of modern marketing techniques were all positively related within the range of 0.482 to 0.647, all were significant at $p < 0.01$ level. One independent variable i.e. social media marketing shows a moderate level of positive relation with the dependent variables (content marketing, email marketing, paid digital ads, and data-driven marketing). The rest of variables of influencer marketing and search engine optimization (SEO) shows a small positive relation (.244**, 0.271 and .259** respectively)

Table 16: Coefficient of Determination

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.772	.788	.007	1.40682

Source: Survey Data (2026)

The regression model in table 16 shows the Model coefficient of determination or R^2 found indicates that 78.8% of the variation in the measurement (financial products, profitability and accountability) can be described by shares, bonds, investment funds, job satisfaction, rewards and recognition, growth strategy, higher levels of trust, higher employee engagement, an effective & efficient communication. The remaining 21.2% of variations on the nature of financial institution are explained by other variables out of this model or variables which are not incorporated in this study.

Table 17: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	122.464	1	144.518	12.716	.001 ^b
Residual	43.922	366	.098		
Total	164.206	365			

Source: Survey Data (2026)

The ANOVA indicated that there was significant ($p < 0.05$) relationship between the dependent variable and independent variable. There is no significant variation between independent and dependent variable with ($F = 12.716$).

Table 18: Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B		Std. Error		
1. Social Media Marketing	.782	.116		9.88	.056
2. Content Marketing	.802	.118	.212	44.232	.063
3. Email Marketing	.611	.138	.244	44.238	.068
4. Influencer Marketing	.526	.102	.218	22.148	.048
5. SEO (Search Engine Optimization)	.533	.106	.204	21.112	.042
6. Paid Digital Ads	.849	.148	.288	42.422	.056
7. Data-Driven Marketing	.868	.152	.272	43.568	.059

a. Independent Variable: Social Media Marketing

b. Dependent Variable: Content Marketing, Email Marketing, Influencer Marketing, SEO, Paid Digital Ads, Data-Driven Marketing

According to Table 18, the regression standardized coefficients for one independent variable (social media marketing) is more than (0.05) while the regression standardized coefficients for four dependent variables (content marketing, email marketing, paid digital ads, and data-driven marketing) are more than (0.05). This indicates significant relationship with dependent variables (content marketing, email marketing, paid digital ads, and data-driven marketing). Since, coefficients of the predictor variables are statistically significant at more than five percent; however, the other two variables such as influencer marketing and search engine optimization had standardized coefficients that are less than (0.05) emphasizing that there is less positive relationship between the independent variable. Therefore, the two variables (influencer marketing and search engine optimization) with less standardized coefficients were rejected during the analysis.

Table 19: Summary of the Overall Outcome of the Research Hypotheses

Hypotheses	Result	Reason
Social media marketing contributes significantly to modern marketing techniques	Accepted	$p < 0.05$
Content marketing contributes significantly to modern marketing techniques	Accepted	$p < 0.05$
Email marketing contributes significantly to modern marketing techniques	Accepted	$p < 0.05$
Influencer marketing contributes significantly to modern marketing techniques	Rejected	$p > 0.05$
SEO contributes significantly favorable to modern marketing techniques	Rejected	$p > 0.05$
Paid digital Ads contributes significantly to modern marketing techniques	Accepted	$p < 0.05$
Data-Driven marketing contributes significantly to modern marketing techniques	Accepted	$p < 0.05$

Source: Survey Data (2026)

5. Conclusion and Recommendation

The conclusions in this study includes the following:

1. The usage of social media and content marketing by vendors has a big impact on contemporary marketing strategies at Marol Market in Bor city.
2. Email marketing has a big impact on contemporary marketing strategies at Marol Market in Bor City.
3. Data-driven marketing and paid internet advertisements have a big impact on contemporary marketing strategies at Marol Market in Bor City.

Recommendations:

1. The management of Marol Market should keep up and even raise the standard of modern marketing strategies in Bor City. One way to improve things would be to promote internet marketing as a contemporary form of advertising for companies.
2. Future researches should consider additional variables that may impact contemporary marketing strategies.

Limitations and directions for future research

The study is restricted to the Marol market in Bor, South Sudan. It can open up new channels for comparison examination of different excellent marketplaces both domestically and abroad, or for future research in a variety of popular markets. Furthermore, a thorough literature review of contemporary marketing strategies was not adequately examined; as a result, more research may be necessary.

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