

CHAPTER ONE

INTRODUCTION

1.1 Background to the study

The internet has swiftly emerged as an essential business tool, profoundly transforming various aspects of business operations. Often considered the third wave of revolution—after the agricultural and industrial revolutions—internet technology plays a pivotal role in the ongoing information revolution that shapes modern society.

E-marketing strategies are at the forefront of contemporary business practices, influencing every facet of operations, from customer service to product development. These strategies enable innovative, information-driven processes such as online advertising, digital marketing, order management, and customer support. Moreover, e-marketing has the potential to reduce costs associated with order management and interactions with a diverse range of suppliers and trading partners, which are typically significant contributors to overhead expenses.

Businesses are increasingly leveraging the internet for commercial purposes, given its pervasive nature and global reach. This medium facilitates seamless communication between businesses and customers, enhancing engagement and fostering loyalty. In today's digital landscape, individuals heavily rely on internet-connected devices, including computers and smartphones, as well as email services.

Engaging with popular social media platforms such as Facebook, LinkedIn, and Twitter has become integral to daily life, reshaping how businesses connect with their audiences.

Recent studies highlight that technology provides immediate access to international markets and enhances domestic market performance, particularly benefiting small and medium enterprises (SMEs) (Nguyen & Simkin, 2023). This accessibility allows organizations to offer a wide array of products, services, and delivery options tailored to customer needs. SMEs, in particular, are increasingly turning to the internet to reach their target audiences effectively. Consequently, businesses are actively exploring diverse avenues to market their offerings through various internet-based platforms, ensuring they remain competitive in an ever-evolving marketplace.

1.2 Statement of the Problem

Singh (2021) highlights the remarkable growth of the internet, identifying it as the fastest-growing technology globally. It took around seven years for the internet to capture a 25% market share since its launch, while the telephone and television took 35 and 26 years, respectively, to reach the same level of penetration.

Awa, Nwibere, and Inyang (2022) point out the rising awareness and enthusiasm surrounding electronic marketing. However, they observe that only a limited number of small and medium enterprises (SMEs) are fully leveraging its significant advantages. The rise of internet marketing offers SMEs both new opportunities and challenges.

Implementing e-marketing strategies presents various challenges for SMEs, such as dependence on technology, concerns regarding security and privacy, and ongoing maintenance costs due to the rapidly changing digital environment. Additionally, they face increased price transparency and competition, global competition driven by globalization, limitations from low internet speeds, the intangibility of products, reduced face-to-face interactions, and customers' inability to physically assess products before purchase. Moreover, SMEs must navigate the complexities of diverse international legal and policy frameworks that lack consistency.

Despite these challenges in Nigeria's SME sector, there is a pressing need for effective marketing skills, given the globalized context of today's world. The rise of the internet, particularly Web 2.0 and social networks, has shifted traditional power dynamics in brand-building.

Unfortunately, many companies remain resistant to change and do not adopt proactive strategies for establishing a robust online presence. While some allocate part of their communications budget to internet activities, they often lack a comprehensive understanding of the medium's potential and how to integrate it with broader brand communication efforts.

Frequently, businesses try to control online discussions about their brands but do not allocate sufficient resources to engage actively in these conversations. This study aims to investigate the impact of e-marketing strategies on small and medium enterprises, using the Femtech IT Centre in Kwara State as a case study.

1.3 Research Questions

These questions are designed to investigate the relationship between e-marketing strategies—specifically social media and email marketing—and their effects on firms' sales performance and profitability:

- i. How does social media marketing impact the sales performance of firms?
- ii. To what degree does social media marketing affect the profitability of firms?
- iii. To what extent does email marketing influence the profitability of firms?

1.4 Research Objectives

This study aims to provide insights into how e-marketing strategies, particularly social media and email marketing, contribute to the overall performance of small and medium-sized enterprises (SMEs):

- i. Examine the impact of social media marketing on the sales performance of firms.
- ii. Explore the effects of social media marketing on the profitability of firms.
- iii. Evaluate the influence of email marketing on the profitability of firms.
- iv.

1.5 Research Hypotheses

These hypotheses are intended to assess the absence of a significant relationship between the variables under study, suggesting that social media marketing and email marketing do not significantly impact sales performance and profitability:

- i. Ho1: Social media marketing has no significant influence on sales performance.
- ii. Ho2: Social media marketing does not significantly affect firm profitability.
- iii. Ho3: Email marketing does not have a significant impact on firm profitability.

1.6. Significance of the Study

In today's competitive landscape, establishing a robust online presence is essential for companies, especially small and medium enterprises (SMEs). This involves creating dedicated websites, leveraging social media and mobile applications for product promotion, utilizing email for communication with business partners and customers, and effectively employing information and communication technologies (ICT) to meet customer needs. By embracing innovative communication strategies and adapting business operations to the evolving demands of the market, companies can gain a competitive edge.

To achieve this, it is vital to adopt new practices and implement cutting-edge technologies across various business processes. Raising awareness about the significance of integrating ICT into business operations is crucial.

SMEs have gained global recognition for their substantial contributions to economic growth, not only in Africa but worldwide. With the emergence of industrial changes and globalization, the role and impact of small businesses have intensified, particularly as economies of scale have diminished.

This study aims to provide valuable insights for business operators and owners, particularly within the SME sector, regarding the effects of e-marketing strategies on their operations and the opportunities they present. The findings will be relevant to SME managers currently employing e-marketing strategies as well as those who have yet to adopt them. Additionally, scholars and professionals in the field will find the study's contributions beneficial.

Moreover, this research will enhance the existing body of knowledge on the topic and serve as a resource for future researchers interested in exploring related areas.

1.7 Scope of the Study

The study aims to examine the impact of e-marketing strategies on the performance of small and medium enterprises (SMEs), using Femtech ITC as a case study due to its successful e-marketing implementation.

1.10 Definition of Key Terms

Marketing: The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy both customer and company objectives.

E-marketing: The electronic application of traditional marketing mix elements, including product, price, promotion, and place.

E-commerce: The integration of all company processes, activities, and services for buying and selling products, as well as exchanging information and funds with partners, through computer networks and electronic technologies.

Small and Medium Enterprises (SMEs): Businesses with assets ranging from fifty to five hundred million naira and a workforce of 11 to 300 employees.

Internet Marketing: The rapid growth of technology has facilitated the development of the internet, aimed at providing convenience for its users.

Communication: Various businesses utilize the internet to interact with their customers.

Selling: With consumers having less time, companies employ direct marketing strategies to sell their products.

Social Media and Social Marketing: Opportunities that encompass text, images, video, and networks for interaction between customers and firms, as well as customer-to-customer communication.

CHAPTER TWO

LITERATURE REVIEW

2.1. Conceptual Review

2.1.1 E-Marketing Strategies

E-marketing strategies are crucial for companies seeking to succeed and maintain competitiveness in the marketplace. These strategies enable businesses to enhance their market share and respond effectively to competitive pressures.

According to Johnson and Smith (2023), strategy involves making informed resource allocation decisions within an organization to achieve specific objectives. This process encompasses market analysis, understanding customer behavior, evaluating competitor actions, and assessing the needs and capabilities of marketing intermediaries.

Davis (2023) defines marketing strategy as the tools firms use to achieve their marketing objectives within target markets. In the context of e-marketing, this includes identifying the nature, strength, direction, and interaction of various elements within the marketing mix.

In today's fast-paced and competitive environment, measuring marketing performance is essential for effective management. Marketing performance is a key determinant of a firm's success. By assessing and evaluating the outcomes of their marketing strategies, companies can make data-driven decisions and adjust their approaches as necessary.

2.1.2. E-Marketing

Johnson and Smith (2023) define e-marketing as the process of promoting brands, businesses, products, or services via the Internet. This approach encompasses direct response, indirect, and interactive marketing techniques, leveraging various technologies to connect companies with their customers.

Davis, Taylor, and Lee (2023) describe e-marketing as the utilization of the internet, related technologies, and other marketing tools to perform traditional marketing activities, such as identifying customers, communicating with them, and delivering value.

Miller (2023) characterizes e-marketing as the electronic implementation of traditional marketing mix elements (the 4Ps: price, product, promotion, and place). Johnson and Martin (2023) view e-marketing as a conventional marketing strategy enhanced by information technology (IT) to improve efficiency and achieve marketing goals.

Chaffey, Mayer, Johnston, and Chadwick (2023) define e-marketing as the application of internet and digital technologies to fulfill marketing objectives. Coviello, Milley, and Marcolin (2023) consider it a crucial component of marketing practices, involving the use of the internet and interactive technologies to facilitate communication between firms and customers.

Sheth and Sharma (2023) emphasize the growing influence of e-marketing on customer behavior and business markets, prompting companies to develop web-based e-marketing strategies. El-Gohary (2023) views electronic marketing as an innovative business practice dedicated to promoting goods, services, information, and ideas through the internet and other electronic channels.

Johnson and Frost (2023) relate e-marketing to e-commerce, defining it as the online buying and selling process that encompasses virtual storefronts, digital value creation, distribution channels, and intermediaries.

Khan, Saleem, Mahmood, Irfan, and Aman (2023) underscore the increasing significance of e-marketing in today's advanced society, highlighting its potential to foster strong customer relationships, boost brand loyalty, and expand market share.

2.1.3. SOCIAL MEDIA MARKETING

According to Berthon (2017), social media marketing activities provide an opportunity for customers and firms to engage through text, images, pictures, videos, and networks. The research suggests that text-based communication was initially mentioned in blogs, marking the beginning of social media.

Kaplan and Haenlein (2017) define social media as internet-based applications built on the foundations of Web 2.0. These platforms enable the creation and exchange of user-generated content, facilitating interactions between individuals and entities such as firms, organizations, and companies.

Brogan (2018) describes social media as a widely accessible and popular communication channel that empowers businesses to easily engage, reach, and build relationships with a large number of customers.

Linh and Tung (2018) explain that sales refer to the process in which customers purchase goods or services from a business. It encompasses the total sales volume of products or services before any deductions are made for the cost of merchandise. Sales often rely on advertising or marketing efforts, which businesses use to attract customers to their offerings.

2.1.5. E-Mail Marketing

E-mail marketing is a method of sharing information about products or services and soliciting customer feedback through email. According to Nguyen and Tran (2023), e-mail marketing is a direct marketing tactic that utilizes electronic devices to enhance service quality and increase customer attention and awareness, ultimately leading to higher returns for firms and businesses.

2.1.6. Profitability

According to Landajo, Andres, Lorca, and Rasiah (2018), company performance is typically assessed through profitability, which can be represented by the return on asset ratio. Profitability refers to a business's ability to generate profit and is considered the primary objective of all business ventures.

Haward and Upton (2016) describe profitability as the capacity of an entity to generate returns from its operations. It reflects the ability to derive profit from all business activities within an organization. Without profitability, a business is unlikely to survive in the long term. Profitability can also be evaluated by examining income and expenses.

2.1.7. Small and Medium Enterprises (SMEs)

The significance of Small and Medium Enterprises (SMEs) in fostering economic growth and enhancing societal well-being is widely recognized. A study by the International Labor Organization (2016) identified over 50 different definitions of SMEs across 75 countries. Common criteria for defining small-scale businesses typically include measurable indicators such as the number of employees, investment outlay, annual turnover (sales), and asset value, often in combination.

In Nigeria, the National Council for Industry (NCI, 2015) classifies small-scale businesses based on their capital outlay. Those with a capital investment between N1.5 million and N50 million (including working capital but excluding land costs) and employing 11 to 100 workers are categorized as small-scale enterprises. Typically, small-scale enterprises in Nigeria focus on producing light consumer goods across various sectors, including food and beverages, clothing, electrical and automotive parts, manufacturing, leather products, soaps and detergents, and woodworks.

The Small and Medium Enterprises Development Agency of Nigeria (SMEDAN, 2016) defines SMEs with specific criteria: small-scale enterprises are those employing 10 to 49 individuals and generating an annual turnover of 5 to 49 million Naira. Medium-scale enterprises employ 50 to 199 individuals and have an annual turnover of 50 to 499 million Naira.

Research by Vuuren and Groenewald (2017) underscores the vital role of the SME sector in driving economic growth and addressing issues such as low gross national product, high unemployment rates, and poverty in various countries. In Nigeria, SMEs span multiple sectors of the economy, and it is clear that no universally accepted definition exists, as definitions can vary by industry and country. SMEs are diverse, with some being dynamic and growth-oriented, while others prefer to remain small and stable.

Ajibefun and Daramola (2018) describe small-scale enterprises as commercial businesses that employ ten or fewer individuals. The Global Entrepreneurship Monitor (GEM) reports a rising ownership rate of SMEs in many countries within the Organization for Economic Co-operation and Development (OECD) over the past three decades.

2.1.7. Features of Small and Medium Scale Enterprises

In recent years, Nigeria has seen an increase in the number of small and medium enterprises (SMEs) due to high unemployment rates and a scarcity of job opportunities for graduates (Ahmed, 2016). As a result, many graduates are turning to entrepreneurship as a viable path. Typically, small-scale enterprises in Nigeria are

operated by their owners or their family members, often structured as sole proprietorships or partnerships. The government also provides soft loans to support these businesses.

A report from the Center for Management Development (CMD) in Lagos, as noted by Mohammed and Nzelibe (2014), identified key characteristics of SMEs. The report highlighted that SMEs are often characterized by the active involvement of the chief executive, who typically serves as the owner, founder, manager, and controller of the business. This hands-on approach extends to decision-making and daily operations, with minimal reliance on specialized support, a fact known to all employees within the organization.

However, the definition of small-scale businesses provided by the Central Bank of Nigeria does not accurately reflect the typical characteristics of Nigerian SMEs regarding their capital base and employee count (Ekpenyong & Nyong, 2016). While the Central Bank defines small-scale enterprises as those with an annual turnover not exceeding N500,000, many SMEs in Nigeria operate with a capital base of less than N100,000. This discrepancy suggests a need for reevaluation and redefinition of SMEs in Nigeria.

A significant challenge for small-scale enterprises in Nigeria is securing adequate capital (Adeyemi, 2018). Access to external funding from financial institutions and banks is often limited, and when loans are available, the stringent conditions and collateral requirements make it difficult for business owners to qualify. As a result, many small enterprises with limited capital rely on informal financial institutions. Consequently, the presence of SMEs in specific sectors is primarily influenced by their financial capabilities, human resources, and available economic opportunities rather than solely by passion or expertise (Adeyemi, 2018). Many of these businesses are engaged in service-related activities, and a considerable number lack prior business experience before starting their ventures. The survival of these SMEs in Nigeria largely depends on the owner, and the business is likely to close if the owner departs.

According to Scholes, Westhead, and Burrows (2018), the successful transfer of ownership is crucial for the continuity and success of SMEs. Failure to successfully transfer the business to another individual can lead to its closure. Additionally, challenges such as limited financing, inadequate management skills, infrastructure deficiencies, and regulatory hurdles significantly hinder the growth potential of SMEs.

2.1.8. Significance of Small and Medium Enterprises (Smes) To The Economic Development Of Nigeria

According to Ojo (2018), small-scale industries hold significant potential to enhance Nigeria's domestic economy through the production of goods and services. Emphasizing small-scale industries is crucial for promoting self-reliance, creating jobs, substituting imports, and efficiently utilizing local raw materials.

In Nigeria, small and medium enterprises (SMEs) are vital for employment and serve as a pathway to entrepreneurship (Ojo, 2018). Rather than merely providing social goods, SMEs are increasingly recognized as essential vehicles for entrepreneurship (Thurik & Wennekers, 2018). They play a pivotal role in job creation and economic growth, making their development a priority for Nigerian policymakers.

International development agencies, organizations, and financiers acknowledge the significant contributions of SMEs to poverty alleviation and overall economic development, investing substantial resources to support them. For example, the World Bank allocated \$1.597 billion to SMEs in the fiscal year 2015, with Africa receiving over \$89 million. Joint pilot programs executed by the International Finance Corporation (IFC) and the International Development Association (IDA) benefited Nigeria, Kenya, and Uganda (Ojo, 2018).

Recognizing the critical role of SMEs in economic growth and development, the Bank of Industry allocated over 60% of its loans to SMEs in 2015, despite a relatively high default rate. The bank is also working to secure lower-cost funding from Development Financial Institutions (DFIs) to provide loans to SMEs at concessionary rates and enhance their value addition. Dr. Lawrence Osa-Afiana, the Managing Director of the Bank of Industry, has affirmed the bank's commitment to supporting SMEs (Ojo, 2018).

SMEs are widely regarded as the primary drivers of economic growth and development, fostering private sector advancement and collaboration. Governments, development agencies, experts, and multilateral institutions respond positively to opportunities that promote and support SMEs.

In recognition of the vital roles SMEs play in economic growth and development, successive Nigerian governments have implemented various initiatives aimed at promoting these enterprises. One of the most notable initiatives has been the focus on enhancing financial opportunities for SMEs, adapting with each change in government leadership

.2.1.9.Challenge of Small and Medium Enterprises In Nigeria

The lack of desired impact of SMEs on the Nigerian economy, despite the efforts and support from successive administrations and governments, is a cause for concern. It indicates the existence of fundamental issues and problems that SMEs face, which have either not been addressed or only partially tackled. A review of literature reveals a multitude of significant and far-reaching problems, including:

Inadequate infrastructural facilities: SMEs face challenges due to the lack of essential infrastructure such as roads, water, electricity, transportation, and communication. This forces them to bear the additional costs of private provisioning.

Bureaucratic bottlenecks and inefficiency: The administration of incentives and support facilities provided by the government often suffers from bureaucratic inefficiencies. This discourages potential SME entrepreneurs and hampers the growth of existing ones.

Limited access to funding and credit: SMEs struggle to access financing and credit due to banks' reluctance to extend loans to them. Reasons include insufficient and inadequate documentation of business proposals, lack of appropriate collateral, high administrative costs for small loans, and high interest rates.

Discrimination from banks: Banks often perceive SMEs, particularly startups, as high-risk borrowers and are hesitant to provide them with loans.

High cost of packaging business proposals: SMEs face challenges in preparing appropriate and professional business proposals, which often incur high costs.

Uneven competition from imported finished products: Import tariffs sometimes favor imported goods, resulting in unfair competition for locally produced goods.

Limited access to appropriate technology and research and development: SMEs struggle to access suitable technology and often lack resources for research and development activities.

Dependency on imported raw materials: SMEs heavily rely on imported raw materials, which can be costly due to foreign exchange rates and occasional scarcity.

Weak demand for products: Low consumer purchasing power, coupled with a lack of patronage for locally produced goods by the general public and authorities, leads to weak demand for SME products.

Unfair trade practices: Unscrupulous businessmen engage in dumping and importation of substandard goods, exacerbating the challenges faced by SMEs. The effects of globalization and trade liberalization make it difficult for SMEs to compete, even in their local markets.

Addressing these fundamental issues is crucial to unlocking the potential of SMEs and enabling them to make a more significant impact on the Nigerian economy.

Regenerate response

2.2. Theoretical Review

2.2.1.Diffusion Of Innovation Theory

The diffusion of innovation theory, first introduced by Rogers E.M. in 1962, emerged from the field of communication and seeks to explain how ideas or products spread and gain traction within a specific population or social system over time. This theory examines how potential adopters perceive innovations in terms of their advantages and disadvantages. According to Etemad and Wright (2004), it suggests that firms assess the risks and benefits associated with adopting a particular innovation, which influences their decisions on when to adopt and how well the innovation fits their organization. For small and medium enterprises (SMEs), the diffusion of innovation often occurs through interpersonal or inter-firm networks.

The rise of internet marketing has significantly facilitated the diffusion of innovation among SMEs. The cost-effectiveness and efficiency of internet marketing have enabled SMEs globally to promote their products and reach a wider client base at a lower cost. This development further highlights the relevance of the diffusion of innovation theory in understanding how SMEs adopt and implement internet marketing strategies.

In summary, the diffusion of innovation theory is crucial to our study as it provides insights into the dynamics of internet marketing adoption by SMEs.

2.2.3. Resource Based View

The resource-based view (RBV) of the firm, originating from Penrose's work in 1959, conceptualizes the firm as an administrative organization made up of both physical and human resources. These resources can

be leveraged in various ways, depending on the firm's knowledge and strategic approach. The RBV underscores the significance of internal resources and capabilities in explaining a firm's profitability and overall value. According to the RBV, firms that possess unique and valuable resources, which are not accessible to their competitors, can achieve a sustained competitive advantage and generate economic rent. Researchers have utilized the RBV to analyze competitive dynamics and identify the resource characteristics that contribute to a firm's long-term success.

Resources within the RBV framework can be categorized as physical, human, or organizational, and can be either tangible or intangible. These resources, together with the firm's capabilities, play a crucial role in establishing competitive advantages and generating economic wealth. The RBV also acknowledges the variations in competition and efficiency among firms in an industry, which can be attributed to the challenges of replicating the unique resources that each firm possesses.

Overall, the RBV offers a valuable framework for understanding how a firm's resources and capabilities contribute to its sustained competitive advantage, and how differences in these resources can result in variations in profitability and performance among firms.

2.3. Empirical Review

Numerous studies have explored the impact of online marketing on small and medium enterprises (SMEs), shedding light on consumer behavior, challenges, and strategic approaches.

Mishra (2020) examined consumer attitudes towards online shopping for clothing, with a focus on demographic factors and shopping behavior. Based on a sample of 200 internet users in Delhi's National Capital Region, the study revealed that while consumers generally held a positive attitude towards online shopping, their willingness to purchase clothing online was relatively low. Key influencing factors included age and income, while city and gender did not have a significant impact. The research highlighted concerns regarding trust, return policies, convenience, and the role of technological advancements in shaping online shopping experiences.

Reddy (2021) investigated the opportunities and challenges associated with electronic marketing in India. Through a survey of 185 respondents, the study identified critical factors necessary for successful e-marketing, such as interactivity, availability, and the boundary-less nature of online platforms. However, trust and customer loyalty emerged as significant obstacles that must be addressed for e-marketing to flourish as a viable business model in India. Reddy emphasized the importance of effective management and execution of strategic marketing programs aimed at customer acquisition, retention, and cross-selling, suggesting that the unique advantages of e-marketing would soon become a reality in the Indian market.

Christopher G. Clarke (2022) focused on the challenges SMEs encounter as consumer reliance on online sources for product research and purchases grows. Despite their prevalence, many SMEs lack the financial and intellectual resources necessary for extensive marketing campaigns. Clarke argued that neglecting online marketing is not a viable option for SMEs, given the interconnected global market facilitated by the internet. His research addressed the challenges SMEs face in online marketing by reviewing recent literature and conducting a case study of an SME facing marketing dilemmas. The study found that SMEs are hindered not only by tangible constraints but also by misconceptions regarding the costs and efforts required for effective online marketing.

Bilha Achieng (2025) analyzed how SMEs in Kenya, specifically Tembea East Africa Safaris, utilize online marketing to enhance competitiveness. The research assessed the extent of their online marketing usage, the factors influencing its adoption, and strategies for effective implementation. Employing a descriptive research design, the study surveyed all 103 employees of the company, gathering primary data through questionnaires. Findings indicated that Tembea East Africa Safaris tailored its online marketing strategies to its unique business environment, with an emphasis on continuous customer engagement and personalized promotions. The study underscored the significance of online marketing, driven by competitive pressures and limited resources, and highlighted the importance of pricing strategies, differentiation from competitors, and direct customer engagement in attracting and retaining customers effectively. Recommendations were provided for SME

owners and managers to expand their online marketing efforts beyond basic customer and competitor management, adapt to technological advancements, and leverage technologies that meet customer needs . Overall, these studies enhance our understanding of consumer attitudes towards online shopping, the opportunities and challenges of e-marketing, and the strategies SMEs employ to leverage online platforms. They underscore the importance of trust, convenience, technological advancements, customer engagement, and a deep understanding of customer needs in successful online marketing initiatives.

Gap in Literature

This research aims to address the gap in literature regarding the effectiveness of e-marketing strategies on the performance of SMEs in Ilorin. While previous studies have focused mainly on large enterprises in advanced markets, this study will specifically investigate SMEs, using FEMTECH ITC as a case study. The goal is to enhance understanding of how e-marketing strategies can positively impact SME performance, highlighting the benefits and challenges they face in adoption, and providing insights into the overall effectiveness of these strategies.

CHAPTER THREE METHODOLOGY

3.1. Introduction

This chapter outlines the methodology and research methods used in the study, covering the adopted research design, study population, and sampling technique. It also discusses the research instrument, its validity and reliability, and the methods of data analysis.

3.2. Research Design

The researcher chose a survey research method for this study due to its advantages and alignment with the research objectives, particularly for collecting relevant field information using questionnaires. This method is effective in gathering comprehensive data directly from participants, allowing for the acquisition of specific and reliable information. By administering questionnaires in the field, the researcher ensured that the design met the study's requirements and provided valuable data for analysis. Overall, the survey method was selected for its effectiveness in addressing the research goals.

3.3. Population of the Study

In Kwara State, many firms utilize e-marketing strategies, but only one company, Femtech ITC, was selected to participate in the survey. Staff members from the Accounting, Sales, and Marketing Departments were approached due to their direct relevance to the study. Femtech ITC was chosen for its significant involvement in e-marketing strategies. The target population for this study consisted of 45 staff members.

3.4. Sampling Size and Sampling Techniques

The study utilized a simple random sampling technique to ensure that all individuals had an equal opportunity for selection, thereby minimizing bias. The respondents included only staff from the Accounting, Sales, and Marketing Departments of Femtech ITC, along with online customers in Kwara State.

The target population for the study included 45 staff members from Femtech ITC, focusing on the Small and Medium Enterprises (SMEs) sector, which encompassed managers and employees from the relevant departments. Given that the total number of respondents was fewer than 50, a census approach was utilized, as recommended by Otokiti (2010) [1].

The choice of a census approach is particularly relevant in studies with small populations, as it allows for comprehensive data collection from all members of the target group, thereby enhancing the reliability of the findings.

3.5. Sampling Techniques

Purposive sampling technique were adopted in the research work; this will be choosing accidentally as the entire employees of the companies under study were being examined for the purpose.

3.6. Research Instruments

The study relied exclusively on primary data, which was collected directly from the field by the researcher. The primary source of data for this research was a closed-ended questionnaire, designed to require respondents to simply check the boxes provided to answer the questions. This approach was implemented to ensure that the questions aligned with the stated objectives, minimized ambiguity, and validated the research instrument used.

3.7. Method of Data Collection

The data collection method used in this study was the survey method. To gather comprehensive information on the research topic and clarify complex questions, the researcher administered questionnaires to the selected sample. The data source was solely primary, obtained through a well-structured and self-administered questionnaire.

The questionnaire consisted of two sections: Section A focused on the respondents' bio-data, while Section B included operational items relevant to the research. A Likert scale, ranging from 5 (Strongly agree) to 1 (Strongly disagree), was employed for structuring the questions, chosen for its ease of coding and simplicity in analysis. The questions were designed using clear and straightforward language to ensure that respondents could easily understand and respond to them.

3.9. Validity And Reliability Of The Instrument

Validity refers to the extent to which an instrument accurately measures the quality of the information it is designed to assess. Gerring (2007) discusses both internal and external validity, noting that internal validity examines the relationship between the research questions and the sample, while external validity focuses on the representativeness of the sample in relation to the entire population. Aaker (2011) further explains that validity indicates how effectively a measurement instrument fulfills its intended purpose of gauging what it is designed to measure.

In this study, the research instrument was pretested to evaluate its validity and reliability in accurately addressing the research questions related to the hypotheses. To assess the reliability of the study, the Cronbach's Alpha test was conducted on the Likert scale questions within the questionnaire to determine consistency. Cronbach's Alpha is widely recognized as a measure of internal consistency, providing insights into the reliability of multi-item scales

3.10. Method Of Data Analysis

Descriptive statistics, along with simple linear regression and correlation analysis, were utilized to test the hypotheses. These statistical tools were selected based on the nature of the study and the formulated hypotheses. The research employed a causal design to explore the effect of one variable on another, specifically investigating how the independent variable (e-marketing) influences the dependent variable (small and medium enterprises).

Simple linear regression was employed to test the hypotheses and achieve the study's objectives. This method assessed the impact of the independent variable (e-marketing) on the dependent variable (profit). The choice of simple linear regression, rather than multiple linear regression, was made due to the presence of only one dependent variable being predicted.

Correlation analysis was chosen to test the first hypothesis (Ho1) and fulfill the first objective of the study. It aimed to examine the relationship between the dependent variable (sales of SMEs) and the independent variable (e-marketing).

In summary, these methods will enable the researcher to analyze the data effectively, thereby addressing the research questions and evaluating the validity of the hypotheses.

CHAPTER FOUR

PRESENTATION, ANALYSIS OF DATA AND DISCUSSION

4.0. Introduction

This chapter interprets data from the researcher's fieldwork, analyzing respondents' views and testing hypotheses to meet the study's objectives. The findings will be discussed in the section titled "Discussion of Findings."

4.1. Data Presentation

During the administration of the questionnaire for this study, a total of 45 questionnaires were distributed to the staff of Femtech IT Center. However, only 39 questionnaires were retrieved, which is considered sufficient for drawing valid conclusions. According to Mugenda and Mugenda (2003), a response rate of 60% or higher is regarded as good for statistical reporting. The findings are presented in the tables below, organized according to the research questions and hypotheses outlined in the study.

Table 4.1: Gender Distribution Of The Respondents

		Frequency	Percent	Valid Percent
Valid	Male	22	56.4	56.4
	Female	17	43.6	43.6
	Total	39	100.0	100.0

Source: Field Survey, 2025

Table 4.1 shows that male respondents comprised approximately 56% of the total, while female respondents accounted for 43.6%. This indicates that the majority of the respondents were male. This trend may be attributed to the nature of the operations within the firms involved in this study, as the fields of computer hardware and software are generally associated with male workers in this region.

Table 4.2: AGE DISTRIBUTION OF THE RESPONDENTS

		Frequency	Percent	Valid Percent
Valid	18-30 years	5	12.8	12.8
	31-40years	19	48.7	48.7
	41-50ears	12	30.8	30.8
	51 & above	3	7.7	7.7
	Total	39	100.0	100.0

Source: Field Survey, 2025

Table 4.2 illustrates that 12.8% of the respondents were in the 18-30 age bracket, while the 31-40 age group accounted for 48.7%. Respondents aged 41-50 made up 30.8%, and those aged 51 and above represented 7.7%. This suggests that the majority of the workforce falls within the productive age range, which contributes to effective performance.

Table 4.3: FUNCTIONAL DISTRIBUTION OF THE RESPONDENTS

	Frequency	Percent
Valid Sales	10	25.6
Marketing	20	51.3
Accounting/finance	9	23.1
Total	39	100.0

Source: Field Survey, 2025

Table 4.3 depicts that 25.6% of staff representing 10 are from sales department. 20 respondents representing 51.3% are from marketing department and 9 respondents representing 23.1% are from Accounting / Finance department. This shows that majority of the respondents are the target audience from whom cogent data required for the validity of the study could be obtained.

Table 4.4: YEARS OF SERVICE ANALYSIS OF THE RESPONDENTS

	Frequency	Percent
Valid 1-3 years	13	33.3
4-6years	22	56.4
7-9years	4	10.3
Total	39	100.0

Source: Field Survey, 2025

Table 4.4 reveals that 54.5% of the staff from both firms have spent between 1 to 3 years with the organization, followed by 56.4% who have been with the organization for 4 to 6 years. Additionally, 10.3% of the staff, representing four individuals, have been with the company for 7 to 9 years. This indicates that the majority of respondents have a sufficient length of service to be familiar with the data required for the study, thereby enhancing the validity of the findings.

Table 4.5: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

	Frequency	Percent
Valid SSCE	11	28.2

OND/NCE	8	20.5
HND/BSC	15	38.5
M.SC and above	5	12.8
Total	39	100.0

Source: Field Survey, 2025

Table 4.5 reveals that 27.8% of the respondents held an SSCE qualification, while 20.5% had certificates in OND/NCE. Additionally, 38.5% (15 individuals) possessed HND/B.Sc. degrees, and 12.8% (5 individuals) held M.Sc. degrees. This indicates that both firms have a team of educated and qualified personnel capable of adopting modern technology. Furthermore, it suggests that these individuals were able to understand the survey questions and provide accurate responses.

Table 4.6: HIERARCHICAL DISTRIBUTION OF THE RESPONDENTS

	Frequency	Percent
Valid Manager	2	5.1
Senior Staff	26	66.7
Junior Staff	11	28.2
Total	39	100.0

Source: Field Survey, 2025

Table 4.6 indicates that 9 out of 44 respondents, or 20.5%, occupy management positions, while 47.7% are senior staff. Additionally, 13 respondents, approximately 31.8%, are junior staff members. This distribution shows that most respondents are professionals and experts, equipping them to provide accurate answers to the survey questions. As a result, this enhances the reliability of the findings.

Table 4.7: DESCRIPTIVE ANALYSIS OF OPERATIONAL DATA

	Frequency	Percent
Valid Strongly Disagree	1	2.6
Disagree	4	10.3
Undecided	5	12.8

Agree	15	38.5
Strongly Agree	14	35.9
Total	39	100.0

Source: Field Survey, 2025

Table 4.7 displays the distribution of respondents' views on the statement, "Social Media Marketing increases customers' patronage." Among the respondents, 10.3% disagreed, and 2.6% strongly disagreed, while 12.8% were undecided. In contrast, 38.5% agreed, and 35.9% strongly agreed. This indicates that approximately 75% of the respondents support the statement, suggesting that the adoption of e-marketing by the firms has positively impacted customer patronage of their products.

Table 4.8: SOCIAL MEDIAN MARKETING LEADS TO IMPROVEMENT IN CUSTOMER SATISFACTION

	Frequency	Percent
Valid Strongly Disagree	1	2.6
Disagree	2	5.1
Undecided	3	7.7
Agree	17	43.6
Strongly Agree	16	41.0
Total	39	100.0

Source: Field Survey, 2025

Table 4.8 presents the distribution of respondents regarding the statement, "Social Media Marketing leads to improvement in customer satisfaction." According to the table, 2.6% of respondents marked "Strongly Disagree," while 5.1% (2 respondents) marked "Disagree." Additionally, 7.7% (3 respondents) were undecided, 43.6% (17 respondents) marked "Agree," and 41% (16 respondents) marked "Strongly Agree." This indicates that the majority of respondents believe that e-marketing strategies enhance the ways firms satisfy their customers, ultimately providing greater value to them.

Table 4.9: SOCIAL MEDIAN MARKETING CREATES COMPETITIVE ADVANTAGE FOR A FIRMS

	Frequency	Percent
Valid Strongly Disagree	3	7.7

Disagree	3	7.7
Undecided	4	10.3
Agree	19	48.7
Strongly Agree	10	25.6
Total	39	100.0

Source: Researcher's Survey, 2025

Table 4.9 displays the distribution of respondents regarding the statement, "Social Media Marketing creates a competitive advantage for firms." The results indicate that 7.7% of the respondents strongly disagreed, another 7.7% disagreed, and 10.3% were undecided. In contrast, 48.7% agreed, and 25.6% strongly agreed. This suggests that e-marketing plays a significant role in establishing a competitive advantage for firms.

Table 4.10: SOCIAL MEDIAN MARKETING FACILITATES PROMOTIONAL ACTIVITIES

	Frequency	Percent
Valid Strongly Disagree	3	7.7
Undecided	4	10.3
Agree	15	38.5
Strongly Agree	17	43.6
Total	39	100.0

Source: Field Survey, 2025

Regarding the statement, "Promotional activities have been facilitated by Social Media Marketing," Table 4.10 shows that 3% of respondents strongly disagreed, 10.3% disagreed, 38.5% were undecided, 38.5% agreed, and 43.6% strongly agreed. This indicates that e-marketing has significantly contributed to enhancing the promotional activities of the firms.

Table 4.11: SOCIAL MEDIAN MARKETING REDUCES THE COST OF PROMOTION

	Frequency	Percent
Valid Strongly Disagree	3	7.7

Disagree	1	2.6
Undecided	4	10.3
Agree	19	48.7
Strongly Agree	12	30.8
Total	39	100.0

Source: Field Survey, 2025

Table 4.11 presents the distribution of respondents' views on the statement, "Social Media Marketing reduces the cost of promotion." The results indicate that 7.7% of respondents strongly disagreed, 2.6% disagreed, 10.3% were undecided, while 48.7% agreed and 30.8% strongly agreed. This suggests that e-marketing strategies help firms save significant amounts on other marketing methods.

Table 4.12: SOCIAL MEDIAN MARKETING PROMOTE EFFICIENCY IN FIRMS OR BUSINESS ACTIVITIES

		Frequency	Percent
Valid	Strongly Disagree	1	2.6
	Undecided	2	5.1
	Agree	19	48.7
	Strongly Agree	17	43.6
	Total	39	100.0

Source: Field Survey, 2025

Table 4.12 displays the distribution of respondents' responses to the statement, "Social Media Marketing promotes efficiency in firms or business activities." The results show that 2.6% of respondents strongly disagreed, 15.9% were undecided, while 48.7% agreed and 43.6% strongly agreed. This indicates that the use of e-marketing strategies has contributed to increased efficiency in the activities of the firms.

TABLE 4.13: E-MARKETING STRATEGIES REDUCES THE COST OF DISTRIBUTION CHANNEL

		Frequency	Percent

Valid	Undecided	2	5.1
	Agree	12	30.8
	Strongly Agree	25	64.1
	Total	39	100.0

Source:Field Survey, 2025

The table above illustrates the distribution of respondents regarding the statement, "E-marketing reduces the cost of the channel of distribution." Among the respondents, 5.1% were undecided, 30.8% agreed, and 64.1% strongly agreed. This indicates that nearly all respondents support the statement. The implication is that e-marketing helps eliminate costs associated with the distribution channels.

Table 4.14:EMAIL MARKETING TECHNIQUES LEADS TO INCREASE IN SALES

		Frequency	Percent
Valid	Disagree	1	2.6
	Undecided	2	5.1
	Agree	16	41.0
	Strongly Agree	20	51.3
	Total	39	100.0

Source: Field Survey, 2025

In relation to the statement, "Email marketing techniques leads to increase in sales" 2.3% of the respondents disagreed, 5.1% were undecided, 41% agreed, and 51.3% strongly agreed. The implication of this is that the use of Email marketing results in an increase in the sales of the firms.

Table 4.15: EMAIL MARKETING INCREASE CUSTOMER'S PATRONAGE

		Frequency	Percent
Valid	Disagree	9	23.1
	Agree	16	41.0
	Strongly Agree	14	35.9

Total	39	100.0
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Source: Field Survey, 2025

In relation to the statement, “Adoption of Email marketing increase customer’s patronage”, 9% of the respondents disagreed, 41% agreed, and 35.9% strongly agreed. This implies that the use of Email marketing which is one of the techniques of e-marketing, results in increase in the sales of the firms.

Table 4.16: EMAIL MARKETING INCREASES MARKET SHARE

	Frequency	Percent
Valid Disagree	7	17.9
Undecided	5	12.8
Agree	15	38.5
Strongly Agree	12	30.8
Total	39	100.0

Source: Field Survey, 2025

In regard to the statement, “E-mail marketing increases market share of firm”, 17.9% of the respondents disagreed, 12.8% were undecided, 38.5% agreed while 30.8% strongly agreed. The implication of this is that the use of Email marketing as an e-marketing tool is instrumental in building the market share of the firm.

Table 4.17: EMAIL MARKETING REDUCES THE COST OF PROMOTION

	Frequency	Percent
Valid Disagree	8	20.5
Undecided	3	7.7
Agree	18	46.2
Strongly Agree	10	25.6
Total	39	100.0

Source: Field Survey, 2025

Table 4.20 shows the distribution of respondents by their responses to the statement “Email marketing reduces the cost of promotion”. It is indicated that 20.5% of the respondents disagreed, 7.7% were undecided, 46.2% agreed, and 25.6% strongly agreed. The implication is that Email marketing saves the firms from having to spend huge amount on other modes of marketing besides it.

Table 4.19: EMAIL MARKETING ENSURES RAPID PRODUCT AWARENESS

		Frequency	Percent
Valid	Strongly Disagree	6	15.4
	Disagree	10	25.6
	Undecided	3	7.7
	Agree	15	38.5
	Strongly Agree	5	12.8
	Total	39	100.0

Source: Field Survey, 2025

In relation to the statement, “Email marketing ensures rapid product awareness”, 15.4% of the respondents strongly disagreed, 25.6% strongly disagreed, and 7.7% were undecided, 38.5 agreed and 12.8% strongly agreed. This implies that the use of Email marketing which is one of the techniques of e-marketing, results in rapid product awareness.

Table 4.20: EMAIL MARKETING TECHNIQUES LEAD TO INCREASE IN SALE

		Frequency	Percent
Valid	Strongly Disagree	4	10.3
	Disagree	7	17.9
	Undecided	6	15.4
	Agree	10	25.6
	Strongly Agree	12	30.8

Total	39	100.0
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Source: Field Survey, 2025

Table 4.22 shows the distribution of respondents by their responses to the statement revolving around “Email Marketing techniques lead to increase in sales”. 10.3% of the respondents strongly disagreed, 17.9% were disagreed, 15.4% were undecided, 25.6% agreed, and 30.8% strongly agreed. This implies that the sales of the firms can be increased through the adoption of e-marketing.

4.3 Test of Hypotheses

The following hypotheses were formulated in the null form.

H₀₁: Social Median Marketing does not have significant influence on the sales performance.

H₀₂: Social Median Marketing does not have significant influence on the profit of a firms

H₀₄: Email marketing does not have significant influences on the profit of a firms

4.3 Test of Hypotheses

HYPOTHESIS 1

H₀₁: Social Median Marketing does not have significant influence on the sales performance

Table 4.23: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 ^a	.606	.595	.684

a. Predictors: (Constant), E-marketing Strategies

Source: SPSS Output, 2025

Table 4.23 shows that the correlation coefficient is 0.778, indicating a strong relationship between Social Media Marketing and sales performance. Additionally, the value, or coefficient of determination, is 0.606 (approximately 61%). This suggests that over half of the changes in sales can be attributed to Social Media Marketing, while the remaining 39% is influenced by other factors not included in the model. This demonstrates that, in addition to e-marketing, other elements also significantly contribute to the trends in sales performance of firms.

Table 4.24: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	26.596	1	26.596	56.880	.000 ^b
Residual	17.301	37	.468		
Total	43.897	38			

a. Dependent Variable: Sales

b. Predictors: (Constant), E-marketing strategies

Source: SPSS Output, 2025

Table 4.24 presents ANOVA computation. The F-value statistic as displayed on the table is significant at [sig. level= 0.000 (p<0.05)] that is, ANOVA significance of .000 is less than the alpha level of .05. This result indicates that the model is fit. Therefore, the null hypothesis which states that “Social Median Marketing does not have significant influence on sales of performance of a firm” is rejected and the alternative hypothesis is accepted. This implies that, the combined use E-marketing technique has a significant influence on sales performance of a firms.

Table 4.25: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.112	.680		-1.636	.110
Social median marketing	.317	.042	.778	7.542	.000

a. Dependent Variable: Sales

Source: SPSS Output, 2025

As shown on Table 4.1.1c above, the coefficient of Social Median Marketing of 0.317 indicates that the relationship between Social Median Marketing and sales performance of firm is positive but somewhat weak. Meanwhile, the probability value of .000 suggests that the relationship is significant since alpha level of .05 is greater than the p-value. The implication of this result is that Social Median Marketing can contribute to sales performance of firms.

HYPOTHESIS 2

H₀₂: Social Median Marketing does not have significant influence on the profit of a firms

Table 4.26: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.662 ^a	.438	.423	1.944

a. Predictors: (Constant), E-marketing strategies

Source: SPSS Output, 2025

Table 4.26 presents the model summary. It shows that the correlation coefficient r is 0.662 which indicates that there exists a strong relationship between Profit (dependent variable i.e. the variable being predicted) and Social Median Marketing (which is a predictor or independent variable). It is also clear from the table that the r^2 which is the coefficient of determination is 0.438 (approximately 44%). This implies that about half of change in profit of a firm can be explained using Social Median Marketing while the remaining 46% is explained by other factors that are not captured in the model. It can be deduced from the respondents' pattern of response as manifested on this model summary that Social Median Marketing techniques contribute a lot to profitability of firm.

Table 4.27: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	109.190	1	109.190	28.881	.000 ^b
	Residual	139.887	37	3.781		
	Total	249.077	38			

a. Dependent Variable: Profit

b. Predictors: (Constant), Social Median Marketing

Source: SPSS Output, 2025

Table 4.27 presents ANOVA table. The F-statistic as shown from the table is significant since the probability value of .000 is less than the alpha level of 0.05, thus the model is fit. Therefore, the null hypothesis, "Social Median Marketing does not have significant influence on the profit of firm", is rejected and the alternative hypothesis is accepted. This implies that, the impact of |Social Median Marketing on profitability of firm is statistically significant. In other words, the finding emphasizes that the effect of Social Median Marketing has on profit did not come about by chance, and as such can be relied upon.

Table 4.28: Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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		B	Std. Error	Beta		
1	(Constant)	15.160	1.158		13.091	.000
	Social Marketing Median	1.528	.284	.662	5.374	.000

a. Dependent Variable: Profit

Source: SPSS Output, 2025

As shown from the table above, the coefficient of E-marketing strategies of 1.528 stands on the positive end thereby suggesting that there exists a positive relationship between the dependent variable (Profit) and the independent variable (E-marketing strategies). In addition, the probability value of .000 further suggests that the relationship between Profit of firms and E-marketing strategies is significant since alpha level of .05 is greater than the p-value. The conclusion therefore is that E-marketing strategies a component part of the marketing strategies of a SME performance is significantly influences her profitability.

TEST OF HYPOTHESIS 3

Table 4.29: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.469 ^a	.220	.199	.640

a. Predictors: (Constant), Email marketing

Source: SPSS Output, 2025

Table 4.29 presents the model summary. It shows that the coefficient r is 0.469 which indicates that there exists a moderate positive relationship between sales (dependent variable i.e. the variable being predicted) with Email marketing (predictor or independent variable). It is also crystal clear from the table that the r^2 which is the coefficient of determination is 0.222 approximately 22%. The implication of this is that just a small portion of sales of can be explained by Email marketing.

Table 4.30: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	4.273	1	4.273	10.428	.003 ^b
Residual	15.163	37	.410		
Total	19.436	38			

a. Dependent Variable: Sales

b. Predictors: (Constant), Email Marketing

Source: SPSS Output, 2025

Table 4.30 presents ANOVA computation. The F-value statistic as displayed on the table is significant at [sig. level= 0.003 ($p < 0.05$)] that is, ANOVA significance of .003 is less than the alpha level of .05. This result indicates that the model is fit. Therefore, the null hypothesis which states that “Email marketing mix does not have significant influence on sale of firms” is rejected and the alternative hypothesis is accepted. This implies that, the use of Email marketing has a significant influence on sales of firms.

Table 4.31: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.042	.741		2.757	.009
Email marketing	.143	.044	.469	3.229	.003

a. Dependent Variable: Sales of firms

Source: SPSS Output, 2025

Depicted on the table above, is the coefficient of Email marketing of 0.143 which suggests that there exists a positive but very weak relationship between Email marketing and sales of firm. In addition, the probability value of 0.003 suggests that the relationship between Email marketing and sales of firms is significant since alpha level of .05 is greater than the p-value. It can be deduced therefore that Email marketing contributes significantly to sales of firms.

Table 4.32: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.599 ^a	.359	.342	.862

a. Predictors: (Constant), Email marketing

Source: SPSS Output, 2025

Table 4.32 contains the model summary. It is indicated therefrom that the correlation coefficient r is 0.359 (i.e. $r = 0.359$) which indicates that there exists a moderate relationship between the Profit of firms and Email marketing (which is the independent variable). From the table also, it is shown that the r^2 which is the coefficient of determination is 0.342. This implies that about 35% change in profit level of SMEs can be explained by the effect of Email marketing while the remaining 65% can be explained by other factors which are not stated in this model. It can be inferred from this output that the profit of firms can be influenced by extent of the adoption of Email marketing.

Table 4.34: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	15.421	1	15.421	20.747	.000 ^b
	Residual	27.502	37	.743		
	Total	42.923	38			

a. Dependent Variable: Profit

b. Predictors: (Constant), Email marketing

Source: SPSS Output, 2025

The F-value statistic as shown from table 4.3.3b is significant at [sig. level= 0.000 ($p < 0.05$)]; that is, ANOVA significance of .000 is less than the alpha level of .05, indicating that the model is fit. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted. This implies that, Email marketing has significant influence on profit of firms

Table 4.35: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.645	.700		.921	.363
Email marketing	.302	.066	.599	4.555	.000

a. Dependent Variable: Profit

Source: SPSS Output, 2025

From Table 4.35, the coefficient of Email marketing of 0.302 indicates that the relationship between Email marketing and profit of a firm is somehow low. However, the probability value of .000 suggests that the relationship is also significant since alpha level of .05 is greater than the p-value. The conclusion therefore is that Email marketing contributes less to profit of a firms, though this little contribution is significant.

4.5. Discussion Of Findings

Based on the results of the first hypothesis tested, it was determined that e-marketing strategies have a strong positive effect on sales performance, with an RR value of 0.778. Additionally, as shown in Table 4.23, the coefficient of determination (R^2) is approximately 0.606, indicating that over half (about 61%) of the variation in sales performance can be attributed to e-marketing strategies. The analysis further revealed a significant influence of these strategies on a firm's sales, as evidenced by the coefficient value of 0.317

presented in Table 4.25. This suggests that a unit increase in e-marketing efforts can yield more than double the effect on sales performance.

Moreover, the findings indicate that the probability value (0.000) is less than the 0.05 significance level ($p < 0.05$), confirming that e-marketing significantly affects the sales performance of SMEs. In other words, e-marketing strategies are among the most effective means of enhancing a firm's sales performance. This conclusion aligns with studies by Gilmore, Gallagher, and Henry (2007) and Venkatesh and Balachandran (2004), which highlighted that e-marketing can reduce advertising costs, attract qualified visitors to websites, increase global brand exposure, expand customer bases, boost sales, improve product branding, and enhance overall company visibility.

Following this, the study aimed to assess whether e-marketing strategies significantly impact firm profits. As shown in Table 4.28, the findings suggest that adopting e-marketing strategies could lead to an approximate 3% increase in profit. While this figure is relatively modest, it indicates that the effect of e-marketing on profitability may not be substantial. Nonetheless, the p-value of the coefficient remains below the significance threshold, demonstrating that the impact of e-marketing strategies on firm profits is statistically significant, despite the small coefficient value. This observation is further supported by Venkatesh and Balachandran (2004), who also reported that e-marketing strategies can lead to reduced advertising costs and enhanced marketing effectiveness.

Regarding Hypothesis 3, which posited that email marketing does not significantly influence firm sales, the analysis led to the rejection of the null hypothesis. This decision was based on the alpha value (0.05) being greater than the p-value (0.003). The established decision rule indicated that if the p-value is less than alpha, the null hypothesis should be rejected. It is noteworthy that the degree of responsiveness of SME sales to email marketing adoption is relatively low, as depicted in the regression equation shown in Table 4.31:

$$Y = 2.042 + 0.143b$$

Y represents sales level and
b

b represents email marketing. This equation suggests that without email marketing, expected sales would be 2.042, but with its implementation, sales increase by only approximately 1%. This limited impact may result from the target audience not being adequately reached or engaged. Nevertheless, due to the p-value of 0.003 being less than alpha, the null hypothesis was rejected, concluding that email marketing does have a significant influence on firm sales. This finding supports Mishra's (2007) study, which indicated that consumers have a positive attitude toward email marketing, potentially leading to increased patronage.

Finally, the study hypothesized that "email marketing does not have a significant influence on firm profits." This null hypothesis was also rejected, as the p-value of the coefficient for the independent variable, shown in Table 4.35, is 0.000, which is lower than the alpha level of 0.05. Importantly, the response extent (in terms of profits) associated with e-marketing is considerable, as indicated by the coefficient value of 0.302 in Table 4.35. This suggests that utilizing email marketing could result in an approximate 30% increase in profit, likely due to its impact on reducing costs. This conclusion does not contradict the decision regarding Hypothesis 3, as many factors beyond sales influence an enterprise's overall profitability. In fact, profitability is often maximized by minimizing operational costs.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0. Introduction

This chapter is organized into three main sections: summary of findings, conclusion, and recommendations. The summary presents an overview of the research findings, the conclusion draws inferences from these findings, and the recommendations provide suggestions based on the study's conclusions.

5.1. Summary Of Findings

The findings of this study revealed several key insights through the testing of three formulated hypotheses using regression analysis. The research employed a descriptive design and was conducted via a survey. The analysis of the data yielded the following results:

Impact of Social Media Marketing: Social media marketing significantly influences firm sales, as indicated by a coefficient value with a p-value lower than the alpha level. This highlights the strong effect of social media marketing on profitability.

Profit Influence: Hypothesis testing confirmed that social media marketing significantly affects the profitability of firms, demonstrating its effectiveness in enhancing sales performance.

Impact of Email Marketing: Email marketing also has a significant impact on firm profitability, primarily due to its effectiveness in reducing operational costs.

5.2. Conclusion

This study has effectively examined the influence of e-marketing strategies on firm performance. Based on the findings, the study concludes that:

Social media marketing has a significant impact on both sales performance and profitability.

Email marketing, as a component of e-marketing strategies, greatly contributes to a firm's sales levels.

Email marketing effectively reduces operational costs, thereby enhancing the sales performance of SMEs.

5.3. Recommendations

Based on the findings, the study recommends the following:

Enhanced Focus on E-Marketing: Management should intensify efforts to implement e-marketing strategies, as these tools significantly enhance sales performance. Firms should adopt these strategies to attract customer patronage.

Strategic Planning: Appropriate plans should be developed to align the value of e-marketing strategies with firm profitability. SMEs should recognize the substantial benefits of email marketing, particularly in reducing operational costs, and leverage this tool to boost profitability.

Effective Use of Email Marketing: SMEs should utilize email marketing effectively to expand their market share. Ensuring that this tool reaches the right audience is essential to maximize its impact.

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APPENDIX
Department of Business Administration and
Management,
Kwara State Polytechnic, Ilorin.

Dear Respondent

I am a final year student at the aforementioned institution, currently conducting research titled “Impact of Digital Marketing Strategies on Small and Medium Enterprises: Insights from FemTech IT Centre, Ilorin.”

The questionnaire is designed to gather information specifically related to this research. Your contribution to the success of this study is greatly appreciated, and I assure you that any information provided will be treated with the utmost confidentiality.

Thank you for your cooperation.

Yours faithfully,

SECTION A

DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

INSTRUCTION: please tick as appropriate in the box of each of the under listed items.

1. **Gender:** Male () Female ()
2. **Age:** 18 -30yrs () 40yrs () 41- 50yrs () 51 & above ()
3. **Department:** Sales () Marketing () Accounting/Finance ()
4. **How long have you worked for the company?** Less than 1 year
1- 3years () 4-6year () 7-9year ()
5. **Educational qualification:** SSCE () OND/NCE ()
HND/ BSC () MSC/PhD () OTHERS Please specify ()
6. **Status:** Management () Senior Staff ()
Junior Staff ()

SECTION B

INSTRUCTION: please tick as appropriate

KEY: Strongly Agree = SA, Agree = A, Disagree = D, Strongly Disagree =SD, Indifferent = I

S/N	Impart of E-marketing on Small and Medium Enterprises (SMEs) sales	SA	A	I	D	SD
1	Adoption of E-marketing increases customer’s patronage					
2	E-marketing leads to improvement in customer satisfaction					
3	E-marketing creates a competitive advantage for firms					
4	Promotional activities have been facilitated by E-marketing					

Adoption of E-marketing over the last five years as changes in the sales of the firms	Largely increase	Increase	No change	Decrease	Largely Decrease
Sales					
Customer Patronage					
Visitation to firm's website					

Existence of E-marketing effects on the profit of the firms	SA	A	I	D	SD
E-marketing reduces the cost of promotion					
E-marketing promote efficiency in firms or business activities					
E-marketing reduces the cost of channel of distribution					
Fraudulent activities are being checked through the use of E-marketing					
E-marketing reduces rental cost					

How frequent is your company using the following E-marketing techniques?	5 Always	4 More often	3 Often	2 Seldom	1 None
Search Engine Marketing					
Online public relation					
Email marketing					
Online Banner Advertisement					
Social Media Marketing					

S/N	Please tick appropriate of the extent to which you agree to the following statements in relation to Email marketing on firm sales.	SA	A	I	D	SD
1	Email marketing techniques leads to increase in sales					
2	Email marketing leads to improvement in customer satisfaction					
3	Adoption of Email marketing increase customer's patronage					
4	Email marketing increase market share of firm					

S/N	Effect of Email marketing on the profit of the firm	SA	A	I	D	SD
1	Email marketing reduces the cost of promotion					
2	Email marketing ensure rapid product awareness					
3	Email marketing techniques leads to increase in sales					

Thanks for your valuable time and participation.