

**EFFECT OF DIGITAL MARKETING STRATEGIES ON SMALL
AND MEDIUM ENTERPRISES: INSIGHTS FROM FEMTECH IT
CENTRE, ILORIN**

BY

**FASHINA SUKURAT ADEWUNMI
HND/23/BAM/FT/1008**

**BEING A RESEARCH PROJECT SUBMITTED TO
DEPARTMENT OF BUSINESS ADMINISTRATION AND
MANAGEMENT INSTITUTE OF FINANCE MANAGEMENT
STUDIES KWARA STATE POLYTECHNIC, ILORIN,
KWARA STATE**

**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR
THE AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN
BUSINESS ADMINISTRATION AND MANAGEMENT**

JUNE, 2025

CERTIFICATION

This is to certify that this project has been read and approved as meeting the requirements of Department of Business and Management, for the award of Higher National Diploma (HND) in Business Administration and Management, Kwara State Polytechnic, Ilorin.

DR. SAKA T. A.
(Project Supervisor)

DATE

MR. UMAR B. A.
(Project Co-Ordinator)

DATE

MR. ALAKOSO I. K
(Head Of Department)

DATE

EXTERNAL EXAMINER

DATE

DEDICATION

This research work is dedicated to Almighty God, the most beneficent, the most merciful, who has given me the opportunity to complete my course of study.

ACKNOWLEDGMENTS

All Glory and Adoration belongs to God Almighty for the success of my HND program through thick and thin. He made this course a reality for me, I also want to acknowledge the support of my parent because without God and my parent am nobody, they have been so supportive financially, physically, spiritual aspect throughout the course of the study.

My sincere Appreciation goes to my supervisor (**DR. SAKA T. A.**) for taking time to read and correct the manuscript and to my Head of Department of Business Administration and Management (HOD) MR. ALAKOSO I. K. and other lectures in Department of Business Administration and Management.

My profound gratitude to my parent; MR. & MRS. FASHINA, may Almighty God bless you abundantly.

TABLE OF CONTENTS

Cover page

Title page

Declaration

Certification

Dedication

Acknowledgement

Abstract

Table of Contents

List of Tables

CHAPTER ONE: INTRODUCTION

- 1.1 Background of the Study
- 1.2 Statement of the Study
- 1.3 Research Questions
- 1.4 Objectives of the Study
- 1.5 Research Hypotheses
- 1.6 Scope of the study
- 1.7 Justification For of the study
- 1.8 Operationalization of the Study

CHAPTER TWO: LITERATURE REVIEW

- 2.0 Preamble
- 2.1 Conceptual Review
- 2.2 Theoretical Review
- 2.3 Empirical Review
- 2.4 Gaps in Literature

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Preamble

3.2 Research Design

3.3 Population of the Study

3.4 Method of Data Collection

3.5 Research Instrument

3.6 Method of Data Analysis

3.7 Validity of Research Instrument.

3.8 Reliability of Research Instrument

3.9 Ethical Consideration

CHAPTER FOUR: DATA ANALYSIS, INTERPRETATION OF RESULTS AND DISCUSSION OF FINDINGS

4.1 Preamble

4.2 Questionnaire Rate

4.3 Presentation of Data

4.4 Test of Hypotheses

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Preamble

5.2 Summary of Findings

5.3 Conclusion

5.4 Recommendations

5.5 Suggestions for Further Studies

5.6 Contribution to Knowledge

References

Appendix

ABSTRACT

This study investigates the impact of digital marketing strategies on small and medium enterprises (SMEs), focusing on the FemTech IT Centre in Ilorin. As the digital landscape continues to evolve, SMEs must adapt to remain competitive. This research employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather data from business owners and marketing professionals at the center. Key digital marketing strategies analyzed include social media marketing, search engine optimization (SEO), email marketing, and content marketing. The findings reveal that effective digital marketing significantly enhances brand visibility, customer engagement, and sales performance. Additionally, the study highlights challenges SMEs face in implementing these strategies, such as limited resources and lack of digital skills. The results provide valuable insights for SMEs looking to harness digital marketing to drive growth and innovation. Recommendations include investing in training, leveraging social media platforms, and adopting a customer-centric approach to marketing. This research contributes to the understanding of digital marketing's role in the success of SMEs, particularly within the context of emerging markets like Nigeria.

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.

1.3 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.

1.4 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.

1.5 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.

1.6 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.

1.7 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.

Ajiebefun 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.

2.2. 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 (2019) 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.

2.4 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
-------	----	-------

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.

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.

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. 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.

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.

REFERENCES

- Adeyemi, A. (2018). *The 10Ms of business success: A straight-to-the-point guide to running your SME efficiently and effectively*. Lagos: Book Brand International.
- Ahmed, S. A. (2016). *The roles of SMEs in developing economy*. Abuja: Omotayo and Co. Ltd.
- Ajiebefun, I. A., & Daramola, A. G. (2018). *Efficiency of microenterprises in Nigeria*. Abuja: Omotayo and Co. Ltd.
- Al-Somali, S., Gholami, R., & Clegg, B. (2018). An investigation into the adoption of electronic business in Saudi Arabia using the technology-organization-environment framework. In *UK Academy for Information Systems Conference Proceedings (Paper 6)*. University of Oxford.
- Barney, J. B. (2018). Is the resource-based theory a useful perspective for strategic management research? Yes. *Academy of Management Review*, 26(1), 41-56.
- Bengtsson, M., Boter, H., & Vladimir, V. (2017). Integrating the Internet and marketing operations. *International Small Business Journal*, 25(1), 1-22.
- Berthon, P. R., Pitt, L., Plangger, K., & Shapiro, D. (2018). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. *Business Horizons*.
- Vuuren-van J. J., & Groenewald, D. (2017). A critical analysis of the influence of start-up factors in small businesses and entrepreneurial ventures in South Africa. *Acta Commercii*, 4(1), 269-280.
- Windrum, P., & Berranger, P. (2017). The adoption of e-business technology by SMEs. In O. Jones & F. Tilley (Eds.), *Competitive advantage in SMEs: Organizing for innovation and entrepreneurship* (pp. 123-145). Chichester: John Wiley & Sons.

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					