The Role of E-Marketing on Small-Scale Businesses: A Performance Review in Bodija Area of Oyo State, Nigeria

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Abstract:
The aim of the study is to investigate the role of E-marketing on small-scale businesses performances in and around Bodija area of Oyo state. Descriptive cross sectional survey research design was used to analyse responses from small business owners in Bodija area of Oyo state. While simple random sampling was employed in selecting respondents, the instrument used was Likert scales based on questionnaire ranging from strongly disagree to strongly agree. A total of two hundred and nine (209) were successfully retrieved and analyzed using an interviewers-administered method. SPSS was used in the analysis of the data. The results are as follows; e-marketing has a significant relationship on profitability in and around Bodija area of Oyo State, online payment platform has a significant relationship on customers’ satisfaction in and around Bodija area of Oyo State, online advertisement has a positive impact on productivity around Bodija area of Oyo State, Customer support services have a significant influence on corporate brand image around Bodija area of Oyo State. These results demonstrated that E-marketing plays a significant role in the performances of small-scale businesses in and around Bodija area of Oyo state. The recommendations based on the results of this study are that: 1. Small-scale business owners should be regularly trained on how to use e-marketing platforms like social media. 2. Businesses should leverage more on social media to advertise their various businesses. 3. Business owners should use the online platform to attract new customer groups. 4. Business owners should be on the lookout for new technologies, which they can use to boost their businesses. 5. Business owners should invest in Internet and use this platform to reach customers across the globe. 6. Business owners should seek for ways to improve on their online product and service offering. 7. Business owners should ensure there is a feedback mechanism for online purchase of their product.

Keywords: E-marketing, small business, internet

1. Introduction

Internet facilities have been a big driver for growth of small businesses; these facilities have proven relevant in all works of life, by connecting businesses, societies, government and individuals together. A major advantage of the Internet is that it provides an effective and efficient method of increasing organization’s marketing strategies (e-marketing). E-marketing is a process of planning and executing the conception, distribution, promotion, and pricing of products and services in a computerized, networked environment, such as the internet and the World Wide Web, to facilitate exchanges and satisfy customer demands (Banerjee and Dash 2011; Dehkordi et al 2012; Singh and Sinha 2017). Albrecht et al. (2005) described e-marketing as a modern way of bringing together buyers and sellers of goods and services, through advertisement and other form of online promotional activities using the Internet and other electronic means. E-marketing bridges the gap between the customer and the sellers (Dimoka et al 2012). In Nigeria, the total number of Internet users stand at about 100,000,000 (one hundred million), which is about 58% of the country’s population (Ayozie et al 2013; Abdullahi et al 2015; Olomu and Adeyemi 2015). This has made it expedient for both large and small businesses to leverage the opportunity to explore how to e-marketing to become more productive and competitive (Barker, 1994; Essien 2001). E-marketing has been able to create proper awareness for different products produced by various companies, thereby bringing such companies closer to the buyers. An effective and efficient application of marketing principles via electronic media would assist small businesses meet the demands and needs of their clients. E-marketing and online trade allows to-be clients get information about a product and purchase goods and services which is currently popular among buyers and companies (Nielson 2010; Mohammadi et al 2016; Mahrokh et al 2016). For marketing activities to be effective, companies should use different methods to satisfy customers to increase the numbers of products sold in the e-marketing environment (Scholes et al 2008; Riyad and Gohany 2013). The Internet environment and e-marketing represents an inexpensive way to building a long-term relationship with customers, hence it is capable of fostering brand loyalty (Chang & Chen, 2008). Connecting business to business (B2B), business to customers (B2C) and business to government (B2G) can be achieved via e-marketing in seven (7) ways and these are: Search engine optimization (SEO),
Search engine marketing (SEM), Pay-per-click advertising (PPC), Content marketing, Social Media Marketing (SMM), Email marketing, Affiliate Marketing (Mohammadi2016). Social Media is the most popular form of e-marketing; it involves the use of social media platforms and websites to promote a product or service. Mohammadi (2016) described social media as a market where buyers and sellers share relevant information concerning product and services, which would benefit both parties. Social media has also helped in synchronising the global business environment thereby making the new business world according to the Singh (2017). With social media becoming a large portion of the promotion mix, it is important to understand the motivation behind buying behaviours. The business-to-business electronic marketplace (B2B e-marketplace) is an internet-based business platform that allows multiple buyers/sellers to share information about products/services instantaneously, conduct transactions online and benefit from other value-added marketing services (e.g., electronic customer relationship management (e-CRM), electronic supply chain management (e-SCM) etc.) that help to identify, recognise and fulfil both sellers’ and buyers’ requirements in the B2B.

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Small businesses over the years have been one of the major drivers for economic growth in the world most especially in developing countries like Nigeria. Small businesses impact on the economy in three (3) different ways: i) give opportunity to achieve financial independence, ii) encourage innovation, and iii) create employment opportunities (Audretsch 2002; Valliere and Peterson 2002; Koster et al 2008; Fritsch 2008; Helmers and Rodgers 2010; Caliendo et al 2014). Hence, the survival of small business is critical to the development of any economy. Sadly, a large number of small-scale businesses are either dead on arrival or fail after less than five years. This high rate of failure is usually caused by a number of pertinent factors, chief amongst which is inefficient marketing strategy by the enterprise. This failure in carrying out due diligence in marketing is exacerbated by the unique problems in Nigeria (Olusanya 2000; Egbochuku 2001; Okuneye 2002; Oladunni 2004; Olomola 2004; Olufemi 2004). In today’s uncertain economic climate, it is imperative for small businesses to survive by pursuing market niches large operators ignore by developing a brilliant marketing and business plan that takes into consideration - customer needs, competition, pricing and promotional strategies (Riyad and Gohany 2013). One of the cheapest and most efficient forms of marketing for small businesses is e-marketing. E-marketing helps small business reach out to customers without distance barrier and at the comfort of the seller & buyers’ zone. This study sought to find out the impact of electronic or online marketing platforms on the business success (performance) in the small and medium enterprises.

2. Research methodology

2.1. Study Area

The study is restricted to Bodija, located in Ibadan North Local Government Area, Oyo State. The choice of Bodija is as a result of the social demography of residence, exposure to e-marketing and commercial viability of the location within the state. The choice of North central zone was informed by the fact that the need to breed and raise young entrepreneurs within the zone is of utmost necessity. Bodija is a district in Ibadan, Oyo state, Nigeria. The region gained prominence with the development of like named highbrow estate. The local government area covers a landmass of 132.500 square kilometres with a population density of 2,626 persons per square kilometre. Using a growth rate of 3.2% from 2006 census, the local government area is put at 347998.
2.2. Research Design

This study is meant to investigate the role of e-marketing on small scale businesses performance in Bodija. This study adopted a descriptive cross sectional survey research design. This research design is effective and efficient in accessing information from a large population.

2.3. Study Population

In statistics, population means the totality of all elements, subjects, or members that possess a specified set of one or more common definite attributes. In this work, the population includes Male and Female who operate small and medium scale businesses within Bodija area.

2.4. Target Population

In order to ensure that individuals selected for the study do have the necessary knowledge to make contribution to the research, efforts were made in the selection to ensure they meet these two criteria.

- The individual must be a business owner/ entrepreneur
- He/she must have knowledge of e-marketing

2.5. Sample and Sampling Technique

Population is always too much to manage due to time constraint and inadequate resources. As a result, sample representation of the population is pragmatic. A representative of the sample will be selected using a simple random method of sampling. Simple random sampling will give members of the population equal opportunity of been selected to participate in the study without any element of influencing the chance of selecting the others. Thus the justification for the use of these sampling methods was informed by the researcher’s knowledge of some respondents who are knowledgeable in the area of the study’s subject matter as well as the need to check conscious and unconscious bias of the researcher in selection. In all, 220 business owners will be sampled.

2.6. Sampling Size

The sample size includes business owner/ entrepreneur who have knowledge of e-marketing in Bodija. Kimberlin and Winterstein (2014), inferred that a general rule for a sample size of 30 and above will allow for an adequate observation to take the benefits of the Central Limit Theorem where n= 30. For a known population, the Yemane method will be applicable:

\[ n = \frac{N}{1+N(e)^2} \]

Where:

- \( N \) is the population
- \( e \) is the margin of error
n = sample size; N = study population frame (500); e = level of significant (0.05); I = constant. For the purpose of this research work, the level of significance (e) = 0.05.

\[
n = \frac{500}{1 + 500 (0.05)^2} = \frac{500}{1 + 500 (0.0025)} = 222.2, \text{ approximately 222}
\]

2.7. Methods of Data Collection

As a result of the number of respondents that will be involved in this study, the researcher will involve the services of research assistants in the administration and recovery of the questionnaire. The research assistants will undertake formal training sessions to introduce them to the essentials of the research instrument and how to collect data that are relevant to the objectives of the study.

2.8. Instruments and Methods of Primary Data Collection

Primary data was collected using a structured survey questionnaire.

2.8.1. Validity of Instrument

Validity relate to the extent to which the research data and the methods for obtaining the data are accurate, honest and on target. The face validity will ensure avoidance of offensive and ambiguous questions, avoidance of leading and loaded question will maintain neutrality and reduction of fatigue effect with easy to answer questions.

2.8.2. Reliability of Instrument

In order to test for the reliability of the instrument, Cronbach Alpha will be used. Cronbach alpha, which is expressed as a number between 0 and 1, is generally used to provide a measure of the internal consistency of a test or scale. Internal consistency refers to the uniformity of all items in a test as regards a concept and hence refers to the inter-relatedness of the items within the test. High values of alpha suggest the redundancy of some items, which may imply them testing the same question but in a different guise. A maximum alpha value is usually recommended. However, a low value of alpha could be due to a low number of questions, poor inter-relatedness between items or heterogeneous constraints. Generally, the acceptable value of alpha is in ranges of 0.70 to 0.95.

Using the Cronbach’s Alpha coefficient test in order to evaluate the uni-dimensionality of the set of scale items would complete the reliability of the instrument. It helped to measure the extent to which all variables in the scale are positively related to one another. The Cronbach's Alpha value of the study was calculated to be 0.726, which was beyond the set minimum of 0.7

2.9. Method of Data Analysis

Questionnaires were collected, edited, coded and entered into computer software called statistical package for social science (SPSS) version 20. Collection, editing and sorting of the questionnaire was carried out. However, out of the total number of 220 copies of questionnaire that was administered, 209 copies of questionnaire were devoid of errors, representing 97% turnout, which is a reasonable return rate. Then descriptive statistics such as percentage, frequency distribution tables and chart were used to analyze data obtained from the socio-economic and demographic features of the respondents as regards to their age, sex, religion, marital status, types of businesses. In order to test the hypothesis, the Chi-Square Test for independent was used to determine if there were any significant relationships between the variables.

2.10. Ethical Consideration

This study is conducted under the assumption that the result of the finding is anonymously kept. It ensures that sensitive or difficult questions that will create physical or emotional damage to the subject are avoided and the results were accurately represented.

3. Data Presentation, Analysis and Discussion of Results

220 questionnaires were administered to sampled respondents, a total of 209 questionnaires were retrieved. Thus, statistical analyses conducted in this chapter were based on the data extracted from the analyzed questionnaires. This chapter is divided into two parts. The first part focused on the descriptive analysis of responses gathered using the frequency counts and percentage weights. The second part focused on the testing of hypothesis using Regression analysis.

| Number of questionnaires administered | Number of questionnaire returned | Number of questionnaire not returned | Percentage returned (%) | Percentage not returned (%) |
|---------------------------------------|---------------------------------|-------------------------------------|-------------------------|-----------------------------|
| 220                                   | 209                             | 11                                 | 95%                     | 5%                          |
| Total                                 | 220                             | 11                                 | 95%                     | 5%                          |

Table 1: Questionnaire Distribution and Response Rate
Source: Survey, 2018
Table 2: Demographic Data of Respondents
Source: Survey, 2018

| Variable                        | Frequency | Percent |
|---------------------------------|-----------|---------|
| Age of respondents              |           |         |
| 20-30 years                     | 40        | 19.1%   |
| 31-40 years                     | 139       | 66.5%   |
| 41-50 years                     | 30        | 14.4%   |
| **Total**                       | **209**   | **100%**|
| Religion of respondents         |           |         |
| Christian                       | 158       | 75.6%   |
| Muslim                          | 51        | 24.4%   |
| **Total**                       | **209**   | **100%**|
| Marital Status of Respondents   |           |         |
| Single                          | 51        | 24.4%   |
| Married                         | 158       | 75.6%   |
| **Total**                       | **209**   | **100%**|
| Type of business of respondents |           |         |
| Production                      | 30        | 14.4%   |
| Service                         | 26        | 12.4%   |
| Consulting                      | 26        | 12.4%   |
| Distribution                    | 111       | 53.1%   |
| others                          | 16        | 7.7%    |
| **Total**                       | **209**   | **100%**|

- Interpretation
Table 2 above shows the age distribution of respondents as follows; 19.1% are between 20-30 years, 66.5% are between 31-40 years and 14.4% are between 41-50 years. Also, the table above shows the religion distribution of respondents as follows; 75.6% Christians while 24.4% make up Muslims. Marital distribution of respondents from the above table shows 24.4% are single while 75.6% are married. The type of business category of respondents shows that 14.4% were into production, 12.4% into service business, 12.4% into consulting business, 53.1% into distribution type of business while 7.7% of respondents were into other types of business.

3.1. Descriptive Presentation of Research Questions Data

3.1.1. Research Question One
To what extent does e-marketing affect profitability around Bodija area of Oyo State?

Table 3: E-Marketing Has a Positive Impact on Profitability of My Business
Source: Survey, 2018

| Frequency      | Percent | Valid Percent | Cumulative Percent |
|----------------|---------|---------------|--------------------|
| Valid          |         |               |                    |
| Strongly Disagree | 3       | 1.4           | 1.4                |
| Disagree       | 15      | 7.2           | 7.2                |
| Undecided      | 13      | 6.2           | 6.2                |
| Agree          | 56      | 26.8          | 26.8               |
| Strongly Agree | 122     | 58.4          | 58.4               |
| **Total**      | **209** | **100.0**     | **100.0**          |

From table 3, 1.4% of the respondents strongly disagree that e-marketing has a positive impact on profitability, 7.2% disagree, 6.2% were undecided, 26.8% agreed while 58.4% strongly agreed.

Table 4: Online Marketing Enables Me Reach a Wider Range of Market
Source: Survey, 2018

| Frequency      | Percent | Valid Percent | Cumulative Percent |
|----------------|---------|---------------|--------------------|
| Valid          |         |               |                    |
| Strongly Disagree | 32      | 15.3          | 15.3               |
| Disagree       | 15      | 7.2           | 22.5               |
| Undecided      | 30      | 14.4          | 36.8               |
| Agree          | 33      | 15.8          | 52.6               |
| Strongly Agree | 99      | 47.4          | 100.0              |
| **Total**      | **209** | **100.0**     | **100.0**          |

From table 4, 15.3% of the respondents strongly disagree that online marketing enables me reach a wider range of market, 7.2% disagree, 14.4% were undecided, 15.8% agreed while 47.4% strongly agreed.
From Table 5, 6.7% of the respondents strongly disagree that e-marketing leads to more profit, 25.4% disagree, 16.7% were undecided, 29.2% agreed while 22.0% strongly agreed.

From Table 6, 17.7% of the respondents strongly disagree that I have more patronage as a result of my involvement in e-marketing, 10.0% disagree, 23.0% were undecided, 32.1% agreed while 17.2% strongly agreed.

From Table 7, 1.4% of the respondents strongly disagree that Technology enables me to adequately understand how e-marketing works, 8.6% disagree, 21.1% were undecided, 68.4% agreed while 0.5% strongly agreed.

From Table 8, 0.5% of the respondents strongly disagree that Profit does not necessarily increase as a result of e-marketing, 10.5% disagree, 12.0% were undecided, 18.7% agreed while 58.4% strongly agreed.
From table 9, 4.3% of the respondents strongly disagree that Internet access makes it possible for me to advertise my product, 9.1% disagree, 6.2% were undecided, 21.5% agreed while 58.9% strongly agreed.

### 3.1.2. Research Question Two
To what extent do online platforms affect customer satisfaction in Bodija area of Oyo State?

From table 10, 6.7% of the respondents strongly disagree that Display of goods on platforms like Konga, Ali Baba express brings fast delivery of goods, 14.4% disagree, 6.2% were undecided, 16.3% agreed while 56.5% strongly agreed.

From table 11, 3.8% of the respondents strongly disagree that Online platforms allows customers to access more range of goods, 8.6% disagree, 11.0% were undecided, 18.7% agreed while 57.9% strongly agreed.

From table 12, 9.6% of the respondents strongly disagree that Customers get more satisfaction when they purchase goods online, 13.4% disagree, 10.0% were undecided, 33.5% agreed while 33.5% strongly agreed.
From table 13, 1.4% of the respondents strongly disagree that e-marketing enables customers to purchase goods they don’t really need, 6.7% disagree, 8.1% were undecided, 48.8% agreed while 34.9% strongly agreed.

From table 14, 6.2% of the respondents strongly disagree that e-marketing does not encourage impulse buying, 12.9% disagree, 4.8% were undecided, 45.0% agreed while 31.1% strongly agreed.

From table 15, 5.7% of the respondents strongly disagree that online platform enables the business to enjoy quick transfer of money, 14.8% disagreed, 14.8% were undecided, 24.4% agreed while 40.2% strongly agreed.

From table 16, 1.9% of the respondents strongly disagree that online platform is more convenient for customers while making purchasing decisions, 21.1% disagreed, 7.2% were undecided, 21.5% agreed while 48.3% strongly agreed.
From table 17, 4.8% of the respondents strongly disagree that there is possibility of loss in transit of any material purchased online, 10.5% disagreed, 8.1% were undecided, 34.9% agreed while 41.6% strongly agreed.

### 3.1.3. Research Question Three

How does online advertisement affect productivity around Bodija area of Oyo State?

From table 18, 2.4% of the respondents strongly disagree that online advertisement allows me to access more customers, 14.8% disagreed, 9.6% were undecided, 25.4% agreed while 47.8% strongly agreed.

From table 19, 2.4% of the respondents strongly disagree that online platforms create new markets, 9.6% disagreed, 2.4% were undecided, 26.8% agreed while 58.9% strongly agreed.

From table 20, 3.3% of the respondents strongly disagree that online platforms increases sale, 11.0% disagreed, 4.8% were undecided, 24.4% agreed while 56.5% strongly agreed.
From table 21, 11.0% of the respondents strongly disagree that online advertising creates a cordial relationship between the business and her customers, 4.3% disagreed, 8.6% were undecided, 38.8% agreed while 37.3% strongly agreed.

From table 22, 47.4% of the respondents strongly disagree that online marketing is not beneficial to my business, 11.0% disagreed, 12.4% were undecided, 39.2% agreed while 0.5% strongly agreed.

From table 23, 13.4% of the respondents disagree that online advertisement is cost effective, 2.9% undecided, 39.2% agreed while 44.5% strongly agreed.

3.1.4. Research Question Four
How do customer support services affect corporate brand image in Bodija area of Oyo State?

From table 24, 5.3% of the respondents disagree that proper customer service helps in building the image of the business, 14.4% undecided, 58.9% agreed while 21.5% strongly agreed.
From table 25, 4.8% of the respondents disagree that Customer relationship management enables a business to effectively communicate with her customers, 10.5% undecided, 53.1% agreed while 31.6% strongly agreed.

From table 26, 15.8% of the respondents disagree that Customer feedback promotes the image of the business, 18.2% undecided, 31.1% agreed while 34.9% strongly agreed.

From table 27, 7.7% of the respondents strongly disagree that after sale service promotes more patronage, 5.7% disagreed, 4.8% were undecided, 17.2% agreed while 64.6% strongly agreed.

3.2. Hypotheses Testing

3.2.1. First Hypothesis

- H0: e-marketing does not have a significant relationship with profitability.
- H1: e-marketing has a significant relationship with profitability.

3.2.1.1. Regression Analysis

To further test this hypothesis, regression analysis was carried out to predict the dependent variable.

| Model          | Sum of Square | Degree of freedom | Mean Square | F      | Sig.  |
|----------------|---------------|-------------------|-------------|--------|-------|
| Regression     | 9.86          | 1                 | 9.86        | 5.656  | 0.018b|
| Residual       | 360.876       | 207               | 1.743       |        |       |
| Total          | 370.737       | 208               |             |        |       |

Table 28: Analysis of Variance Table
• Decision rule: Reject $H_0$, if the p-value in the analysis of variance table is less than 5% and accept if otherwise.
• Decision: Since the P-value in the ANOVA Table (0.018) is less than 5%, we reject $H_0$.
• Conclusion: We therefore conclude that e-marketing has a significant relationship on profitability.

| R         | R-Square | Adjusted R-Square | Standard error of the estimate |
|-----------|----------|-------------------|-------------------------------|
| 0.163     | 0.027    | 0.022             | 1.32037                       |

*Table 29: Model Summary*

• Interpretation: From the model summary table above $R=0.163$ which represents the correlation coefficient. $R$ is a measurement of strength in association between two variables (dependent and independent), it is also the degree of relationship existing between two or more variables, and this showed a 16% level of relationship between the variables being studied.

The R-squared value of 0.027 showed that there was a 27% level of coefficient of determination. This showed that there was a degree of determination between the variables.

3.2.2. Second Hypothesis

- $H_0$: online payment platform does not have a significant relationship with customers' satisfaction.
- $H_1$: online payment platform has a significant relationship with customers' satisfaction.

3.2.2.1. Regression Analysis

To further test this hypothesis, regression analysis was carried out to predict the dependent variable.

| Model    | Sum of Square | Degree of freedom | Mean Square | F       | Sig.   |
|----------|---------------|-------------------|-------------|---------|--------|
| Regression | 15.324        | 1                 | 15.324      | 11.420  | 0.001b |
| Residual  | 277.767       | 207               | 1.342       |         |        |
| Total     | 293.091       | 208               |             |         |        |

*Table 30: Analysis of Variance Table*

• Decision Rule: Reject $H_0$, if the p-value in the analysis of variance table is less than 5% and accept if otherwise.
• Decision: Since the P-value in the ANOVA Table (0.001) is less than 5%, we reject $H_0$.
• Conclusion: We therefore conclude that online payment platform has a significant relationship with customers' satisfaction.

| R         | R-Square | Adjusted R-Square | Standard Error of the Estimate |
|-----------|----------|-------------------|-------------------------------|
| 0.229     | 0.052    | 0.048             | 1.15839                       |

*Table 31: Model Summary*

• Interpretation: From the model summary table above $R=0.229$ which represents the correlation coefficient. $R$ is a measurement of strength in association between two variables (dependent and independent), it is also the degree of relationship existing between two or more variables, and this showed a 22.9% level of relationship between the variables being studied.

The R-squared value of 0.048 showed that there was a 48% level of coefficient of determination. This showed that there was a degree of determination between the variables.

3.2.3. Third Hypothesis

- $H_0$: online advertisement does not have a relationship with productivity.
- $H_1$: online advertisement has a relationship with productivity.

3.2.3.1. Regression Analysis

To further test this hypothesis, regression analysis was carried out to predict the dependent variable.

| Model    | Sum of Square | Degree of freedom | Mean Square | F       | Sig.   |
|----------|---------------|-------------------|-------------|---------|--------|
| Regression | 34.968        | 1                 | 34.768      | 23.930  | 0.00b  |
| Residual  | 300744        | 207               | 1.453       |         |        |
| Total     | 335.512       | 208               |             |         |        |

*Table 32: Analysis of Variance Table*
Bodija area of Oyo State, this study showed that there were more married individuals who were in e-marketing than single. This connotes that more married individuals are more inclined to e-marketing in Bodija area than the unmarried or divorced individuals. Finally, the findings showed that majority of respondents were into distribution type of business. In order to determine to what extent does e-marketing affect profitability around Bodija area of Oyo State, this study showed that majority of respondents strongly agreed that e-marketing has a positive impact on profitability, they also agreed that online marketing enables them reach a wider range of market. This finding is in line with the findings of Helfert et al. (2002), they asserted businesses makes more profit by engaging in e-marketing and its activities. From the result obtained from this research question, e-marketing leads to more patronage, Internet access makes it possible for me to advertise my product. In the fields of business, marketing and entrepreneurship, scholars and researchers continue to search on how e-marketing affects profitability of businesses around the globe.

### Decision Rule:
- Reject $H_{01}$ if the p-value in the analysis of variance table is less than 5% and accept if otherwise.
- Decision: Since the p-value in the ANOVA Table (0.000) is less than 5%, we reject $H_{01}$.
- Conclusion: We therefore conclude that online advertisement has a relationship with productivity.

| Model | Sum of Square | Degree of freedom | Mean Square | F      | Sig. |
|-------|---------------|-------------------|-------------|--------|------|
| Regression | 5.287          | 1                 | 5.287       | 3.956  | 0.048$^b$ |
| Residual      | 276.615        | 207               | 1.336       |        |      |
| Total         | 281.904        | 208               |             |        |      |

**Table 34: Analysis of Variance Table**

**Table 35: Model Summary**

- **Interpretation:** From the model summary table above R = 0.137 which represents the correlation coefficient. R is a measurement of strength in association between two variables (dependent and independent), it is also the degree of relationship existing between two or more variables, and this showed a 13.7% level of relationship between the variables being studied.

The R-squared value of 0.014 showed that there was a 19% level of coefficient of determination. This showed that there was a degree of determination between the variables.

### 3.2.4. Fourth Hypothesis
- $H_0$: A customer support service does not have a significant influence on corporate brand image.
- $H_1$: A customer support service has a significant influence on corporate brand image.

#### 3.2.4.1. Regression Analysis
To further test this hypothesis, regression analysis was carried out to predict the dependent variable.

| R         | R-Square | Adjusted R-Square | Standard error of the estimate |
|-----------|----------|-------------------|-------------------------------|
| 0.137     | 0.019    | 0.014             | 1.15599                       |

**Table 35: Model Summary**
The result of this findings portray how online marketing affects customers satisfaction, because very few respondents strongly disagreed and disagree that display of goods on platforms like Konga, Ali baba express brings fast delivery of goods, while majority of respondents strongly agreed that online platforms allows customers to access more range of goods. Lybaert, (2010) asserted that online platforms plays a major role in satisfying customers since the world is now a global village, businesses now leverage on online platforms to make great sales to different customer groups across the globe. Majority of respondents agreed that customers get more satisfaction when they purchase goods online, most of the respondents were positive that e-marketing enables them to purchase goods they don't really need. Some research has been carried out on online advertisement and productivity of a business. In a technology savvy business environment, online advertisement has a very direct relationship with productivity of such business(s). From the result obtained in this research work, majority of respondents strongly agree that online advertisement allows me to access more customers, online platforms create new markets, and also majority asserted that online platforms increases sale findings were in line with Jonker et.al, (2014) where they claimed that online advertisement boost enables the business meet her stipulated goal.

The result from this findings show that customers support services affects the corporate brand image of businesses in Bodija. Majority of respondents agreed that that proper customer service helps in building the image of the business. Kim, (2003) asserted that customers support services enables businessess build up quality brand image, he went further to stress the fact that these support services create goodwill for the business, can motivate potential customers to become actual and loyal customers. The findings from this research work also shows Customer relationship management enables a business to effectively communicate with her customers; also majority of them strongly agreed that Customer feedback promotes the image of the business.

4. Conclusion and Recommendations

4.1. Conclusion

E-marketing creates a platform which allows clients obtain information about a product or service therefore purchases these goods/services. Marketing activities continue to blossom as a result of leveraging on Internet facilities thereby making e-marketing attractive and effective. E-marketing continues to leverage on the internet environment which overtime continues to provide the enabling environment for e-marketing to thrive. E-marketing has emerged a major concept in the business world and it is mostly practiced by business owners, executives, and others using e-marketing tools like social media to nurture, grow, increase sales, market, create awareness for businesses across the globe. E-marketing is relevant to both small and large businesses, and can be used as a tool in promoting success of a business.

4.2. Recommendations

Recommendations have been put forth based on results from the hypotheses that have been tested. It has been clearly shown the role of e-marketing on role of e-marketing on small scale businesses performance in Bodija, area of Oyo State. Based on the analysis of the primary data collected, the following recommendations were made to small-scale business owners, government and other stakeholders.

- Small scale business owners should be regularly trained on how to use e-marketing platforms like social media
- Business owners should leverage more on social media to advertise their various businesses
- Business owners should use the online platform to attract new customer groups
- Business owners should be on the lookout for new technologies which they can use to boost their businesses
- Business owners should invest in internet and use this platform to reach customers across the globe
- Business owners should seek for ways to improve on their online product and service offering
- Business owners should ensure there is a feedback mechanism for online purchase of their product

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