

**ONLINE MARKETING AND THE PERFORMANCE OF SMALL
AND MEDIUM ENTERPRISES IN BENIN CITY**

**Miracle Akhere OGBEIDE
MGS1808051**

**DEPARTMENT OF BUSINESS ADMINISTRATION
FACULTY OF MANAGEMENT SCIENCES
UNIVERSITY OF BENIN
BENIN CITY
EDO STATE**

SEPTEMBER, 2023.

**ONLINE MARKETING AND THE PERFORMANCE OF SMALL
AND MEDIUM ENTERPRISES IN BENIN CITY**

**Miracle Akhere OGBEIDE
MGS1808051**

**BEING A RESEARCH PROJECT SUBMITTED TO THE
DEPARTMENT OF BUSINESS ADMINISTRATION, FACULTY OF
MANAGEMENT SCIENCES, UNIVERSITY OF BENIN, BENIN
CITY, EDO STATE IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF (B.Sc.) DEGREE IN
BUSINESS ADMINISTRATION.**

SEPTEMBER, 2023.

DECLARATION

I, **Miracle Akhere OGBEIDE**, hereby declare that this project is undertaken by me in the Department of Business Administration, Faculty of Management Science, University of Benin, Benin City, Edo State under the supervision of **Dr. S.A. Adekunle**. All references made to the work of other people have been appropriately referenced and acknowledged.

Miracle Akhere OGBEIDE

Researcher

DATE

CERTIFICATION

This is to certify that this project titled “**Online Marketing And The Performance Of Small And Medium Enterprises In Benin City**” was carried out by **Miracle Akhere OGBEIDE** with matriculation number **MGS1808051** in the Department of Business Administration, Faculty of Management Sciences, University of Benin, Benin city in fulfillment of the requirement for the award of Bachelor of Sciences (B.Sc.) in Business Administration.

Dr. S.A. Adekunle
Project Supervisor

DATE

Dr. S.A. Adekunle
Project Coordinator

DATE

Dr. Omorodion Omoregbe
Head of Department

DATE

DEDICATION

This research work is dedicated to God almighty, my anchor and the source of my strength for guiding me throughout this period of my BSc programme. I also dedicate this research work to my beloved mother Mrs. Felicia Ogbeide who was always my backbone and push throughout this programme.

ACKNOWLEDGEMENTS

My gratitude firstly goes to Yahweh for his grace and mercy that kept and helped me through this programme.

My utmost gratitude to my wonderful parent, Mr. and Mrs. Paul Ogbeide for their unwavering support, sacrifice of love, prayers, and encouragement. I appreciate my big sister and her husband, Pastor Mr. and Mrs. Martins Aghwe for their support, labour of love and Encouragement. My appreciation also goes to my Brothers; Solomon Ogbeide, Daniel Ogbeide, and Prosper Ogbeide for their love, support and help all through this programme and for believing in me.

My sincere appreciation goes to my supervisor Dr. S. A. Adekunle for his advice, guidance, and encouragement. He played a fatherly role alongside his supervising role which made this research work a success. May God richly bless you, Amen.

I also appreciate the Dean of management science in the person of Prof. Augustine O. Enofe, the head of Department (HOD) of the Department of Business Administration in the person of Dr Omorodion Omorogbe, and all the Lecturers of the Department of Business Administration and the Faculty of Management Science for their contribution and impact in my life throughout my stay in this University both in knowledge and character. A big thank you to University of Benin for giving me the opportunity to be a part of this prestigious University.

My love and appreciation goes to my beloved friends, Edogiawerie Osahenoma Jeremiah, Akhigbe Favour Ose, Osahon Bella Victor for being my support system. I also appreciate Kelvin Onokerorye Orikpete for his support, encouragement and guidance throughout this programme.

I appreciate all my friends and coursemates who made my stay in school memorable.

My sincere gratitude to everyone who contributed in making this programme a success.

Thank you all for the push and for believing in me, God bless you all in Jesus name, Amen.

TABLE OF CONTENTS

DECLARATION	iii
CERTIFICATION	iv
DEDICATION	v
ACKNOWLEDGEMENTS	vi
TABLE OF CONTENTS	viii
ABSTRACT	xi
CHAPTER ONE.....	1
INTRODUCTION	1
1.1 Background to the study	1
1.2 Statement of Problem	3
1.3 Research Questions	4
1.4 Research Objectives	4
1.5 Research Hypotheses	5
1.6 Scope of the study	5
1.7 Significance of the study	5
CHAPTER TWO.....	7
LITERATURE REVIEW	7
2.1 Introduction	7
2.2 Concept of small and medium scale enterprises (SMEs)	7
2.3 The concept of online marketing.....	10
2.3.1 Online marketing and E-commerce	11
2.3.2 Benefits of online marketing	12
2.4 Forms of online marketing	13
2.4.1 Content marketing	13
2.4.2 Viral Marketing	14
2.4.3 Email marketing	14

2.4.4	Affiliate marketing	15
2.4.5	Customer Relationship Management (CRM)	15
2.4.6	Pay per click (PPC)	17
2.4.7	Websites	17
2.4.8	Search Engine optimization (SEO)	18
2.4.9	Social Media Marketing (SMM)	18
2.5	SMEs Performance	20
2.6	Relationship between online marketing and the performance of small and medium scale enterprises (SMEs)	23
2.7	Theoretical framework	26
2.7.1	Resource-Based View Theory	26
2.7.2	Social Penetration Theory	27
2.7.3	Technology Adoption Model (TAM)	28
2.6	Empirical review	28
CHAPTER THREE		31
METHODOLOGY		31
3.1	Introduction	31
3.2	Research Design	31
3.3	The Population of the study	32
3.4	Sample and Sampling techniques	32
3.5	Model specification	32
3.6	Method of Data Collection	33
3.7	The Validity and Reliability of the Instrument	34
3.7	Operationalization of Variables	34
3.8	Method of Data Analysis	35

CHAPTER FOUR	36
DATA PRESENTATION, ANALYSIS AND INTERPRETATION	36
4.1 Introduction	36
4.2 Demographic Analysis	36
4.3 Descriptive Analysis	40
4.4 Testing of the Hypotheses	45
4.4.1 Test of Hypothesis One	45
4.4.2 Test of Hypothesis Two	48
4.4.3 Test of Hypothesis Three	51
4.5 Discussion of findings	54
CHAPTER FIVE	57
SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS	57
5.1 Introduction	57
5.2 Summary of Findings	57
5.3 Conclusion	58
5.4 Recommendations	59
5.5 Contributions to Knowledge	60
REFERENCES	61
APPENDIX	67

ABSTRACT

The study examined "online marketing and the performance of small and medium scale enterprises (SMEs) in Benin city". The objectives of the study were to ascertain the relationship between online order and delivery system and the performance of small and medium scale enterprises; determine the relationship between online payment system and the performance of small and medium scale enterprises; and examine the relationship between online customer support service and the performance of small and medium scale enterprises. Primary data was used to gather the data necessary for the study. The population of the study consisted all small and medium scale enterprises in Ekosodin and 153 sample size was drawn out while 140 copies were retrieved and used for the analysis while 13 copies were not returned hence they were considered not usable for analysis of the study. Descriptive analysis, percentage and frequency table was used to answer the research questions while regression analysis was carried out using SPSS V.25 to test the hypotheses of the study. According to the analyses of the data gathered, it was revealed that online marketing tools such as, online order and delivery system, online payment system, and online customer support service has a significant relationship with the performance of small and medium scale enterprises (SMEs). The study recommends that business owners should invite experts in online marketing field to educate and train the employees and business owners to have the necessary skills to enable the effective adoption and utilization of online marketing platforms. Also training and lectures should be put in place to educate employees on the

right communication skills and mannerism to ensure effective online customer support service.

CHAPTER ONE

INTRODUCTION

1.1 Background to the study

The growth of globalization has resulted in advancements of information, communication, and technology, which have in turn facilitated the usage of the internet. In recent years, company owners have grown to rely heavily on the internet to sell their goods and services to customers. Businesses, particularly SMEs are now using the internet as part of their marketing plan to interact with potential clients, and this development has continued to bring about significant changes to how business is conducted now compared to three to four decades ago.

A search of literature reveals that many changes in organization today have been technology driven. Clarke (2006) notes that information technology (IT) is really changing the whole nature of business transaction between consumers and suppliers of goods and services. Although social media was initially intended to be a place for people to socialize, some marketers have realized the economic potential they present and have chosen to take advantage of them in order to expand their brands. The internet provides a marketing opportunity that bypasses the conventional middleman and links businesses with customers directly. As a result, the internet has altered how consumers and marketers interact and do business.

Generally, SMEs are acknowledged as the backbone of the economy due to their contribute to employment, innovation, and the growth of a country's economy. According to Bili and Raymond (2003), small and medium scale enterprises (SMEs) are considered to represent the driving forces of sustainable local economic development throughout the world. They form the base of economies, stimulate private property and entrepreneurial capabilities which, due to their flexibility, can quickly adjust to market changes, generate employment, create diversified economic activity, and contribute to exports and trade.

According to the Small and Medium Enterprises Development Agency of Nigeria (SMEDAN), there were 39.6 million SMEs in Nigeria as at 2020 which accounted for 96.7% of the total number of enterprises, nearly 84% of the total employment, and 48% of the gross domestic product (GDP).

Having understood how vital and advantageous SMEs are to a country's economy, Pigneur (1996) stated that companies, particularly SMEs are faced with a number of changes that requires inventive answers, the creation of a universally competitive economy, the drift toward an information-based economy, and the move from a mass-production to a customer-driven economy are a few of these issues. He stated that in order to compete in today's worldwide information-based and customer-driven economy, SMEs must be effective, inventive and competitive: able to reply fair in time, center on quality, and execute mass-customization. He proposes that SMEs must be able

to use the modern data and communication advances (ICTs) to fit into their environment, set up more co-operative inter-organizational connections and compete on the worldwide markets (Pigneur, 1996).

1.2 Statement of Problem

The pattern of operations in organizations globally has changed and is continually changing as a due to the introduction of the internet. Online marketing has developed into one of the most potential channels for inter-organizational business activities as a result of the commercialization of the Internet. However, some SMEs are yet to utilize this channel due to lack of skilled personnel to effectively utilize this platform, ignorance about the concept of online marketing and it's availability to all businesses and industries, unwillingness to change their usual pattern of operation, lack of adequate knowledge on the importance of online marketing on their business. some business owners and management have disregard the internet as an one of the effective tool to promote businesses , How to get consumers' attention, satisfy their needs and retain their loyalty has grown to be a critical concern for businesses as this will ensure the increase in organisational performance and continuity of the business. This study investigates the relationship between online marketing and the performance of small and medium scale enterprises in Benin city, Edo state, Nigeria.

1.3 Research Questions

1. What is the relationship between online order and delivery system and the performance of small and medium scale enterprises?
2. What is the relationship between online payment system and the performance of small and medium scale enterprises?
3. What is the relationship between online customer support service and the performance of small and medium scale enterprises?

1.4 Research Objectives

The main aim of this study was to determine the relationship between online marketing and the performance of small and medium enterprises in Benin city, Edo state. The specific objectives of the study were as follows

1. To ascertain the relationship between online order and delivery system and the performance of small and medium scale enterprises.
2. To determine relationship between online payment system and the performance of small and medium scale enterprises.
3. To examine the relationship between online customer support services and the performance of small and medium scale enterprises.

1.5 Research Hypotheses

1. Online order and delivery system has no significant relationship with the performance of small and medium scale enterprises.
2. Online payment system has no significant relationship with the performance of small and medium scale enterprises.
3. Online customer support services has no significant relationship with the performance of small and medium scale enterprises.

1.6 Scope of the study

The scope of this study covered few assessable small and medium scale enterprises in Benin city, Edo state who employs the use of online order and delivery system, online payment system, and online customers support system. The study focused on the business owners and managers of businesses, in order to determine th relationship between online marketing and the performance of small and medium scale enterprises (SMEs) in Benin city, Edo state.

1.7 Significance of the study

This project holds significance for a number of reasons: firstly, it adds empirical evidence from a developing country context specifically, Benin City to the body of literature on online marketing and SME performance; secondly, it offers insightful advice on how SMEs in Benin City can adopt and implement online marketing to

improve their performance and competitiveness; thirdly, it informs stakeholders and policymakers about how to establish a supportive environment and help system for SMEs in Benin City to take advantage of online marketing opportunities and overcome obstacles; and finally, it encourages more research on this topic in Nigeria and elsewhere.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The theoretical frameworks and the empirical reviews on online marketing and the performance of small and medium-sized businesses (SMEs) are covered in this chapter. It incorporates some of the knowledge that has been gathered from a variety of academics, writers, researchers, and authors who have studied the relevant literature. The theoretical foundation of the research topic, as well as associated terms and concepts, are provided by the literature reviews conducted as part of this study. It covers the writings of other authors that are related SMEs performance and online marketing.

2.2 Concept of small and medium scale enterprises (SMEs)

Scholars interpret this term differently (Mazzarol 2015). The definitions of small and medium scale enterprises (SMEs) differ from nation to nation, and region to region. Therefore, there is no universally accepted definition. Nevertheless, SMEs are regarded as the backbone of the economy due to their support in employment, innovation, and the expansion of a nation's economy. The size of the firm, the number of employees, the firm's turnover, and other factors are among the most widely used criteria for defining SMEs (Omotayo et al., 2015). Some definitions included market share, sales turnover, fixed capital investment, number of employees, available plant and machinery, and degree of national development. Small and medium scale enterprises can be classified

by industry, type of ownership and by market served (Inegbenebor, 2006). Small and medium scale enterprise by definition could be addressed as an entrepreneurial company established by one or more founders for the sole purpose of operating business activities that is designed to manufacture and sell innovative or valuable products and services to target customers, with employees less than 250, even as the figure differs across countries. A non-subsidiary independent company with fewer than a specific number of employees is referred to as a SMEs. Different national statistical systems have different values for this figure. The European Union has a cap of 250 employees; the United States classifies companies with fewer than 500 employees as small and medium-sized enterprises (SMEs); some other nations have a cap of 200 employees. Micro enterprises are defined as businesses that have less than 10 employees, small firms as businesses that have fewer than 50 employees, and medium enterprises as firms that have fewer than 200 employees. SMEs can be classified as industries that have been in business operations for less than 10 years according to a comprehensive literature analysis (Gruber, 2004). Ebitu et al, (2015) defined SMEs as enterprises which employs less than 200 persons and possesses assets which value excluding land and building is less than ₦300 million.

Different government agencies and regulatory entities in Nigeria also provided some definitions. The National Council on Industrial Standards categorized small and medium scale firms (SMEs) as businesses with a total cost (including working capital but excluding land) of N31 million to N150 million and a staff of 11 to 100 employees

in 1992 (Omotayo, et al., 2015). A small-scale business has total assets of less than N50 million and fewer than 100 employees, whereas a medium-sized business has operating assets of less than N200 million and less than 300 people, according to the Federal Ministry of Industries. A small firm is defined by the National Economic Reconstruction Fund (NERFUND) as one with total assets of less than N10 million, however, it makes no mention of annual income or staff count (SMEDAN, 2014). The Central Bank of Nigeria (CBN) classifies small and medium-sized enterprises (SMEs) as those with less than 500 employees and capital between ₦1 million and ₦150 million, excluding land. According to the National Policy on Micro, Small, and Medium Scale Enterprises (MSMEs), SMEs were defined by the number of employees and assets owned (apart from land and buildings), as the following table illustrates:

S/N	Size category	Employment	Assets (N=Million) (excluding land and buildings)
1	Micro enterprises	Less than 10	Less than 10
2	Small enterprises	10 to 49	10 to less than 100
3	Medium enterprises	50 to 199	100 to less than 1000

Source: SMEDAN National policy on MSMEs, 2015

Small scale enterprises are those whose assets (excluding land and building) worth five million naira above but not exceeding forty-nine million naira, with a total of 10 to 49 employees, whereas medium-scale enterprises are those whose total assets (excluding land and building) are worth fifty million naira and above, but not more than five

hundred million naira, with a total of between 50 and 199 employees (Etuk et al., 2021). SMEs can be defined as small and medium scale enterprises created to provide valuable products and services with limited capital. They contribute greatly to strong economic growth. They are not just smaller version of large firms, but also have characteristics that they depend on within the context of specific economic, cultural and political construct. SMEs are defined as any business with an employee count of at least one and up to three hundred, and a maximum asset base of \$200 million, excluding land and working capital.

According to the various definitions, small and medium-sized enterprises (SMEs) are independent businesses that are founded by one person or in partnership with another with the intention of engaging in commercial activities that advance product sales. These businesses are categorized as micro, small, or medium-sized enterprises depending on factors such as size, workforce, assets, market share, and a nation's degree of development.

2.3 The concept of online marketing

Online marketing, also known as digital marketing, E-marketing or internet marketing, is a form of marketing that uses the internet and technology to connect with potential customers. It involves finding the right marketing plans that are suitable to the target market and eventually translate them into sales (Maguire & Magrys, 2007). Online marketing is advertising of the products or services of businesses over the internet.

Online marketing can be defined as the use of the internet and related digital technologies to achieve marketing objective and to support the transactions of marketing activities such as supply chain management, customer relationship and quality services delivery (Harrigan & Patrick 2012). Online marketing can be found on webpages, emails, social media, and other platforms. It can reach a far bigger audience, is less expensive, and is a dependable medium that lets potential customers find a brand, interact with it, and make a purchase. It also fosters customer and inter-organizational relationships. Online marketing encompasses a wide range of approaches, plans, and platforms, all of which aim to leverage the internet as a means of reaching wider and more focused audiences.

2.3.1 Online marketing and E-commerce

Most people often confuse the terms "e-commerce" and "online marketing," despite the fact that they are not the same even though they are related and rely on one another. E-commerce and online marketing are closely related to one another. While online marketing is a more expansive form of web marketing, e-commerce is more comparable to it.

E-commerce is a well-known field that handles transactions including the direct or indirect purchase, sale, and exchange of goods, services, and information over the internet. This is a brand-new communications technology that covers online ordering, supply chain management, trading, commercial market development, and online

payments. E-commerce involves exchanging information, like buying and selling products and services, as well as making payments. Here, businesses are done using internet technologies. Bajaj (2005) described e-commerce as the use of telecommunications networks to share business information, maintain business relationships, and conduct business transactions. In simpler terms, e-commerce transactions mean buying and selling goods and services online using the internet and other digital media. E-commerce is a more advanced way of selling things online, and online marketing is seen as an important tool for making it happen. So, when doing marketing, e-commerce and online marketing are closely related but not the same thing. To have successful online marketing, it is important to use the advantages of both e-commerce and other functions together (Chen 2008).

2.3.2 Benefits of online marketing

- **Cost effective:** Compared to traditional message, online messaging can be produced more cheaply and effectively. Since it may be highly targeted to reach only the most relevant consumers, it can duplicate more quickly and typically yields a high return on investment (ROI).
- **Speed:** Rapid connection between a company and its clients is made possible by online marketing.
- **Trackability:** Keeping an eye on audience activity on the website—whether they are placing orders, leaving comments, sharing content, or making purchases—is

beneficial. Orders and deliveries can be tracked using internet marketing to guarantee a smooth transaction.

- **Targeted Audience:** Businesses may target niche markets, personalize their messaging, and reach a far larger audience with online marketing.
- **Personal interaction:** An infinite number of unique customers can receive timely, relevant, and personalized information by using digital methods that can be automated to respond to online consumer activity.
- **Impressive:** A brand can exhibit its expertise and establish brand recognition through the sharing of material on the internet.
- **Attractive:** Instead of blasting material and hope it reaches individuals who are seeking for it, a business may use online marketing techniques to develop easily readable and enticing content that can attract the proper clients.

2.4 Forms of online marketing

There are many forms of online marketing which includes

2.4.1 Content marketing

Pulizzi and Barrett (2009), believe that content form of digital marketing applies a format that includes engaging various customers by creating and sharing of content. These particular topics are typically shared via infographics, videos, blogs, and e-books. The primary driver behind the company's adoption of this digital marketing approach is an increase in website traffic intended to support brand building.

2.4.2 Viral Marketing

When marketing is shared by everyone, not just the people it is intended for, it is called viral. After finishing this, the message will show up on almost every social media site. (Adamic, et al., 2007). The aim of viral marketing is to get people to share information about their products with their friends and family on well-known social media platforms. Some things can be easily promoted using viral marketing because they can be seen or shared quickly online. Viral marketing helps a brand get noticed and be more effective, creating many opportunities. Customers often recommend a business to others when they feel like they got what they expected from the experience.

2.4.3 Email marketing

Emails were the most important way to talk to each other before social media came along. When people started sending emails through the mail system, it made it easier for companies and the people they work with to talk to each other quickly and get better results (Chaffey 2005). This kind of online marketing promotes a business's products and services using email. Customers gain advantages by being aware of the newest products and services available. It can help a company become closer to its clients, improve the company's reputation, and encourage clients to stay loyal. It is also important in marketing to find and keep customers through different types of marketing like advertising and building relationships (Adikesavan 2014). One of the main online marketing channels that a business may utilize to improve consumer interactions is

email marketing. Enrolling clients in newsletters is beneficial to a business since it allows them to receive regular updates about new products, services, and deals from the firm. Email marketing can provide customers with enticing incentives and foster customer loyalty.

2.4.4 Affiliate marketing

Affiliate marketing is a program where people can become partners and earn rewards for bringing in customers for a business. Most affiliates promote and sell brand products, and they earn a commission for each product sold (Duffy 2005). Affiliate marketing programs need to understand what a conversation means. This can mean going to, purchasing from, or signing up on a web page or website. Usually, partners get paid based on how many chats they have. The more chats they have, the higher commission they receive. Affiliate marketing is a cheap way for businesses to make more people know about their brand and get more customers. It doesn't cost much money when making use of affiliate marketing (Brown 2009). Using unique marketing techniques makes it easy to attract customers. In this situation, a company hires someone else to promote and sell their product using the internet. The person gets paid a certain amount of money for each sale they make.

2.4.5 Customer Relationship Management (CRM)

CRM is the process of selecting customers that a firm can most profitably serve and shapes the interactions between a company and these customers (Kumar & Reinartz

2018). The main goal is to make sure customers are happy and loyal to the business now and in the future. CRM aims to gain an advantage over competitors by giving customers the best value and making them happy, while also benefiting the company. So, it is very important for the whole company to know and understand its customers and what they like. CRM is a way for businesses to understand and use customer information to figure out how they can get the most benefit from each customer over a long time. This involves using marketing databases and technology to see how the company can make each customer more valuable. CRM involves making marketing, sales, and customer service more efficient and automated. Instead of just doing things automatically, it focuses on making sure that apps used by employees who directly interact with customers make them happier. This increases how much customers like the company and affects how much money the company makes. A business can efficiently deal with problems like creating new products, meeting higher customer expectations, buying other companies, expanding globally, dealing with fewer government regulations, combining old markets, adapting to new technologies, ensuring privacy, and managing different ways to communicate with customers by bringing CRM into its operations and support system.

2.4.6 Pay per click (PPC)

In this sort of online marketing, advertisers get charged a fee each time a click is made on one of their ads directing viewers to their website. This is primarily related to search engines, where advertisers pay to boost the position of their advertisements when relevant keywords or phrases are searched for. One of the most common sorts of PPC, as mentioned by Vaibhava Desai (2019), is Google AdWords, which allows you to pay for top places on google's search engine result pages at a fee "per click" of the links you insert. This can lead to some success with more people visiting your website when done correctly. It's a kind of online marketing where a publisher usually a search engine, a website owner, or a network of websites gets paid by the advertiser each time an ad is clicked.

2.4.7 Websites

These are crucial to businesses because they establish a company's reputation and enable potential customers to learn about the company's offerings, operations, and goods and services. Nowadays, websites can help businesses collect information about how many people see their advertisements every hour, day, and month. They can also know how long each person actually spends looking at the advertisement. This helps companies find out how well their advertisements are working by seeing how many people actually purchase their products, It's better than the traditional way of tracking magazine or TV ads (Potter 2001). These days, websites also allow for other features,

such as ordering. In other words, a customer can select a product from the selection, make an order, and follow the order's progress through to delivery. The client's comfort has been made possible by this.

2.4.8 Search Engine optimization (SEO)

Nowadays, making sure your website is easy to find on search engines is really important for selling things online. A company or website needs to use SEO tactics and strategies in order to have a good rating on well-known search engines like Google. To help people find the best information, some websites and search engines changed how they sort search results, because people were using sneaky tactics to get their websites to show up first. Search engine marketing is a way to carefully choose important words and put them on different pages of a website. The goal is to make your website show up higher in search results and provide useful information to the people who are looking for it.

2.4.9 Social Media Marketing (SMM)

Social media marketing, also known as social network marketing is a technology that allows people to connect and share information, opinions, goals, and personal thoughts through online platforms and communities. Social media marketing involves companies using websites and apps to create and display like products, services, information, and ideas for their targeted customers to see and use (Dahnil, et al., 2014). Using these technologies helps the business gather a lot of information and promote interaction

among social media users who might be interested in or already use a specific brand. There are around 3.6 billion people using social media all over the world according to Statista in 2020. Social media marketing is a way to promote products or services online using social networking sites and platforms (Bansal, et al., 2014). One of the best ways for internet companies to promote their products is by using social media marketing services. These services give fast results and greatly affect how a business works. These services give fast results and greatly affect how a business works. Social media marketing is when a business or website advertises on different social media platforms like Facebook, Twitter, LinkedIn, Blogger, and Instagram. When businesses use social media marketing to promote their websites, they can be sure that there will be more people visiting their websites and they will make more money. Social media has become popular all around the world, and businesses can take advantage of the connections and network it offers. Creating a business profile on social networking sites is free, so using social media doesn't require spending much money. One of the easiest and simplest ways to connect with your desired audience and advertise your products is to get your company onto social media platforms. Social media allows customers to connect with businesses and see reviews and ratings when deciding what to buy. This has helped businesses gain more customers and build loyalty.

2.5 SMEs Performance

SMEs performance can be defined by how well a small business is doing overall, which is determined by how well it handles its finances, marketing, and human resources at a specific point in time. Performance metrics can be divided into two type which are, financial and non-financial (Hacioglu, & Gök, 2013). Market share means the portion of the market that a company has. Sales refers to the money made from selling products or services. Cash flow is the amount of money coming into and going out of a business. Profitability is the ability to make money. Customer satisfaction is how happy customers are with a company. Customer loyalty is when customers keep buying from the same company. Brand equity is the value that a brand has. Market share, sales, customer satisfaction, customer loyalty, brand equity, cash flow and profitability are some of the factors used to measure firms financial and non-financial marketing performance (Clark 1999).

Many researchers and managers are very interested in how well a company is doing financially and how well their marketing is working (Morgan 2012). Marketing managers try to make customers happy and keep them buying things, they want to get new customers, sell more stuff, and have a bigger share of the market (Idris, et al., 2015). Moreover, based on the recommendations from many studies on performance evaluation, small and medium-sized enterprises (SMEs) should be evaluated on their overall performance using a mix of financial and non-financial measures. These measures include factors such as growth, efficiency, profit, reputation, and the goals of

the business owner. This type of marketing can reach a large audience more often and have a greater influence compared to traditional advertising methods. Peer-to-peer communication is an important part of viral marketing, which aims to make a product or service more well known and popular among many people. Business performance is explained by how well a company does in reaching its goals for making products, managing its employees, marketing its products, and making money (Nuseir, et al., 2022).

Most businesses use two key measures, profitability and sales turnover, to see how well they are doing. Hofstrand (2009) argues that making money is the main objective of all business ventures. A company cannot succeed in the long run without making a profit. Businesses that make a lot of money are bound to do well. However, because of the difficult conditions, small and medium scale businesses find it hard to make profits all the time. Therefore, they need to change the pattern at which they do business and restructure to better perform well in the business. They can attract more customers and keep them loyal by using online marketing, which increases their chances of making a profit and increasing sales. More measurements are calculated based on how much of the industry these companies control, and those that have the most control are favored by the customers they share. Market share means the part of money a company makes compared to other companies in a certain industry or market, within a specific period of time. The Boston Consulting Group examines all the different parts of a company's business and the products they make. They then use a special tool called the growth

share matrix to show how well the company is doing in terms of its market share and market growth. This helps businesses decide how to use their resources and can be used to analyze their portfolio, manage their brand and products, and make strategic decisions. Whether or not a company can make money depends on how much they earn from their investments. The amount of profit a company earns is very important for them to keep running and pay back money they borrowed. Hofstrand (2009) says that when a company wants to grow, it needs to be able to support itself with the money it already has. If the company needs to borrow more money to expand, it can use its past ability to pay back loans as a guarantee to the person lending the money. One important thing that ensures success for small and medium-sized businesses is when customers keep coming back and sticking with them. Sales are promised to happen at certain times. The loyalty business model is used in strategic management to make customers and stakeholders more loyal and increase the chances of achieving corporate goals. A common example of this model is that when a good or service is really good, it makes customers happy and they keep wanting it, which leads to making money. Firms spend a lot of money creating their brand because people trust famous companies more and are hesitant to try new ones. Brand building is when a product creates a special image in people's minds (Porter 2001). Online marketing has allowed companies to create brand identities without spending as much money. Online marketing helps small and medium-sized businesses with building their brand because it offers a cost-effective way to reach a larger group of people. More people buying the company's product leads to better

sales and performance. The internet has made it easier for companies to do business around the world by breaking down the barriers caused by distance (Burke, et al., 2004). This allowed businesses to reach out to more specific groups of customers using online marketing. Businesses can do better than their competitors in their industry because they can measure and see how well they are doing. Small and medium-sized businesses (SMEs) can make their performance better and attract more customers by using online marketing techniques. This guarantees that these businesses will make more money and have loyal customers.

2.6 Relationship between online marketing and the performance of small and medium scale enterprises (SMEs)

According to experts, using modern online marketing tools and innovations is very important for small and medium scale enterprises to have a successful long-term performance. Brodie et al., (2007) conducted a study and discovered that there is a significant connection between using E-marketing and the success of small and medium-sized businesses. Digital marketing is believed to help small and medium-sized businesses (SMEs) succeed and last longer (Rahman, et al., 2016). Using the correct online marketing plan helps a business attract more customers and allows them to compete with bigger, more established companies. So, in order to improve how well they do in a business environment that is always changing, small and medium-sized businesses must come up with new ideas to make things better. Small and medium scale

businesses need to follow a consistent plan when promoting their brand. Using their limited resources in a clever and unique way to create value and make a strong impact (Haereid, & Indregard. 2015). Small businesses need to focus on the financial side of advertising and use online platforms like social media and email to show their ideas and value to attract and keep customers. Online promoting offers SMEs an introduction to openings and challenges. SMEs have to be get it the drivers that impact the appropriation of online showcasing so as to permit them make arrangements and plans to pull in customers to their items and services, thus empower them pick up a more prominent representation within the worldwide industry advertise (Ghobakhloo, et al., 2011). Online showcasing gives SMEs a chance to compete successfully and accomplish victory in its objectives. The web as a promoting instrument gives critical openings for companies to look for and receive Inventive hones in arrange to address the expanding requests of shoppers (Sharma & Aragón-Correa, 2005). Both progressed supply chain administration and lower exchange costs have been achieved. Less information section errors are made conceivable by means of the web, sparing time and cash on work force. Usually an compelling arrangement for SMEs who have negligible representatives (Martin 2005). The key utilize of web Promoting is its ability to enable the SMEs reach and associated with its current clients as well as potential clients. It does not have to be be costly to reach online clients successfully. This empowers them to improve their offerings by consolidating the comments gotten. For SMEs to succeed within the advanced world, their execution is pivotal. SMEs can create strategies

through web promoting that will offer assistance them perform better. Because online inquire about and buy choices are completely subordinate on believe, branding is significant to the use of the web for promoting as well as the nearness of adequate security measures on an online site. The web permitted organizations to have way better control and criticism from their input because it brought approximately the capability to compile insights with respect to the seeing of the posted adverts on day by day as well as hourly premise (Porter 2001). It makes it conceivable to screen the client's presentation length on an notice and, thus, gage the advertisement's viability. Marketers can presently screen site visits utilizing mail, chat rooms, online overviews, and site visits to identify and meet client needs and inclinations. Through online or email-based promoting overviews and surveys, firms can utilize the web to get fast and unconstrained answers from their clients. Hamill (1997) clarified that the web may be a effective device for SMEs because it diminished section obstructions that limit internalization. Firms might overcome numerous operational barriers relating to printed material and trade documentation. The globalization of economies, driven by online promoting methodologies, has made it conceivable for businesses to develop into other markets. It has made it simpler to do commerce universally by lessening the sum of ruddy tape included and evacuating commitments for companies who have physical nearness overseas. This is often most advantageous to SMEs who are compelled monetarily to extend universally as it allows them get to of these markets at negligible costs (Hamill, 1997). The productivity of SMEs' businesses is significantly moved

forward by web promoting; in any case, most SMEs have challenges with respect to effectively utilizing the internet in showcasing their products, services, offered and operations. Insufficient security measures, mastery and monetary implies to guard against un-authorized get to to private data by workers and from pariahs and programmers posture a prevention to web appropriation (Khan, 2007).

2.7 Theoretical framework

- Resources- Based View Theory (RBVT)
- Social Penetration Theory (SPT)
- Technology acceptance Model (TAM)

2.7.1 Resource-Based View Theory

This theory focuses on the things that a company has within itself that makes it perform well and gives it an advantage over its competitors. It doesn't rely on factors outside of the company (Duhan, et al., 2010). But other studies show that how well a company does is affected by both what's happening inside the company and what's happening outside of it. ICT is something important for businesses to work well and be successful. Small and medium-sized businesses should use their own resources to take advantage of outside opportunities and reduce the risks from the outside world. The ability of small and medium-sized enterprises (SMEs) to use online marketing depends on the resources they have, like money. Business owners use their available resources to make decisions

and determine what is most important for their business to succeed (Elliot & Boshoff, 2007).

2.7.2 Social Penetration Theory

The social penetration theory emphasizes individual effects for social media sharing while explaining how human transaction creates relationships. explained that individuals on these platforms are subjected to disclosure of self in the interactions hence creating the need to secure certain information that they deemed private. It starts with public, visible, and superficial information, such as gender, clothing preferences, and ethnicity slowly, as the relationship progresses, one starts to share feelings; at the deepest level, one will expose his or her goals, ambitions, and beliefs. We might be able to create social networks in the online social environment that distinguish between these many informational levels. While private and semi-private information may be confidential, certain information will by default be made public. Relationship levels may be inferred from the type and frequency of communications, which are easily monitored online via social media platforms. A recent privacy lawsuit against Facebook highlighted the importance of following the layered intimacy levels of social penetration when disclosing one's information. To give their clients the assurance to provide reliable feedback that makes communication with the outside world useful, SMEs must uphold these standards. By application, the social penetration theory

enables Small and medium scale enterprises to identify the unique characteristics needed to satisfy their unique demands and improve performance.

2.7.3: Technology Adoption Model (TAM)

This model was created by Fred Davis in 1986, through his early research. Gavin (2022) says that the technology acceptance model is a theory that shows how individuals and small businesses can use and like technology in their personal and work lives. Hassan (2019) says that the technology acceptance model is often used to study how businesses use technology. According to the idea, when people learn about new technology, certain things affect their choices on when and how to use it. These variables are factors that affect how people behave, their attitudes, how useful they think a system is, how easy they think it is to use, how likely they are to use it, and the situation they are in at work. According to TAM, whether people like and use new technology depends on two things: how useful they think it is, and how easy it is for them to use (Robert, 2020). The TAM model helps in this study because it shows how small businesses, medium-sized businesses, and customers think about how useful and easy digital technology.

2.6 Empirical review

Olusegun, Olympus, and Olakunle (2020) conducted a research on "online marketing and the performance of small and medium scale enterprises in Nigeria; using Ikeja, Lagos State as case study". The study used a survey to collect information. The research showed that online marketing had a positive impact on the success of small and

medium-sized businesses. This has given young people the opportunity to work for themselves and has led to economic growth and development in different regions.

Anekwe and Nwokediba (2019) conducted a study on "e-commerce and performance of small and medium scale Enterprises in Awka, Anambra State, Nigeria". Survey was used in gathering the necessary data, while descriptive statistics was used to examine the data we gathered in the survey. Simple regression analysis was used to test the hypotheses of the study. The study discovered that the amount of money invested in e-commerce does not have a strong impact on the growth of small and medium-sized businesses (SMEs) in Anambra state. However, it did find a strong link between having good security measures in e-commerce and keeping customers loyal in Anambra state. So the study says that managers of small and medium-sized businesses should keep learning about and investing in new e-commerce technologies and parts because they can really help the businesses grow and do well. In addition, small businesses should make sure to only do online transactions with people they trust and know their real identities. They should also use secure websites and keep records of all their online transactions.

Etuk, Udoh, and Udowong (2021) studied "the relationship between electronic marketing and marketing performance of small and medium scale enterprises in Akwa Ibom state". The study used survey design to gather data and linear regression to test and analyze their hypotheses. The research discovered that there is a strong connection

between using social media and SMS marketing and how well small businesses in Akwa Ibom State perform in marketing. After analyzing the data, it was found that using social media and text message marketing is important for small businesses in Akwa Ibom State to improve their marketing efforts. So, the study suggests that small businesses that haven't been using social media marketing and SMS marketing a lot should start doing so to be competitive and improve how well they do.

Chukwudi, Chukwuemeka, and Okafor (2023) examined the "Impact of online marketing on the performance of small and medium scale enterprise in Anambra", with a specific focus on the influence of social media marketing on customer satisfaction/loyalty and market share. Survey research design was adopted and simple regression analysis in SPSS was used to test the hypothesis of the study. The study revealed that social media has a positive impact on SMEs marketing performance. Marketing significantly influences customer satisfaction/loyalty and market share. The study recommends that businesses should develop comprehensive plans and allocate budgetary resources towards achieving the plans.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

The section deals with the research design, the population of the study, the sample and sampling techniques, the measurement of variables, the research instrument, sources of data and the technique used to analyze the data.

3.2 Research Design

This study adopted the survey and descriptive research design. Descriptive design was found to be appropriate because it is concerned with collection of data for the purpose of answering questions that are related to the study. The research design provides facts and suggestions on major connections between the variables. The primary purpose of the study was to determine the relationship between online marketing and the performance of small and medium enterprises in Benin City.

3.3 The Population of the study

The population of this study covered small and medium scale enterprises in Ekosodin, Benin City, Edo state.

3.4 Sample and Sampling techniques

A sample size of 153 small and medium scale enterprises in Ekosodin was used in this study. It was derived from the population of the study which comprises all small and medium scale enterprises in Ekosodin, Benin city.

3.5 Model specification

SMEs performance - Dependent variable

Online marketing - Independent variable

Coefficients under the independent variable

Online order and delivery system

Online payment system

Online customer support service

$SPERF = f(ODSS, OPAS, OCSS)$

Econometrically, the model can be specified as:

$$SPERF = \beta_0 + \beta_1 OODS_i + \beta_2 OPAS_i + \beta_3 OCSS_i + \mu_i$$

Where SPERF = SMEs performance

OODS = Online order and delivery system

OPAS = Online payment system

OCSS = Online customer support service

μ_i = Error term

3.6 Method of Data Collection

The research instrument that was adopted in this study is questionnaire. 153 questionnaires was distributed to business owners and managers in Ekosodin for the collection of relevant informations for the study, the questions in the questionnaire were close ended and they were administered personally to the respondents by the researcher.

The questionnaire was structured into an interval scale of 5 likert scale, whereby 5 = Strongly agree (SA), 4 = Agree (A), 3 = Neutral (N), 2 = Disagree (D) 1 = Strongly Disagree (SD). The questionnaire was divided into two sections. Section A covered the demographic information about the respondents, while section B covered the questions relevant to the subject matter of the study.

3.7 The Validity and Reliability of the Instrument

The instrument was assessed and confirmed by the researcher’s supervisor to have external and internal validity. To make sure that the research instrument that was adopted in this study is valid, the researcher sent the instrument to his supervisor, for clarity, precision and comprehension by context validity. This was to check whether the instruments contain all the aspect of the subject matter that ought to be included in the instruments. The instrument used was closely supervised and scrutinized by the researcher’s supervisor. There is no doubt that his recommendations are reliable due to his years of experience. The reliability of the instrument was also estimated using the degree to which different observers gave consistent answers.

3.7 Operationalization of Variables

S/n	Variables	
	Dependent variable	Definitions
1	The performance of small and medium scale enterprise	The performance of small and medium scale enterprises refers to the actual outcome realized by a firm compared to the expected outcome of that firm within a given period of time, it can be measured based on a firms financial performance, marketing performance, human resources performance, customer base amongst others. It is seen as the level of effectiveness of a firm with respect to its financial and non financial performance.
	Independent variables	
2	Online Marketing	Online marketing is a form of marketing that uses the internet and technology to connect businesses to their potential customers. It is a medium use to position product or service within the reach of its targeted audience through the means of internet. It includes emails, social media search engines, websites, pay per click, amongst others. it is used interchangeably with digital marketing,

		web marketing, e-marketing or internet marketing.
3	Online order and delivery system	Online order and delivery system is a component of online marketing that uses the internet to advertise items and facilitates order of a customer's choice item, keep track of the item category, delivery address, order, and shopping cart. It keeps track of orders made by consumers, ensures timely response and delivery to the consumer.
4	Online payment system	Online payment system refers to the usage of technology to engage in monetary transactions, that is, the acceptance of payment of good and services through the internet. Types of this system includes credit and debit cards, online banking, E-wallet, and QR code payment.
5	Online customers support service	Customer support service is the support that firms offer to customers (both existing and potential customers) before and after purchasing a product or service through the means of the internet. It offers assistance to customers concerning the products, service purchased or to be purchased and provide needed answers to questions related to the product of the firm.

3.8 Method of Data Analysis

This section of the research is concerned with how data were processed and analyzed.

Data were entered accordingly to obtain various summaries, percentages and frequencies. Descriptive analysis was used to analyze the data gathered from the questionnaire while regression analysis was conducted using statistical package for social sciences (SPSS) v.25 in order to test the hypotheses of the study.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter focused on the analytical aspect of the research work. The primary data collected from the sample population were presented and carefully analysed to reach a valid conclusion on each specified question. The data presented and analyzed were conducted with some generalized discussion following the analysis, after which the testing of the hypotheses was conducted. Percentages, tables and descriptive statistics of mean were used to present the data gathered from the respondents, while regression analysis was used to test and analyse the hypotheses of the research work.

One hundred and fifty three (153) copies of questionnaire was administered to small and medium scale enterprises (SMEs) in Ekosodin, Benin city, Edo state, however 140 copies of the questionnaire were appropriately filled and returned which was used for the analysis of the study.

4.2 Demographic Analysis

This section covers the Gender, age range, and educational qualification of the respondents and how long their business has been in existence.

Table 4.1 Analysis of Questionnaire

Questionnaire	Respondents	Percentage (%)
Returned	140	91.5
Not returned	13	8.5
Total	153	100

Source: Field Survey

From that Table above, the data gotten from a total of 153 copies of the questionnaires administered to respondents at their various enterprises was prudently evaluated. The total number of copies of the questionnaire returned and found usable for analysis was 140 representing 91.5% returned rate while 13 representing 8.5% was not returned.

Table 4.2. Analysis of Gender of Respondents

Gender	Frequency	Percentage
Male	79	56.4
Female	61	43.6
Total	140	100.0

Source: Field Survey 2023

From the Table above, 56.4% of the respondents are male while 43.6% are female. It can be seen that the majority of the respondents in the study area are males which

implies that there are more male business owners and managers than female in small and medium scale enterprises in ekosodin.

Table 4.3. Analysis of Age of Respondents

Age	Frequency	Percentage
20-25	21	15.0
26 -30	68	48.6
31-35	26	18.6
36– 40	24	17.1
41 & above	1	.7
Total	140	100.0

Source: Field Survey 2023

From the Table above, it can be seen that the 15.0% of the respondents are within the age bracket of 20-25, while 48.6% are within the age bracket of 26-30, however 18.6% are within the age bracket of 31-35, while 17.1 % are with the age bracket of 36-40 and .7% are 41 and above. It can be seen that age bracket 26-30 with 48.6% are the majority. This implies that that majority of SMEs owners and managers in the study area are within the age of 25-30 years old.

Table 4.4 Analysis of years of business

Years of business	Frequency	Percent
1-3	53	37.9
4-7	41	29.2
8-10	46	32.9
Total	140	100.0

Source: Field Survey 2023

From the Table above, it can be seen that 37.9% of the respondents businesses are between 1-3 years old, 29.2% are 4-7 years old, 32.9% are 8-10 years. It can be seen that majority of the respondents businesses are between 1-3 years old which implies that there are more of young businesses in the study area.

Table 4.5 Analysis of Educational Qualification of Respondents

Educational Qualification	Frequency	Percentage
No formal education	6	4.3
Primary education	25	17.9
Secondary education	34	24.3
Tertiary education	75	53.6
Total	140	100.1

Sources: Field Survey 2023

From the Table above, 4.3% of the respondents has no formal education, 17.9% has primary education, 24.3% obtained secondary education, while 53.6% obtained tertiary education. It can be seen that those who acquired tertiary education are the majority.

4.3 Descriptive Analysis

This section presents the descriptive analysis on online marketing and the performance of small and medium scale enterprises (SMEs) in Benin City. The data analysis and the decisions drawn from the distributions of questionnaires are shown below, all questions whose mean level are below 3.0 should be rejected as it implies that most respondents disagreed on that questions while all questions whose mean are 3.0 and above should be accepted as it implies that most respondents agreed to the questions.

Table 4.6 Analysis of Online Order and Delivery System

S/N	Items statement	SA(%) 5	A (%) 4	N (%) 3	D (%) 2	SD(%) 1	Total	Mean	Decision
1.	With online order and delivery, my firm is able to attend to more customers than before	175 (25.0)	204 (36.4)	84 (20.0)	30 (10.7)	11 (9.7)	504	3.6	Accepted
2.	Online order and delivery system assists in making transaction between my firm and customers easy and	140 (20.0)	152 (27.1)	120 (28.6)	20 (14.3)	14 (10.0)	446	3.1	Accepted

	quick								
3.	Online order and delivery system enable my customer base to expand beyond its local market.	175 (25.0)	156 (27.9)	108 (25.7)	40 (14.3)	10 (7.1)	489	3.4	Accepted
4.	Online order and delivery system lead to increase in the financial performance of a firm	205 (29.3)	140 (25.0)	120 (28.6)	30 (10.7)	9 (6.4)	504	3.6	Accepted
5.	Online order and system helps any firm to overcome the barrier of distance when transacting with customers	130 (18.6)	156 (27.9)	144 (34.3)	30 (10.7)	12 (8.6)	472	3.3	Accepted

Sources: Field Survey 2023

Data analysis in Table 4.6 above which shows the distribution of Respondents according to their response to " Online order and delivery system " we can see that items 1, 2, 3, 4, and 5 with mean score of 3.6, 3.1, 3.4, 3.6, and 3.3 where highly accepted by the respondents. Therefore it means that all the item where accepted by the respondents.

Table 4.7 Analysis of Online Payment System

S/N	Items statement	SA(%) 5	A (%) 4	N (%) 3	D (%) 2	SD(%) 1	Total	Mean	Decision
6.	Online payment system helps in the improvement of a firm's marketing performance	195 (27.9)	132 (23.6)	123 (29.3)	42 (15.0)	6 (4.3)	498	3.5	Accepted
7.	It leads to quick and easy transaction between my firm and my customers	30 (4.3)	32 (5.7)	90 (21.4)	66 (23.6)	63 (29.3)	381	3.0	Accepted
8.	Online payment system helps to reduce the issue of misplacement of funds	130 (18.6)	128 (22.9)	150 (35.7)	36 (12.9)	14 (10.0)	458	3.2	Accepted
9.	Online payment system helps to eradicate the barrier of distance	190 (27.1)	172 (30.7)	108 (25.7)	14 (5.0)	16 (11.4)	500	3.5	Accepted
10.	Online payment brings about improvement in the financial records of the business	205 (29.3)	140 (25.0)	117 (27.9)	16 (5.7)	17 (12.1)	495	3.5	Accepted

Sources: *Field Survey 2023*

Data analysis in Table 4.7 above which shows the distribution of respondents according to their response to " online payment system " we can see that items 6, 7, 8, 9, and 10

with mean score of 3.5, 3.0, 3.2, 3.5, and 3.5 where highly accepted. Therefore it means that all the item where accepted by the respondents.

Table 4.8: Analysis of Online Customer Support System

S/N	Items statement	SA(%) 5	A(%) 4	N(%) 3	D(%) 2	SD(%) 1	Total	Mean	Decision
11.	With online customer support service, our customers are informed about a product, service or offers available	155 (22.1)	188 (33.6)	114 (27.1)	18 (6.4)	15 (10.7)	490	3.5	Accepted
12.	Online customer support service assists business owners to effectively and speedily manage complaints from customers.	195 (27.9)	124 (22.1)	99 (23.6)	62 (22.1)	6 (4.3)	486	3.4	Accepted
13.	With online customer support service, we assist our customers to effectively carryout transactions	210 (30.0)	256 (45.7)	30 (7.1)	26 (9.3)	11 (7.9)	533	3.8	Accepted
14.	Online customer support service promotes customers satisfaction	175 (25.0)	144 (25.7)	72 (17.1)	52 (18.6)	19 (13.6)	462	3.3	Accepted
15.	It helps business owners to identify the needs, wants, and expectation of the customer through the	100 (25.0)	144 (25.7)	144 (34.3)	52 (18.6)	10 (7.1)	450	3.2	Accepted

reviews and comments									
----------------------------	--	--	--	--	--	--	--	--	--

Sources: Field Survey 2023

Data analysis in table 8 above which shows the distribution of Respondents according to their response to " Online customer support service "we can see that items 11, 12, 13, 14, and 15 with mean score of 3.5, 3.4, 3.8, 3.3, and 3.2 where highly accepted by the respondents. Therefore it means that all the item where accepted by the respondents.

Table 4.9 Analysis of SMEs Performance

S/N	Items statement	SA(%)	A(%)	N(%)	D(%)	SD(%)	Total	Mean	Decisions
		5	4	3	2	1			
16.	The volume of sales is determinant of the performance of a business	175 (25.0)	144 (25.7)	72 (17.1)	52 (18.6)	19 (13.6)	462	3.3	Accepted
17.	The profits of a business can be used to measure the performance of a business.	100 (14.3)	144 (25.7)	144 (34.3)	52 (18.6)	10 (7.1)	450	3.2	Accepted
18.	The level of customer satisfaction will have effect on the performance of the business	90 (12.3)	132 (23.6)	96 (22.9)	86 (30.7)	14 (10.0)	418	3.0	Accepted
19.	The potential customers base of a firm can be used to measure the	190 (27.1)	228 (40.7)	78 (18.6)	26 (9.3)	6 (4.3)	528	3.7	Accepted

performance of a business.									
----------------------------	--	--	--	--	--	--	--	--	--

Sources: Field Survey 2023

Data analysis in table 9 above which shows the distribution of Respondents according to their response to " SMEs Performance " we can see that items 16, 17, 18, and 19 with mean score of 3.3, 3.2, 3.0, and 3.7 where all accepted by the respondents. Therefore it means that all the item where accepted by the respondent

4.4 Testing of the Hypotheses

Regression Analysis was used to test the research hypotheses and analyse the dependent and independent variables. The hypotheses were evaluated with an Alpha level of significance of 0.05 (Decision rule: When computed level of significance <0.05 (less than 0.05), reject null hypothesis; When computed level of significance >0.05 (greater than 0.05), accept null hypothesis).

4.4.1 Test of Hypothesis One

H0₁ Online order and delivery system has no significant relationship with the performance of small and medium scale enterprises.

Table 4.10 Model Summary of online order and delivery system and performance of small and medium scale enterprises

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.419 ^a	.175	.167	.58464
a. Predictors: (Constant), Online order and delivery system				

Table 4.11. ANOVA^a of online order and delivery system and performance of small and medium scale enterprises

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7.128	1	7.128	20.853	.000 ^b
	Residual	33.497	98	.342		
	Total	40.625	99			
a. Dependent variable: performance of small and medium scale enterprises						
b. Predictors: (Constant), online order and delivery system						

Interpretation of Results

The result from the model summary table revealed that the extent to which the variance, performance of small and medium scale enterprises can be explained by online order and delivery system is 17.5% (R Square = 0.175). The ANOVA table shows the Fcal

20.855 at 0.000 significant levels. The table shows that online order and delivery system will increase performance of small and medium scale enterprises have significant effect.

Table 4.12 Coefficients^a of online order and delivery system and performance of small and medium scale enterprises

Model		Unstandardized coefficient		Standardized coefficient	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.109	.451		4.681	.000
	Online order and delivery system	.486	.106	.419	4.567	.000
Dependent Variable: performance of small and medium scale enterprises						

The coefficient table above shows that the simple model that expresses online order and delivery system will increase performance of small and medium scale enterprises have significant effect. The model is shown mathematically as follows:

$Y=a+bX$ where y is performance of small and medium scale enterprises and x is documentation/filing method, a is a constant factor and b is the value of coefficient.

From this table therefore, performance of small and medium scale enterprises = 2.109 + 0.486 online order and delivery system. Therefore, a unit increase in online order and

delivery system will lead to 0.486 increases in performance of small and medium scale enterprises.

Decision

The above result implies that online order and delivery system will increase performance of small and medium scale enterprises have significant effect, i.e. since our P value (0.000) is less than 0.05. Thus, the decision would be to reject null hypothesis (H_0) and accept alternative hypothesis (H_1), i.e. online order and delivery system has significant relationship with the performance of small and medium scale enterprises.

4.4.2 Test of Hypothesis Two

H_{02} Online payment system has no significant relationship with the performance of small and medium scale enterprises.

Table 4.13 Model Summary of online payment system and performance of small and medium scale enterprises.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.259 ^a	.067	.058	.57506
a. Predictors: (Constant), online payment system				

Table 4.14 ANOVA^a of online payment system and performance of small and medium scale enterprises

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.329	1	2.329	7.043	.009 ^b
	Residual	32.408	98	.331		
	Total	34.737	99			
a. Dependent variable: performance of small and medium scale enterprises						
b. Predictors: (Constant), online payment system						

Interpretation of Results

The result from the model summary table revealed that the extent to which the variance, performance of small and medium scale enterprises can be explained by online payment system is 6.7% (R Square = 0.067). The ANOVA table shows the Fcal 7.043 at 0.009 significant levels. The table shows that online payment system have significant contribution in performance of small and medium scale enterprises.

Table 4.15 Coefficients^a of online payment system and performance of small and medium scale enterprises

Model		Unstandardized coefficient		Standardized coefficient	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.933	.396		7.410	.000
	Online payment system	.256	.097	.259	2.654	.009
Dependent Variable: Performance of small and medium scale enterprises						

The coefficient table above shows that the simple model that expresses how online payment system have significant contribution in performance of small and medium scale enterprises. The model is shown mathematically as follows:

$Y = a + bX$ where y is performance of small and medium scale enterprises and x is online payment system a is a constant factor and b is the value of coefficient. From this table therefore, performance of small and medium scale enterprises = $2.933 + 0.256$ online payment system.. Therefore, a unit increase in online payment system will lead to 0.605 increases in performance of small and medium scale enterprises.

Decision

The above result implies that online payment system have significant contribution in the performance of small and medium scale enterprises i.e. since our P value (0.009) is less than 0.05. Thus, the decision would be to reject null hypothesis (H_0) and accept alternative hypothesis (H_1), i.e. online payment system has significant relationship with the performance of small and medium scale enterprises.

4.4.3 Test of Hypothesis Three

H_{03} Online customer support services has no significant relationship with the performance of small and medium scale enterprises

Table 4.16 Model Summary of online customer support services and performance of small and medium scale enterprises

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.401 ^a	.161	.153	.63032
Predictors: (Constant), online customer support services				

Table 4.17. ANOVA^a of online customer support services and performance of small and medium scale enterprises

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7.477	1	7.477	18.819	.000 ^b
	Residual	38.935	98	.397		
	Total	46.412	99			
Dependent variable: performance of small and medium scale enterprises						
Predictors: (Constant), online customer support services						

Interpretation of Results

The result from the model summary table revealed that the extent to which the variance, performance of small and medium scale enterprises can be explained by online customer support services is 16.1% (R Square = 0.161). The ANOVA table shows the Fcal 18.819 at 0.000 significant levels. The table shows that a unit increase in online customer support services can enhance the performance of small and medium scale enterprises.

Table 4.18 Coefficients^a of online customer support services and performance of small and medium scale enterprises

Model		Unstandardized coefficient		Standardized coefficient	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.389	.393		6.078	.000
	Online customer support services	.427	.098	.401	4.338	.000
Dependent Variable: Performance of small and medium scale enterprises						

$Y=a+bX$ where y is performance of small and medium scale enterprises and x is online customer support services. From this table therefore, performance of small and medium scale enterprises = 2.389 + 0. Online customer support services. Therefore, a unit increase in level of online customer support services will lead to 0.427 increases performance of small and medium scale enterprises.

Decision

The above result implies that online customer support services will increase performance of small and medium scale enterprises which has significant effect, i.e. since our P value (0.000) is less than 0.05. Thus, the decision would be to reject null hypothesis (H_0) and accept alternative hypothesis (H_1), i.e. online customer support

services has significant relationship with the performance of small and medium scale enterprises.

4.5 Discussion of findings

Table 4.5 showed that the data analysis of response on online order and delivery system were highly accepted with the mean scores of 3.6, 3.1, 3.4, 3.6 and 3.3 consecutively for the 5 items under online order and delivery system. The findings reveals that online order and delivery system promotes easy transactions, expansion of customer base and also lead to increase in the financial performance of a firm. This shows that online order and delivery system play an essential role in the increase in sales, expansion of customer base and the improvement of financial performance.

Table 4.6 showed that the 5 items under online payment system were accepted with the mean scores of 3.5, 3.0, 3.2, 3.5 and 3.5 which shows that all items were highly accepted by the respondents. This findings depict that online payment system has a positive effect in the marketing performance of a firm, sales and the financial performance of a firm.

Table 4.7 showed that the 5 items under online customer support service were accepted, this can be seen from the responses of the respondents this accrued the mean scores of 3.5, 3.4, 3.8, 3.3, and 3.2. This shows that effective customer support service can

promote customers satisfaction which will promote customers loyalty and also encourage more patronage.

Table 4.8 showed that the response that all items were accepted with the mean scores of 3.3, 3.2, 3.0, and 3.7. Here, the findings shows that sales, profitability, customer satisfaction and the level of potential customer base are key indicators to measure the performance of a firm. This findings are in line with the findings of Clark (1999) that stated that market share, sales, cash flow and profitability, customer satisfaction, customer loyalty and brand equity are some metrics of financial and non-financial performances.

The first objective of this study was to ascertain the relationship between online order and delivery system and the performance of small and medium scale enterprises in Benin City. Table 4.12 showed the findings of the study which revealed that online order and delivery system has a significant relationship with the performance of small and medium scale enterprises in Benin City.

The second objective of the study was to determine the relationship between online payment system and the performance of small and medium scale enterprises in Benin City. Table 4.15 showed the findings of the study which revealed that online payment system has a significant relationship with the performance of small and medium scale enterprises in Benin City This depict that online payment system has a positive effect on the performance of small and medium scale enterprises (SMEs) in Benin City.

The third objective of the study was to examine the relationship between online customer support service and the performance of small and medium scale enterprises (SMEs). Table 4.18 showed the findings of this study which revealed that online customer support service has a significant relationship with the performance of small and medium scale enterprises in Benin City.

All findings of the study revealed that online marketing has a significant relationship with the performance of small and medium scale enterprises. The findings were in line with the findings of Okusegun et al (2020) which stated that online marketing affected the performance of SME positively which has allowed youths to be self-employed and created economic growth and regional development.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The research findings were summarized in this chapter, conclusions and recommendations were also made in this chapter. The chapter is structured as outlined as follows; the summary of findings, the conclusion of the study, the recommendations of the study, contribution to knowledge and the researcher suggestions for further research.

5.2 Summary of Findings

Study was conducted to examine online marketing and performance of small and medium scale enterprises in Benin City, Edo State. Primary data was collected using a well-structured questionnaire and a sample size of 153 was used for the study, frequency was used to present the data, while descriptive analysis and regression analysis was used to analyse the primary data through the use of SPSS v 25. Findings of the study indicates that;

1. Online order and delivery system has a significant relationship with the performance of small and medium scale enterprises.
2. Online payment system has a significant relationship with the performance of small and medium scale enterprises.

3. Online customer support services has a significant relationship with the performance of small and medium scale enterprises.

5.3 Conclusion

From the context of this study, a sound conclusion was drawn with emphasis that the adoption and effective utilization of online marketing has a great influence on the productivity in the SMEs in Benin City, Edo State, Nigeria. Findings indicate that online marketing tools, including order and delivery systems, online payment system, and online customer support services, play a significant role in improving SMEs' accessibility, financial performance, and customer satisfaction. The study underscores the importance of increased sales volumes and customer contentment as key performance indicators positively associated with online marketing. Overall, the research highlights the potential for online marketing to enhance SME growth by expanding their reach, streamlining operations, and ensuring financial sustainability. This study concludes that operators of SMEs are conversant and have the right online marketing skills, as they are very much aware of the importance of online marketing to the wellbeing of their business, and are willing to adopt online marketing in their business processes. However, they do not have and cannot afford the required human technological resources and financial muscle to develop, deploy and maintain the right business online marketing systems made;

5.4 Recommendations

1. Efforts should be made to produce small and medium scale enterprises with the right online marketing skills to enhance an effective and efficient online order and delivery system.
2. There is the urgent and dire need for the government to support the SME sector of the economy through proper funding to promote online marketing among small and medium scale enterprises which would also enhance an effective and efficient online payment system.
3. Efforts should be made by small and medium scale enterprises to commence training for its employees to be able to offer an effective and efficient online customer support service.
4. Business owners and managers who are yet to adopt online marketing strategy should attempt to do as online marketing adoption play a significant role in the improvement of a financial and non financial performance.
5. Proper training and skill empowerment programs should be put in place to educate and train employees and business owners on what to know and how to effectively and efficiently utilize online marketing tools.

5.5 Contributions to Knowledge

This study has provided managers, entrepreneurs, and the government with the right information on the online marketing tools that can improve the performance of small and medium scale enterprises. Methodologically, this study has shown that the relationship between online marketing and the performance of small and medium scale enterprises can be explained using the regression analysis.

REFERENCES

- Adikesvan, T. (2014). Management information systems. 2nd edition.
- Anekwe, & Nwokediba. (2019). E-Commerce and Performance of Small and Medium Scale Enterprises in Awka, Anambra State, Nigeria. *International Journal of Academic Multidisciplinary Research (IJAMR)*, 3(12), 45-54.
- Bajaj, K. K., Nag, D., & Bajaj, K. K. (2005). E-commerce. Tata McGraw-Hill
- Bansal, R., Masood, R. Z., & Dadhich, V. (2014). Social media marketing-a tool of innovative marketing. *Journal of Organizational Management*, 3(1), 2231-7228.
- Bill, S., and Raymond, L., (2003). Information technology: threats and opportunities for small and medium enterprises. *International journal of information management*, 13, 439-448
- Brodie, R.J., Winklhofer, H., Coviello, N.E., & Johnston, W.J. (2007). Is e-marketing coming of age? An examination of the penetration of e-marketing and firm performance. *Journal of Interactive Marketing*, 21(1) 2-21.
- Brown, B. (2009). The complete guide to Affiliate Marketing strategies and Organization structure for service firms. Chicago: AMA, pp.47-51.
- Burke, G. I. & Jarhatt, D. G. (2004). The influence of information and advice on competitive strategy definition in enterprises: approaches and metrics. *Internet Research: Electronic Networking Applications and Policy*.
- Chaffey, D., & Smith, P. R (2005) E-marketing excellence; the heart of E-Business.
- Chen, Y., & Meng, X. (2008). E-commerce and E-marketing, Electronic Industry Press, Peking, China.

- Chukwudi, N., Chukwuemeka, O. O., & Okafor, E. G. (2023). Impact of Online marketing on the performance of small and medium scale enterprises in Anambra State. *International Journal of Management & Entrepreneurship Research*, 5(8), 542-553. DOI:10.51594/ijmer.v5i8.518.
- Clark, B. H. (1999). Marketing performance measures: History and interrelationships. *Journal of Marketing Management*, 15(8), 711-732.
- Clarke, R. (2006), Issues in Technology-Based Consumer Transactions, <http://www.anu.edu.au/Roger.Clarke/SOS/SCOCAP96.html>.
- Dahnil, M., Marzuki, K., Landdat, J. & Fabeli, N., (2014). Factors influencing SMEs adoption of social media marketing procedural-social and Behavioural sciences, 14(8), pp.119-126.
- Davis, F. (1986). A technology acceptance model for empirical testing new end user information system: Phd (ed) dissertation. MIT Sloan School of Management, Cambridge, 101p.
- Desai, V. (2019). Digital Marketing: A Review. *International Journal of Trend in Scientific Research and Development*, 5(5), 196-200. doi:<https://doi.org/10.31142/ijtsrd23100>.
- Duffy, D.(2005). Affiliate marketing and its impact on e-commerce: *journal of consumer marketing*, 22(3), pp. 161-163.
- Duhan, S., Levy, M. & Powell, P.(2010). *Exploring the Role of IS in Dynamic Capabilities*.
- Ebitu, E. T., Basil, G. and Ufot, J. A. (2015). An appraisal of Nigeria's micro, small and medium enterprises (MSMEs): growth, challenges and prospects. *International Journal of Small Businesses and Entrepreneurship Research*, 6(3): 15-29.

- Elliot R and Boshoff C. (2007). The influence of the owner manager of small tourism businesses on the success of Internet Marketing. *South Africa Small Business Journal*. 38(3) 15-28.
- Etuk, S., Udoh, I. S., & Udowong, E. C. (2021). Electronic Marketing And Marketing Performance Of Small And Medium Scale Enterprises in Akwa Ibom State, Nigeria. *British Journal of Marketing Studies*. 9(4) 1-17, 2053-4051.
- Gavin Singh (2022), Technology Acceptance Model (TAM) And Use And Adoption Of Technology by Small Business Owners In Queens, NY.
- Ghobakhloo, M., Arias-Aranda, D., & BenitezAmado, J. (2011). Adoption of e-commerce applications in SMEs. *Journal of industrial Management Data Systems*.
- Gruber. (2004) Marketing in new ventures.Theory and empirical evidence. *Schmalenbach Business Review*, 56, 146-199.
- Hacioglu, G., & Gök, O. (2013). Marketing performance measurement: marketing metrics in Turkish firms. *Journal of Business Economics and Management*, 14(1), S413-S432.
- Haereid, M.B., & Indregard, S. (2015).Guerrilla marketing: A low-cost strategy for startups. Master's thesis, NTNU.
- Hamill, J., & Gregory, K. (1997), Internet Marketing in the Internationalization of UK SMEs, *Journal of Marketing Management*.
- Harrigan, E., & Patrick, I. (2012).Exploring and explaining SME marketing investigating e-CRM using a mixed methods approach: *Journal of strategic marketing* 20(2): 127-163.

- Hassan, O. I. (2019). Digital Marketing and Sales Improvement in Small and Medium Enterprises in Nigeria: *International Journal of Innovation and Research in Educational Sciences*, 6(6), 2349–5219.
- Iddris, F., & Ibrahim, M. (2015). Examining the relationships between e-Marketing adoption and Marketing Performance of Small and Medium Enterprises in Ghana. *Journal of Marketing and Consumer Research*, 10, 160-169.
- Inegbenebor, A. U. (2006). *The fundamentals of Entrepreneurship*. Lagos, Malthouse Press Limited.
- Khan, S. (2007). Adoption issues of Internet banking in Pakistani firms. Dissertation submitted for the degree Master of Science in Information Technology. Luleå: Luleå University.
- Kumar, & Reinartz. (2018) Customer Relationship Management, 1, 5-6
<https://doi.org/10.1007/978-3-662-55381-7>.
- Leskovec, J., Adamic, L., & Huberman, B.(2007). The dynamics of viral marketing ACM Transactions on the Web, 1(1), p 5.
- Maguire, S., Koh, S.C.L., & Magrys, A. (2007). The adoption of E-Business and knowledge management in SMEs. Benchmarking: *An International Journal Marketing*.
- Martin, L. M. (2005). Internet adoption and use in small firms: internal processes, organizational culture and the roles of the owner.
- Mazzarol, T. (2015). SMEs engagement with E-Commerce, E-Business and E-marketing. *Small Enterprise research*, 22(1), pp.79-90.

- Morgan, N. A. (2012). Marketing and business performance. *Journal of the Academy of Marketing Science*, 40(1), 102-119.
- Nuseir, M., & Refae, G. (2022). The effect of digital marketing capabilities on business performance enhancement: Mediating the role of customer relationship management (CRM). *International Journal of Data and Network Science*, 6(2), 295-304.
- Olusegun, O. O., Olufemi, O., & Olakunle, A. I. (2020). Online Marketing and the Performance of Small-Scale Enterprises in Nigeria. *Annals of Contemporary Developments in Management & HR (ACDMHR)*, 2(3).
- Omotayo, A., Akinyele, F. A., & Akinyele, S. T. (2015). Effect of Social Media Marketing on Small Scale Business Performance in Ota-Metropolis, Nigeria. *International Journal of Social Sciences and Management*, 2(3), 275–283. <https://doi.org/10.3126/ijssm.v2i3.12721>
- Pigneur. (1996). Internet Commerce for Small Business, *Journal of Industrial Management & Data Systems*, 98, 311-321.
- Porter, M. (2001). Strategy and the Internet. *Harvard Business Review*, 79(3), 63-78.
- Rahman, N. A., Yaacob, Z., & Radzi, R. M. (2016). An overview of technological innovation on SME survival: A conceptual paper. *Procedia-Social and Behavioral Sciences*, 224, 508-515.
- Robert, A. (2020). Digital Marketing Models: The Technology Acceptance Model <https://www.smartinsights.com/manage-digital-transformation/digital-transformation-strategy/digital-marketing-models-technology-acceptance-model/> Retrieved on 3 July 2023.

Sharma, S., & Aragón-Correa, J. A.(2005). corporate environmental strategy and competitive advantage in e-commerce adoption.

SMEDAN. (2014). Defintion of SMEs in Nigeria. Micro, Small, and Medium Enterprises (MSMEs) in Nigeria –An Overview.<https://invoice.ng/blog/msmes-in-nigeria-overview/>

SMEDAN. (2015). National policy on MSMEs.

APPENDIX
DEPARTMENT OF BUSINESS ADMINISTRATION
FACULTY OF MANAGEMENT SCIENCE
UNIVERSITY OF BENIN
BENIN CITY, EDO STATE

Dear Respondent,

I am an undergraduate of the above-named institution and department and I'm currently carrying out a research on **"Online marketing and the performance of small and medium scale enterprises (SMEs) in Benin city"**.

The purpose of this questionnaire is to gather information on the relationship between online order and delivery system, online payment system, online customer support services and it's relationship with the performance of small and medium scale enterprises. Your response will be strictly confidential and will only be used for the purpose of this study.

Please read the questions carefully before answering and kindly give your candid response to each questions by ticking (✓) your preferred option.

Thank you for your cooperation.

Yours faithfully,

Miracle Akhere OGBEIDE

MGS1808051

Section A

Demographic Data

Please, kindly give your candid response to each questions by ticking (✓)

Gender: Male [] Female []

Age: 20-25 [] 26-30 [] 31-35 [] 36-40 [] 40 & Above []

Educational status: No Formal Education [] Primary education [] Secondary education [] Tertiary education []

How long have you been in the business: 1-3 years[] 4-7 years [] 8-10 years []

SECTION B

Instruction: Please kindly tick [✓] in the option that best describes your opinion using the following scales: Strongly Agree (SA), (Agree (A), Neutral (N), Disagree (D), Strongly Disagree (SD)

S/N	ITEM	SA	A	N	D	SD
	Online order and delivery system					
1	With online order and delivery, my firm is able to attend to more customers than before.					
2	Online order and delivery system assists in making transactions between my firm and customers easy and quick.					
3	Online order and delivery system enables my customer base to expand beyond its local market.					
4	Online order and delivery system leads to increase in the financial performance of a firm.					
5	Online order and delivery system helps my firm to overcome the barrier of distance when transacting with customers.					
	Online payment system					
6	Online payment system helps in the improvement of a					

	firms marketing performance.					
7	It leads to quick and easy transaction between my firm and my customers.					
8	Online payment system helps to reduce the issue of misplacement of funds.					
9	Online payment system helps to eradicate the barrier of distance.					
10	Online payment brings about improvement in the financial records of the business.					
	Online customer support service					
11	With online customer support service, our customers are informed about a product, service or offers available.					
12	Online customer support service assists business owners to effectively and speedily manage complaints from customers.					
13	With online customer support services, we assists our customers to effectively carryout transactions.					
14	Online customer support service promotes customers satisfaction					
15	It helps business owners to identify the needs, wants and expectations of the customers through the reviews and comments.					
	SMEs performance					
16	The volume of sales is determinant of the performance of a business					
17	The level of customer satisfaction will have effect on the performance of the business					
18	The potential customers base of a firm can be used to measure the performance of a business.					
19	The profits of a business can be used to measure the performance of a business.					

Thank you for your time, Your response is highly appreciated.