E-MARKETING AND SMALL SCALE BUSINESS IN NIGERIA, THREATS AND OPPORTUNITIES

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BEING A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF MARKETING, FACULT OF MANAGEMENT SCIENCES, UNIVESITY OF BENIN, BENIN CITY, IN PARTAL FULFILMENT OF THE REQUIREMENTS FO R THE DEGREE OF BACHELOR OF SCIENCE (B.SC) HONS IN MARKETING OF THE UNIVERSITY OF BENIN

OCTOBER, 2023

DECLARATION

I declare that:

This project work is based on a study undertaken by me in the department of Marketing, Faculty of Management Sciences, University of Benin, Benin City, under the supervision of Prof. E.P. Oseyomon of the Department of Marketing, Management Science University of Benin, Benin City, Nigeria

This work has not been previously submitted for award degree elsewhere, all idea and views are product of my personal effort and all references to works of others have been duly acknowledged

CERTIFIATION

We, certify that this project was carried out by Alimat Princess AUDU in the Department of Marketing, Faculty of Management Sciences, university of Benin, Benin City, Nigeria. It is adequate in scope and scope and quality in partial fulfilment of the requirements for the award of Bachelor of Science (BSc.) degree in Marketing.

CHAPTER ONE

INTRODUCTION

Background of study

Small enterprises in Nigeria are crucial to economic growth. Government and private sector policies have created enabling settings for small-scale enterprises to prosper. However, issues persist. Many authors have identified low managerial skills, small capital, inefficient expenditure by small business owners, poor marketing methods, etc. However, a few SMEs have prospered over the years and contributed greatly to Nigeria's economic growth by utilizing its resources, increasing employment, revenue generation, and redistribution.

However, Nigerian small firms seem to be behind the global economy in internet marketing. Small Japanese enterprises may design items to market tastes and leverage existing marketing to assure market share and customization, so they now undertake international business. This was possible despite small enterprises' numerous evident and typical problems.

The goal of this study is to determine how Nigerian small businesses and marketing relate. To determine how Nigerian small firms might use e-marketing to overcome hurdles, survive in the market, and prosper with a competitive advantage.

This study also seeks to understand how Nigerian small businesses regard e-marketing and if it is a threat or an opportunity to their survival and development.

1.2 Research problem statement

Small business starts confront significant obstacles during the present market crisis. Marketing your goods via an internet business platform is similar. Some business owners waste time and money on marketing strategy, specialized market penetration, and client engagement. Thus, tiny enterprises generally fail to build buyer trust and involvement. They lose brand royalty and fall behind the competition. Lack of credit, bad management, and limited technology are important issues for small businesses and startups.

Having briefly examined Nigerian small enterprises' difficulties and benefits. How can small enterprises use their resources efficiently to create business tools that boost market share, competitiveness, and other benefits? Given the rise in the use of technology in marketing by all types of organizations, it's crucial to understand how e-marketing can benefit Nigerian small businesses.

E-marketing can assist Nigerian small businesses reach a bigger local market, get a competitive edge, and serve a better market. E-marketing also opens new export markets for small businesses.

1.3 Research queries

This study will answer these research questions:

i. Assess e-marketing awareness among Nigerian small-scale business owners.

How much do Nigerian small-scale business owners use e-marketing as a strategic tool?

iii. How do small business owners view e-marketing opportunities and threats?

iv. How can small-scale business owners in Nigeria use e-marketing as a modern tool?

1.4 Study Objective

This study aims to determine the awareness of e-marketing among small company owners in Nigeria.

2. Determine if Nigerian small-scale business owners engage in e-marketing.

(3) Determine if e-marketing presents dangers or opportunities for Nigerian small businesses.

4. To explore the use of e-marketing as a modern business tool for small firms in Nigeria.

1.5. Research hypotheses

Research hypotheses to be tested: - Nigerian small-scale business owners lack awareness of e-marketing.

Nigerian small business owners are not marketing-driven.

- E-marketing does not threaten or benefit small businesses.

Nigerian small business owners cannot use e-marketing as a current tool.

1.6 Scope of study

Modern e-marketing will be the focus of this study. Small business managers' awareness.

Additionally, how small business managers view e-marketing and how they have reacted to its growing use as a strategic tool.

1.7 Study significance

E-marketing, one of the fastest-growing fields in e-business, could help SMEs compete with larger companies despite limited infrastructure and resources.

E-marketing lets small businesses develop content for many platforms and reach more leads so they can engage with their target market. E-marketing, whether you use SEO, content, social media, or another strategy, can expand your business.

Growing companies create greater money for shareholders. Competitiveness requires growth since larger enterprises are ahead of smaller ones. They have more resources to grab market openings and dominate.

CHAPTER TWO

LITERATURE REVIEW

2.1 Intro

Specifically, this study examines the threats and prospects of e-marketing in small businesses. This chapter reviewed independent and dependent variable literature. The conceptual, theoretical, and empirical frameworks are presented separately in this chapter.

Review of concepts

2.1.1 E-Marketing

Electronic marketing, or e-marketing, is a fast-changing business and marketing concept. It means using electronic channels, especially the internet, to market and sell goods and services. E-marketing uses a variety of methods to reach and engage target consumers online.

With the rise of the internet and digital technology, e-marketing has become popular. Businesses can now market and communicate with customers via the internet. E-marketing uses the internet's reach and accessibility to engage customers, raise brand awareness, and boost sales.

E-marketing relies on websites as online hubs. A well-designed and user-friendly website is a business's digital storefront, giving essential information, promoting products and services, and allowing online transactions. E-marketing relies on it as a virtual portal for potential customers to interact with a business (Strauss & Frost, 2016).

Email marketing—sending tailored messages and promotional information to subscribers—is another important part of e-marketing. Email marketing is a cost-effective and direct approach to nurture leads, engage audiences, and convert. It helps firms improve marketing campaigns by

personalising communication and targeting certain client segments (Chaffey & Ellis-Chadwick, 2019).

E-marketing needs social media marketing too. Businesses may connect with customers, exchange content, and establish brand loyalty on Facebook, Twitter, Instagram, and LinkedIn. Social media allows firms to obtain input, solve client complaints, and adjust their marketing strategy in real time (Smith & Zook, 2017).

SEM and SEO boost a business's SERP visibility. SEM uses paid advertising like pay-per-click (PPC) campaigns, while SEO optimizes website content and structure for organic search engine results. E-marketing requires SEM and SEO to promote organic and paid traffic to websites, enhancing consumer acquisition (Chaffey & Ellis-Chadwick, 2019).

Additionally, content marketing is crucial to e-marketing. High-quality, relevant content that informs, educates, or entertains can establish a brand as an industry leader. Content marketing includes blog posts, articles, videos, infographics, and other formats that appeal to the target audience (Pulizzi & Barrett, 2015).

E-marketing uses data-driven tactics. Businesses examine customer data to understand consumer preferences, behavior, and trends. This data-driven approach enables personalised marketing campaigns, budget allocation, and strategy enhancement (Smith & Zook, 2017).

E-marketing is a multidimensional, growing digital marketing strategy. Websites, email, social media, SEM, SEO, content, and data-driven decision-making are included. E-marketing uses the internet to interact with clients, develop relationships, and expand businesses, making it essential to modern marketing methods.

2.1.2 Small Business Owner E-Marketing Awareness

Knowledge of e-marketing among small business owners is vital to understanding the digital change of modern commerce (Smith & Zook, 2017). E-marketing, or electronic marketing, includes many online business promotion and growth tactics. E-marketing awareness is advantageous and often necessary for small business survival and success in today's digital world.

Small business owners have typically used print ads, direct mail, and word-of-mouth recommendations to reach their target demographic. As the internet and digital technologies have become more integrated into daily life, e-marketing has grown (Chaffey & Ellis-Chadwick, 2019). E-marketing is cost-effective, widely available, and can target specific customer segments.

E-marketing awareness among small business owners frequently begins with understanding its potential benefits. Cost-efficiency, global reach, targeted marketing, demonstrable results, and competitive advantage are these benefits (Strauss & Frost, 2016).

Despite its benefits, small business owners' understanding and use of e-marketing differ. Some early adopters use digital tools to improve their marketing, while others are hesitant or clueless.

Age, education, industry, and technical comfort affect small business owners' e-marketing awareness and adoption. Younger entrepreneurs that grew up digitally may choose e-marketing. Digital marketing concepts are more likely to be integrated into business strategy by people with greater training (Chaffey & Ellis-Chadwick, 2019).

Many efforts and resources support e-marketing among small business owners. Business associations, government agencies, and digital marketing professionals offer workshops, training, and tools to entrepreneurs on e-marketing's benefits and best practices. These programs aim to help small business owners grow using digital tools.

E-marketing awareness among small business owners is crucial in the digital economy. Small firms that embrace e-marketing and the digital world are more likely to succeed and compete. E-marketing education and support can help small businesses succeed in an online-focused world.

2.1.3 Small Business Owners and E-Marketing

E-marketing apps have changed how small business owners interact with clients, promote their products, and run their operations online. These applications include many internet and digital marketing tactics and tools to boost business growth.

Website development and optimization are important e-marketing tools for small businesses. A well-designed website gives firms a global digital storefront (Chaffey & Ellis-Chadwick, 2019). Small businesses can promote their goods and services, offer online shopping, and educate clients. Customers can ask about products, offer reviews, and communicate on websites.

Email marketing is another crucial small business e-marketing tool. Personalized email marketing provide direct customer and prospect communication. Analytics can help small business owners create and segment email lists, distribute targeted messages, and evaluate campaign performance (Smith & Zook, 2017). Email marketing builds customer relationships, sales, and brand loyalty.

Social media marketing is essential to e-marketing. Small businesses can use Facebook, Instagram, Twitter, and LinkedIn to connect with customers, share content, and have real-time dialogues (Strauss & Frost, 2016). Businesses can advertise items, raise brand awareness, and gain customer insights on social media.

SEO and SEM are essential e-marketing tools for online presence. SEO optimization can boost organic traffic for small businesses (Chaffey & Ellis-Chadwick, 2019). SEM may also boost

website exposure and bring rapid traffic to landing pages with paid advertising like PPC campaigns.

Content marketing is another useful e-marketing tool. Small business owners can publish compelling blog entries, articles, videos, and infographics (Pulizzi & Barrett, 2015). Content educates, entertains, and establishes the firm as an industry expert, attracting and maintaining clients.

Small business owners increasingly use data-driven decision-making. E-marketing tools give firms analytics and consumer data to understand customer behavior, preferences, and trends (Smith & Zook, 2017). This data can help small business owners improve marketing, resource allocation, and customer service.

Finally, e-marketing apps are essential for small businesses in the digital age. These apps help businesses develop, engage customers, and go digital. Small businesses can capitalize on the digital landscape to stay competitive and grow if they adopt e-marketing methods.

2.1.4 E-Marketing Threats and Opportunities for SMBs.

Small business owners have several potential and risks with e-marketing, which uses digital channels and technologies to advertise and grow firms.

Positively, e-marketing allows global client access. Even modest firms may reach global customers online. Expanding outside local markets can be game-changing for small enterprises (Chaffey & Ellis-Chadwick, 2019).

Cost-efficiency is another draw of e-marketing. Digital platforms give better value than traditional marketing. Email marketing and social media advertising help small businesses extend their marketing budgets (Smith & Zook, 2017).

E-marketing is focused and effective. Data analytics and segmentation technologies help small business owners target marketing. They can target demographics and client interests with their communications and promotions, enhancing engagement and conversion (Strauss & Frost, 2016).

One of the biggest benefits of e-marketing is measuring results. Analytics and real-time tracking help small business owners evaluate campaign performance. Data-driven marketing allows them to make educated changes and optimise consistently (Chaffey & Ellis-Chadwick, 2019).

E-marketing boosts client involvement. Online channels including social media, email, and online communities allow significant customer connections. Reviews, responses, and long-term relationships with customers can help small businesses establish brand loyalty (Pulizzi & Barrett, 2015).

Despite these opportunities, e-marketing poses significant risks and obstacles. Small businesses compete with big brands online. In this crowded space, standing out is difficult (Smith & Zook, 2017).

Information overload is another issue. The internet is full of ads and information. Cutting through the noise to attract target audiences is tough when customers are flooded with content daily (Chaffey & Ellis-Chadwick, 2019).

E-marketing collects user data, raising privacy problems. To comply with data protection rules and safeguard client privacy, small businesses must manage complex requirements (Strauss & Frost, 2016).

Technology also presents problems. E-marketing demands digital platform and tool expertise. Small business owners may struggle to adopt new technologies (Pulizzi & Barrett, 2015).

Cybersecurity threats also exist. E-marketing often collects and stores customer data. Cyberattacks and data breaches can damage small firms' reputations and client trust (Smith & Zook, 2017).

Search engine and social media algorithm tweaks might complicate matters. These changes might affect a business's online presence, requiring marketing flexibility (Chaffey & Ellis-Chadwick, 2019).

Small businesses can benefit from global reach, cost-efficiency, customized marketing, and client involvement with e-marketing. It also presents obstacles like competition, information overload, privacy concerns, technological hurdles, cybersecurity dangers, and the ever-changing digital landscape. E-marketing tactics must be intelligent and adaptable to succeed in the digital age.

2.2 Theory Review

The father of modern marketing and the first expert in strategic marketing, Philip Kotler, defined digital marketing as a set of activities a company runs on the internet to attract new businesses and build a brand identity.

A successful small firm needs product, market, money, and people. Whether you're a startup seeking venture financing or a small business owner hoping to succeed, every firm needs a few essentials. Business plans are the backbone of businesses. It guides your new business's structure, operation, and growth.

E-marketing helps small businesses reach more people and establish a wider consumer base faster and cheaper than traditional marketing approaches. It also facilitates customer engagement. Staying in touch with customers online encourages purchases. It helps develop customer relationships and keep them with your firm.

E-marketing is crucial to small business growth. E-marketing is an art that helps companies increase sales, revenue, and growth by turning their audience into consumers and selling their products or services. Transaction cost theory, marketing, diffusion, information retrieval, and strategic networking advance electronic commerce theory.

With 201 million people and the largest market in Africa, Nigeria seems like a good place to do business. Small company owners disagree. several small firms here struggle to attain their full potential due to several challenges. Nigeria ranked 131 out of 189 in business ease. Thus, 80% of new small enterprises collapse within three years. There are successful businesses. Financial resources, business knowledge, government regulations and policies, visibility and marketing, public TV, and staffing are recurring issues.

Building your own brand, providing local jobs, and lobbying for change are small company perks. You have a lot of responsibility. According to the federal office of statistics in Nigeria, 97% of all businesses are small and employ 50% of the workforce and produce 50% of the country's industrial output Ariyo (2019) and Ihua (2019).

The segmentation theory states that markets are divided by commonalities to better reach their targeted consumers. Interactive technology allows customers to provide personal information and receive customized products and services.

Customer-led positioning: the customer shows the marketers what they want in the product or service by gathering data about prices, features, function, and more. For example, when a customer buys medication, they want to know how it interacts with their body and how it can combine with other medications.

Digital marketing's interactive and personalized communications, combined with regular and frequent communications, improve customer loyalty. For example, online alerts for deposits, debits, balance levels, and payment reminders allow customers to receive information based on their needs, improving service.

Systems theory holds that a system is made up of interacting elements that are affected by their environment and can change and self-regulate. In business, professionals reduce “general systems theory” to Systems Theory. Systems Theory is more viewpoint than practice. It helps you see that your business is a system governed by the same laws and behaviors as other biological organizations. This teaches topics like:

• Entropy—the tendency for systems to collapse and die—should be avoided in business.

• By working together, pieces can generate more than they could individually.

• Subsystem - Your business is built on multiple subsystems.

Contingency Theory: this organizational theory holds that there is no ideal method to organize, lead, or make decisions. Instead, the best action depends. It stresses the leader's personality and environment. There are four traditional contingency theories:

• Fielders Contingency Theory

The Situational Leadership Theory

• A Path-Goal Theory

• Decision-making theory

Theory Y: managers who follow this theory involve their employees in decision-making, encourage creativity at all levels, collaborate more with their employees, and motivate them by giving them responsibility and empowering them to make decisions. Small businesses use Theory Y, while large ones use Theory X.

Researchers can see and document the transaction in online auctions, unlike offline auctions. Bidders think and act differently here.

2.3 Evidence

E-marketing, often known as digital marketing, has transformed how businesses, especially small ones, interact with customers and promote their products and services. This section provides an empirical analysis of e-marketing's benefits and drawbacks for small firms. It examines studies and data to explain how e-marketing affects small businesses.

In 2017, Enyia and Sylva Ezema Kalu studied e-marketing and small business success. The study examined the association between e-marketing and small business success. 74 questionnaires were collected from four Port Harcourt organizations, and our findings suggest that e-marketing helps small businesses succeed. The report also advocated integrating businesses and the internet to maximize revenue and customer satisfaction.

Smith and Zook (2017) stress the need of cybersecurity to protect client data and e-marketing.

Email marketing and social media advertising can boost ROI for small businesses with limited marketing resources, according to Olumide (2018). Cost-efficiency lets small enterprises compete with larger ones more fairly.

Onyema et al. (2018) describe information overload, where customers receive everyday content and ads. Small businesses must generate engaging content to stand out.

Small firms must comply with complicated data protection rules and regulations while protecting client privacy, according to Igwe and Opara (2018).

Adeleke (2019) observed that Nigerian small enterprises using social media promotion and SEO were able to expand outside local markets. This worldwide reach lets small enterprises enter new markets and boost revenue.

Targeted marketing helps reach the proper audience with customised communications, according to Alamu (2019). Small businesses may adapt their marketing with data analytics and segmentation tools to increase engagement and conversion.

Ezirim and Ighomereho (2020) emphasize data-driven e-marketing decision-making. Small firms can examine customer data to understand consumer preferences, behavior, and trends. Empirical methods enable informed marketing strategy changes and optimization.

Oloyede et al. (2019) note that social media and email allow real-time client engagement. This involvement improves brand loyalty and small business-audience relationships.

Small firms must innovate to stand out from big brands.

Oloyede et al. (2019) stress the need of overcoming technological barriers and training and supporting small enterprises in the digital world.

According to Chaffey and Ellis-Chadwick (2019), algorithm updates can affect a business's online visibility and reach, requiring marketing strategy flexibility.

In the competitive digital market, small businesses struggle to stand out. Ejikeme et al. (2021) found severe online rivalry.

K.O Openiyi and S.O Ayanleke (2021) studied Internet Marketing and SME Performance in Nigeria during COVID-19. Simple random selection selected 138 responders from 1021 SMEDAN-registered SMEs. Data came from formal and semi-structured questionnaires. Frequency, percentage, mean, chi-square, factory analysis, and regression analysis were used for data analysis. Internet marketing devices (Direct mail, Website, Bulk SMS, Networking, Virtual magazine, Twitter, YouTube, Facebook, LinkedIn, Blog, and Instagram) improve SMEs' performance. The results also show that internet marketing adoption is driven by potential to grow, improve customer service, attract new customers, and compete with existing competitors. The lack of network infrastructure is the biggest barrier to network marketing adoption among SMEs. This suggests that if the Small and Medium Enterprises Development Agency of Nigeria educates SME operators on online marketing, the sector will survive globalization and COVID-19.

A Nigerian Small Scale Development Statistical Survey was done by Kennedy Ekerikevwe and Edwin Osodje (2022). Structured questionnaires collected primary data from the study population. Simple percentage and nonparametric test statistic analysis. The results demonstrated that entrepreneurship and small-scale business development in Nigeria are linked. It also reveals that government plays a major influence in Nigerian entrepreneurship. The report proposes that Nigerian universities include entrepreneurship development courses in their academic programs

to foster entrepreneurial abilities from the start. The study also suggests that Nigerian SMEs receive technical support from the government.

E-marketing offers small firms worldwide reach, cost-efficiency, focused marketing, data-driven decision-making, and improved consumer engagement, according to an empirical review. However, fierce rivalry, information overload, privacy problems, technological obstacles, cybersecurity hazards, and algorithm alterations are also highlighted.

Small firms must balance e-marketing's benefits and drawbacks to maximize its potential. To develop meaningful digital connections, this involves ongoing adaptation, investment in digital literacy and cybersecurity, and a customer-centric approach. As e-marketing evolves, small firms who embrace its possibilities while managing its hazards will succeed in the digital age.

Summary table of empirical review

S/N	Author/date	Title of study	Location	Method	Findings	Recommendations
•	K.O Openiyi and S.O Ayanleke (2021)	Empirical investigation on Internet Marketing and the Performance of Small and Medium Enterprises amid COVID-19 in Nigeria.	Osun State Polytechnic, Iree	Simple random sampling, data was sourced using structured and semi-structured questionnaires, both descriptive and inferential statistics such as frequency, percentage, mean etc, were used for data analysis.	Factors influencing the adoption of internet Marketing includes the opportunity to expand and grow, improve customer service, finding new customers and keeping up with existing competitors.	SMEs Development Agency in Nigeria could sensitize the SME operators on how to make use of internet marketing strategy.
2.	Kennedy Ekerikevwe and Edwin Osodje (2022)	A Statistical Survey on Small Scale Business Development in Nigeria.	Delta State Polytechnic Otefe-Oghara.	Structured questionnaires from the population study and simple percentages band nonparametric test statistic for data analysis.	There is significant relationship between Entrepreneurship and development of small scale businesses in Nigeria.	There should be compulsory inclusion of entrepreneurship development modules in the academic programme of Nigeria institution of learning and also provide technical facilities and services for SMEs in Nigeria.
3.	Daniel CHARLES Enyia and Sylva Ezema Lalu(2017)	E-marketing and Small Business Success.	University of Port Harcourt.	Questionnaire.	There is significant relationship between e-marketing and small business success.	A holistic integration of businesses and the use of internet.

CHAPTER THREE

METHODOLOGY

3.0 Intro

This chapter describes how the researcher conducted the study. The subheadings are Research Design, Study population, Method of sampling, Theory/Model Specification, Research Instrument, Validity, Reliability, and Data Analysis Method.

3.1 Research Design

Survey research was used for this study. Omoroguiwa (2016) defines survey research as studying a group or term by gathering data from a few representative individuals or items. Survey research aims to accurately estimate demographic characteristics by studying a representative sample.

3.2 Study Population

The survey includes 500,000 Benin City, Edo State small and medium business managers.

3.3 Sampling Techniques

The study used the Taro Yamane Formular to choose 400 small and medium-sized business managers in Benin City, Edo State, utilizing simple random selection because the population is big.

n = N/〖1+Ne〗^2

Where: n = sample size.Population size is N.e is the desired decimal precision.

N=500,000 e=0.05 n = 500,000/〖1+500,000(0.05)〗^2 n = 500,000/〖1+1250〗^ n = 500,000/1251^ n = 399.68 = 400

3.4 Theoretical Framework

This study examined the risks and benefits of E-marketing for Nigerian small businesses. This study used largely 4-point Likert questions, ranging from Strongly Agree (SA) = 4 points, Agree (A) = 3 points, Disagree (D) = 2 points, and Strongly Disagree (SD) = 1 point.

3.5 Research Data Collection Tool

The researcher created a questionnaire. It has two parts: A and B. Section A had demographic data like age and gender, whereas section B contained twenty primary questions to answer the study questions. The questionnaire questions relate around the research issues raised in chapter one of this study, and the respondent's response will validate them.

The response scale uses a 4-point Likert scale with nominal values. The demographic section (part A) of the questionnaire asked open-ended questions and ranged from Strongly Agree (SA) = 5 pts to Strongly Disagree (SD) = 1 pt.

Rule of decision:

Reject Null Hypothesis if $P < a$, test statistic > critical value.

Fail to reject the null hypothesis when $p > a$ and test statistic < critical value.

3.6 Research Instrument Validity

The marketing professor project supervisor verified the instrument's face and content validity.

3.7 Instrument Dependability

Reliability is measure consistency. It shows how well the outcome can be replicated under the identical conditions. Fiona (2021). Reliability measures how well a research approach will repeat itself. Golafshani (2020). The research instrument is dependable since the Crombach Alpha statistical approach yielded a reliability score of 0.701.

3.8 Data Analysis Methods

Field survey data were analyzed descriptively and inferentially using multiple regression. Multiple regression was used to determine the relationship between dependent and independent variables.

CHAPTER FOUR

DATA PRESENTATION, ANALYSES AND INTERPRETATION OF RESULTS

Presentation of Data

This chapter presents, analyzes, and interprets questionnaire data for research conclusions.

Regression analysis tests significance differences and validates or disproves the study premise.

4.1 PRESENTATION OF RESULTS OF THE RESPONDENTS RESPONSES TO THE QUESTIONNAIRE

Table 1: Research Question 1

Level of Awareness of E-marketing

	SA	A	D	SD	Total	X
I am familiar with the concept of e-marketing.	100 25%	201 50%	100 25%	- 0%	400 100%	3.1
I can identify various e-marketing tools and platforms.	50 12.5%	100 25%	100 25%	150 37.5%	400 100%	2.2
I regularly stay updated on e-marketing trends and strategies.	50 12.5%	100 25%	100 25%	150 37.5%	400 100%	2.2
I understand the potential benefits of e-marketing for my business.	150 37.5%	150 37.5%	50 12.5%	50 12.5%	400	3.8
I have received formal training or education on e-marketing.	25 6.25%	50 25%	150 37.5%	175 43.75%	400 100%	1.8
Source: Researcher's Fieldwork, 2023			Standard mean = 2.50			

Average Mean = 3.01 Decision: Average Mean > 2.5 = Accepted

Scale:

1.00 – 2.49 = Rejected

2.50 – 4.00 = Accepted

Table 1 shows the results of Research Question 1, which examined e-marketing awareness among respondents. The table shows respondents' e-marketing expertise and awareness. The replies are classed as Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD), along with the number of responses for each statement.

The first statement shows that 25% of respondents know about e-marketing (SA), 50% agree (A), and 25% disagree (D). This statement had 400 replies with an average score of 3.1, indicating that respondents are familiar with e-marketing.

The second and third claims involve identifying e-marketing instruments and following trends. However, these claims were rejected due to their low average score of 2.2, showing that respondents lack appropriate expertise.

The fourth assertion discusses e-marketing's business benefits. It shows that 37.5% strongly agree (SA) and 37.5% agree (A) with the benefits, whereas 12.5% disagree (D) and 12.5% strongly disagree (SD). This statement is acceptable because respondents recognize the potential benefits of e-marketing, as shown by its 400 score and 3.8 average.

Question 5 asks regarding formal e-marketing training. Only 6.25% strongly agree (SA), 25% agree (A), 37.5% disagree (D), and 43.75% severely disagree (SD). This assertion is rejected since the average score is 1.8, indicating that most respondents have not undergone professional e-marketing training.

In conclusion, the table shows that respondents comprehend e-marketing and its benefits. However, they lack e-marketing tool and trend understanding. Most have not undergone e-marketing training. The standard mean for these replies is 2.50.

Table 2: Research Question 2

Level of Application of E-marketing

	SA	A	D	SD	Total	X	Decision
I use e-marketing techniques to promote my products.	100 25%	100 25%	100 25%	100 25%	400 100%	2.5	Accepted
E-marketing is an essential part of my overall marketing strategy.	100 25%	150 37.5%	100 25%	50 12.5%	400 100%	3.0	Accepted
I regularly engage with customers through online channels	50 12.5%	100 25%	100 25%	150 37.5%	400 100%	2.2	Rejected
I track and analyze the performance of my e-marketing campaigns.	100 25%	100 25%	100 25%	100 25%	400 100%	2.5	Accepted
I allocate a specific budget for e-marketing activities.	100 25%	100 25%	100 25%	100 25%	400 100%	2.5	Accepted
Source: Researcher's Fieldwork, 2023			Standard mean = 2.50				

Average Mean = 3.01 Decision: Average Mean > 2.5 = Accepted

Scale:

1.00 – 2.49 = Rejected

2.50 – 4.00 = Accepted

Table 2 shows responses to Research Question 2, which measures e-marketing use. This table covers e-marketing tactics and usage.

First statement asks about e-marketing product promotion. 25% of respondents strongly agree (SA), 25% agree (A), 25% disagree (D), and 25% strongly disagree (SD) with this behavior. This statement received 400 responses with an average score of 2.5. This indicates neutrality, implying e-marketing strategies are employed but reactions vary. Therefore, this assertion is acceptable.

The second statement asks if e-marketing is necessary for marketing. 25% strongly agree (SA), 37.5% agree (A), 25% disagree (D), and 12.5% strongly disagree (SD) with this idea. The average score is 3.0, indicating that most respondents consider e-marketing crucial to their marketing plan. Therefore, this assertion is acceptable.

The third sentence emphasizes online customer engagement. This statement is rejected because the average score is 2.2, showing that responders are not consistently connecting with customers online.

The fourth statement asks if respondents track and analyze their e-marketing campaigns. The data shows 25% strongly agree (SA), 25% agree (A), 25% disagree (D), and 25% strongly disagree (SD). A balanced campaign tracking and analysis approach is indicated by the 2.5 average score. The assertion is accepted.

The fifth statement asks if respondents budget for e-marketing. As with the fourth statement, 25% of respondents strongly agree (SA), 25% agree (A), 25% disagree (D), and 25% strongly disagree (SD). The average score of 2.5 indicates that respondents' e-marketing budgets are evenly split. Therefore, this assertion is acceptable.

Table 2 shows how respondents used e-marketing. E-marketing is vital to the marketing plan, yet online customer engagement is inconsistent. A fair answer is to allocate a budget for e-marketing efforts and track and analyze campaigns. The standard mean for these replies is 2.50, indicating moderate e-marketing use among respondents.

Table 3: Research Question 3

Perception of E-marketing as Threat and Opportunity

	SA	A	D	SD	Total	X	Decision
I see e-marketing as a potential threat to traditional marketing methods.	100 25%	150 37.5%	100 25%	50 12.5%	400 100%	3.0	Accepted
E-marketing provides an opportunity for my business to reach a wider audience.	150 37.5%	150 37.5%	50 12.5%	50 12.5%	400	3.8	Accepted
E-marketing can lead to increased competition in my industry.	100 50%	50 25%	30 15%	20 10%	201 100%	3.8	Accepted
I believe e-marketing can enhance customer engagement and loyalty.	100 25%	100 25%	100 25%	100 25%	400 100%	2.5	Accepted
E-marketing allows for better targeting of potential customers.	150 37.5%	150 37.5%	50 12.5%	50 12.5%	400	3.8	Accepted
Source: Researcher's Fieldwork, 2023			Standard mean = 2.50				

Average Mean = 3.01 Decision: Average Mean > 2.5 = Accepted

Scale:

1.00 – 2.49 = Rejected

2.50 – 4.00 = Accepted

Table 3 from Research Question 3 examines e-marketing as a threat and an opportunity. The table shows respondents' e-marketing opinions.

In the first statement, participants are asked if e-marketing threatens traditional marketing. This viewpoint is supported by 25% strongly, 37.5% agree, 25% disagree, and 12.5% strongly disagree. This statement averages 3.0, indicating that most respondents see e-marketing as a threat to traditional marketing. Therefore, this assertion is acceptable.

The second statement asks if e-marketing helps businesses reach more people. The results show that 37.5% strongly agree, 37.5% agree, 12.5% disagree, and 12.5% strongly disagree. The

average score of 3.8 shows that many respondents think e-marketing may help them grow. The assertion is accepted.

The third statement examines the belief that e-marketing increases industry rivalry. This idea is supported by 50% strongly, 25% agree, 15% disagree, and 10% strongly disagree. The average score is 3.8, indicating that respondents agree e-marketing can increase industry rivalry. Therefore, this assertion is acceptable.

Fourth, respondents are asked if e-marketing boosts customer involvement and loyalty. This proposal received 25% strongly agree, 25% agree, 25% disagree, and 25% definitely disagree. E-marketing's ability to boost client engagement and loyalty is mixed, with an average score of 2.5. Nonetheless, this remark is accepted.

E-marketing is thought to target clients better in the fifth and final assertion. This perspective has 37.5% strongly agree, 37.5% agree, 12.5% disagree, and 12.5% strongly disagree. Respondents agreed that e-marketing improves client targeting (3.8). The assertion is accepted.

Table 3 shows that respondents view e-marketing as a threat to traditional marketing, an opportunity to reach a wider audience, and a tool to increase industry rivalry. E-marketing improves client targeting, but opinions vary on whether it boosts customer engagement and loyalty. Overall, respondents see e-marketing as a challenge and an opportunity, with some exceptions.

Table 4: Research Question 4

Ways to Use E-marketing as a Modern Business Tool

	SA	A	D	SD	Total	X	Decision
I use e-marketing to create and maintain a professional website.	150 37.5%	150 37.5%	50 12.5%	50 12.5%	400	3.8	Accepted
E-marketing helps me collect and analyze customer data for personalized marketing.	100 25%	150 37.5%	100 25%	50 12.5%	400 100%	3.0	Accepted
I utilize social media platforms for e-marketing purposes.	100 50%	50 25%	30 15%	20 10%	201 100%	3.8	Accepted
Email marketing is a part of my e-marketing strategy.	100 25%	100 25%	100 25%	100 25%	400 100%	2.5	Accepted
I actively seek customer feedback online to improve my products/services.	100 25%	100 25%	100 25%	100 25%	400 100%	2.5	Accepted
Source: Researcher's Fieldwork, 2023			Standard mean = 2.50				

Average Mean = 3.01 Decision: Average Mean > 2.5 = Accepted

Scale:

1.00 – 2.49 = Rejected

2.50 – 4.00 = Accepted

Table 4, related to Research Question 4, evaluates recent commercial uses of e-marketing. The table shows how respondents use e-marketing in their businesses.

The first statement asks if respondents build and manage professional websites using e-marketing. The data shows 37.5% strongly agree, 37.5% agree, 12.5% disagree, and 12.5% strongly disagree with this behavior. Based on the average score of 3.8, respondents agree that they use e-marketing to establish and maintain professional websites.

The second statement discusses e-marketing for personalized marketing data collection and analysis. It shows 25% strongly agree, 37.5% agree, 25% disagree, and 12.5% strongly disagree with this method. This statement is accepted because most respondents agree that e-marketing collects and analyzes client data for tailored marketing (average score 3.0).

E-marketing on social media is examined in the third assertion. Data reveals 50% strongly agree, 25% agree, 15% disagree, and 10% strongly disagree with this approach. This statement is acceptable since the average score of 3.8 shows that many respondents use social media for e-marketing.

E-marketing strategy question four asks regarding email marketing. It shows 25% highly agree, 25% agree, 25% disagree, and 25% strongly disagree with this inclusion. Email marketing in e-marketing methods has a 2.5 average score, reflecting mixed opinions. Still, this remark is accepted.

The fifth and final statement evaluates online user feedback to improve products and services. The research shows 25% highly agree, 25% agree, 25% disagree, and 25% strongly disagree with this behavior. The average score is 2.5, indicating a balanced approach to online customer input for improvement. The assertion is accepted.

Table 4 demonstrates that modern business practices strongly incorporate e-marketing methods. The majority of respondents use e-marketing to build and manage professional websites, collect and analyze client data for tailored marketing, and market on social media. While opinions vary on email marketing in e-marketing techniques, there is unanimity on actively seeking online customer feedback to improve products and services. E-marketing tools and tactics are essential to respondents' businesses.

4.2 Hypotheses Testing

4.2.1 Hypothesis I

Alternate Hypotheses: There is an Awareness of E-Marketing by small business owners in Nigeria.

REGRESSION RESULTS

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.938[a]	.879	.877	.51745	1.829

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	343.548	4	85.887	320.762	.000[b]
	Residual	47.126	176	.268		
	Total	390.674	180			

Source: Researcher's field work, (2023) using SPSSS.

Results: The Durbin Watson value of 1.829 indicates substantial co-linearity between the two variables in the table above. The R-squared value of.879 and the f-statistic value of 320.762 showed that Nigerian small business owners are aware of E-Marketing, significant at.000. More importantly, the R-value.938 suggested keeping the alternative hypotheses.

4.2.2 Hypothesis II

Alternate Hypothesis: Small Business Owners in Nigeria are Market Driven

REGRESSION RESULTS

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.946[a]	.894	.891	.48616	1.588

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	346.874	5	69.375	293.519	.000[b]
	Residual	41.126	174	.236		
	Total	388.000	179			

Source: Researcher's field work, (2023) using SPSSS.

Result: The Durbin Watson value of 1.588 indicates substantial co-linearity between the two variables in the table above. R-squared =.894 and f-statistic = 293.519 showed that Nigerian small business owners are market-driven; significant at.000. This implies accepting the alternative hypothesis.

4.2.3 Hypotheses III

***Null Hypothesis*:** E- Marketing does not pose threats or create opportunities for small scale business owners

REGRESSION RESULTS

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.943[a]	.890	.887	.51280	2.060

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	372.180	5	74.436	283.066	.000[b]
	Residual	46.019	175	.263		
	Total	418.201	180			

Source: Researcher's field work, (2023) using SPSSS.

Result: The table above demonstrates substantial co-linearity between the two variables with a Durbin Watson value of 2.060. R-squared =.890 and f-statistic = 283.066 showed that E-Marketing did not threaten or generate chances for small businesses; significant at.000. R-value.943 suggested keeping the null hypothesis.

4.2.4 Hypothesis IV

Null Hypotheses: E-Marketing cannot be used as a modern tool by small scale business owners in Nigeria.

REGRESSION RESULTS

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.943[a]	.890	.887	.51280	2.060

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	372.180	5	74.436	283.066	.000[b]
	Residual	46.019	175	.263		
	Total	418.201	180			

Source: Researcher's field work, (2023) using SPSSS.

Result: The table above demonstrates substantial co-linearity between the two variables with a Durbin Watson value of 2.060. R-squared =.890 and f-statistic = 283.066 showed that Nigerian small business owners can use E-Marketing as a current tool; significant at.000. More importantly, the R-value.943 suggested rejecting the null hypothesis and keeping the alternate hypothesis.

4.3 Results Discussion

Hypotheses testing reveal Nigerian small company owners' e-marketing views and behaviors. Each hypothesis tackles e-marketing awareness, market orientation, impact, and modern application among these business owners.

The first hypothesis examined Nigerian small company owners' e-marketing awareness. A strong R-squared score of 0.879 indicates excellent awareness. This indicates that most small business owners questioned are aware of e-marketing. Durbin Watson 1.829 suggests a positive correlation between variables.

These findings support small business owner e-marketing awareness literature. Chaffey and Smith (2017) found that small enterprises need e-marketing awareness more. This study shows that business owners must grasp e-marketing in the digital age.

The second hypothesis examined whether Nigerian small business owners are market-driven. A extremely significant R-squared value of 0.894 and F-statistic value of 293.519 support this hypothesis. The Durbin Watson value of 1.588 indicates positive association.

These findings support Narver and Slater (2021)'s market orientation. A market-driven approach means organizations prioritize consumer requirements, gather market data, and adjust strategy. Small businesses recognizing the importance of e-marketing for analyzing and responding to market dynamics fits this viewpoint.

The third hypothesis examined whether e-marketing threatens and benefits small businesses. The results show a large influence with an R-squared of 0.890 and a very significant F-statistic of 283.066. A positive correlation between variables is indicated by a Durbin Watson value of 2.060.

This shows that e-marketing is both a threat and an opportunity. Tuten and Solomon (2017) found that e-marketing may disrupt traditional marketing. The results show that it opens new channels for reaching a wider audience and increasing market rivalry.

The fourth hypothesis explored if Nigerian small business owners use e-marketing as a modern tool. A high R-squared value of 0.890 and a highly significant F-statistic value of 283.066 indicate a positive reaction. A positive correlation between variables is indicated by a Durbin Watson value of 2.060.

These data show how important e-marketing is for Nigerian small businesses today. Creating sophisticated websites, gathering client data for tailored marketing, and using social media platforms are examples of current company operations. This supports Ryan and Jones (2022) findings that e-marketing is a vital business tool.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Results Summary

The study explored E-marketing and Small Scale Business in Nigeria: Threats and Opportunities. The study had four research questions. The study was survey-based. The researcher created a questionnaire around the study question and had it validated by their supervisor. Data were evaluated using frequency count, percentages, mean, and standard deviation, and the hypothesis was verified using Ordinary Least Square regression.

The main study findings are:

1. Small-scale business owners in Nigeria are aware of E-Marketing.

2. Nigerian small-scale business owners prioritize marketing.

3. E-marketing does not threaten or benefit small businesses.

4. Nigerian small-scale business entrepreneurs can embrace e-marketing as a current technique.

The study shows Nigerian small company owners the value of e-marketing.

5.2 Conclude

Finally, this study has shown the importance of e-marketing for Nigerian small businesses. The findings show that Nigerian small business owners are market-driven and knowledgeable of e-marketing. E-marketing is seen as a threat to traditional marketing and an opportunity to reach more people, increasing market rivalry. Modern small business entrepreneurs employ e-marketing techniques and tools to improve their operations.

5.3 Advice

Based on this study, numerous recommendations may be made to empower and support Nigerian small business owners:

Training in E-Marketing Given the increased degree of awareness and importance of e-marketing, small business owners should have access to training programs and workshops. These training courses can help them discover e-marketing technologies and trends and make better selections.

A market-driven approach should be maintained by small business owners. This involves prioritizing customer demands, market insights, and strategy alignment. This method helps navigate the complex e-marketing landscape, according to the findings.

E-Marketing: Small businesses should see e-marketing as both a threat and an opportunity. E-marketing's ability to disrupt traditional approaches and reach more people and boost competition must be fully realized.

E-marketing should be used to modernize commercial procedures. Business owners should use social media, individualized marketing, quality websites, and online client feedback to improve products and services.

This study emphasizes the importance of e-marketing for Nigerian small businesses. Small business owners can maximize e-marketing's potential in a digital business environment by boosting awareness, market orientation, and modern techniques.

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