Electronic Marketing and Marketing Performance of Small and Medium Scale Enterprises in Akwa Ibom State, Nigeria

Samuel Etuk, Ini Smart Udoh and Eke Clement Udowong
University of Uyo, Uyo.

ABSTRACT: *The researcher investigated the relationship between Electronic Marketing and Marketing Performance of Small and Medium Scale Enterprises in Akwa Ibom state. The study was born out of the fact that government at different levels have made policies and programs geared towards improving SMEs in the state but only a few of them have been able to live up to expectation. The main objective of this study was to examine the relationship between electronic marketing and marketing performance of small and medium scale enterprises in Akwa Ibom State. The researcher adopted survey design. Data were collected with the use of questionnaire. The sample size consisted of 366 SMEs operators selected using simple random sampling. Two hypotheses were formulated tested and analyzed using simple linear regression. It was found that there is significant relationship between the proxies of electronic marketing (social media marketing and SMS marketing) and marketing performance of SMEs in Akwa Ibom State with social media having the highest regression coefficient. In line with the findings, the researcher concluded that social media marketing and SMS marketing are key elements of electronic martmarketing which enhance the marketing performance of SMEs in Akwa Ibom State. The researcher recommended that SMEs that have not been using electronic marketing strategies (social media marketing and SMS marketing) to a large extent should do so in order to be competitive and enhance their performance.*

KEYWORDS: Electronic marketing, marketing performance, small and medium scale enterprises.

INTRODUCTION

Electronic marketing (e-marketing) is a subset of e-business that utilizes electronic medium to perform marketing activities and achieve desired marketing objectives in an organization. It has become an innovation in marketing and businesses at large. It has been applied by many companies and organizations across the globe and to a very large extent, its impact has been laudable. The birth of e-marketing could be traced back to 1980s but was first used in 1990's (Monnappa, 2018). The first online advertisement appeared in 1993 after years of invention of internet application tools.

59

According to Kotler and Keller (2009) e-marketing explains a company's endeavours to notify buyers, communicate, promote and sell its offerings via the internet. Nathan (2013) viewed e-marketing as a marketing strategy that utilizes electronic devices such as personal computer, smart phone, cell phone and game consoles to involve stakeholders to be part of the process. E-marketing techniques therefore have the ability to copy many marketing communication aspects and traditional media channels and in so doing, they expand the marketing mix.

Cunningham (2010) noted that electronic marketing is the glue that keeps employees, customers and partners communicating and informed. E-marking indicators include website, search engine marketing, social media marketing, content marketing, SMS marketing, e-mail marketing, blog marketing and banner advertising among others (Eida and El-Goharyb, 2013). This means that existing and upcoming SMEs could explore these dimensions to see if there will actually enhance their marketing performance.

Homburg *et al.,* (2007) viewed marketing performance as the effectiveness and efficiency of a business or organization's marketing activities with regard to market-related goals such as growth, revenue, market share and sales volume. For effective turn-over, sales volume and market share in any business especially Small and Medium Scale enterprises, marketers could depend on well-founded and rewarding e-marketing dimensions. Gakii and Maina (2019) opined that in a competitive environment, organizations and businesses have been able to raise their performance in terms of sales turnover, sales volume, market share and profitability using online marketing strategies.

The essentiality of Small and Medium Enterprises (SMEs) in a national economy has been emphasized globally, as they play vital roles in the creation of jobs, growing the economy and poverty alleviation (Subhan, *et al.,* 2013). SMEs are flexible and innovative taking into account the size and the business structure. Hence, it appears that there is less attention given to SMEs operating in rural places and as a result, there is little knowledge about different challenges confronting them. However, there is potential to improve the overall performance of SMEs and their competitiveness with specific reference to Akwa Ibom State.

Developments in the global economy have also clearly revealed that decisions about Small and Medium Enterprises (SMEs) should not be left to chance, or entirely in the hands of the organized private sector. This is because these groups of business entities form the great majority of businesses in almost all countries in the world, and hold the promise for the development and transformation of an economy in terms of domestic capital formation and industrialization (Ekpo *et al.,* 2017).

Basil (2011) reported that the governments at state and even local levels have acknowledged the crucial role of the SMEs sub-sector of the economy and have made policies and pronouncement to strengthen it. Etim *et al* (2020) also observed that despite the lofty potentials and various efforts by governments at different levels as well as other international development agencies such as

United Nations International Development Organization (UNIDO) to create a vigorous MSMEs sub-sector in Nigeria and in Akwa Ibom State in particular, poor performance and high mortality rate has continued to befall the sub-sector in the country. Eze and Obikeze (2017) further attributed the low productivity and high mortality rate of SMEs to low access to market, poor information, weak business linkage and low level of modern strategy.

Statement of the Problem

Small and Medium Scale Enterprises are seen to be affected by some existential problems. This economic sector face problems ranging from insufficient capital, lack of efficient manpower, inefficient management, fraud, inability to analyse and capture market opportunities. Other problems also include, marketing problems, research inefficiencies and production problems such as poor standardization and low quality products to mention but a few. In a quest to find lasting solutions to these problems, governments in Akwa Ibom State both at the state and local levels have been embarking on programs geared towards the development of SMEs. Such programs include Micro Credit Scheme, The Akwa Ibom State Anchor Borrowers Scheme, Akwa Ibom State Economic Empowerment and Development Strategy (AK-SEED) and Co-operative Development Credit Scheme among others. Despite the aforementioned effort by the government, it appears that not many SMEs have been able to strive in the Nigeria's challenging economy.

Some previous studies have shown that most of these problems are as a result of the fact that most of the managers of Small and Medium Scale Enterprises are less knowledgeable about the principles and modern practice of marketing and also that the low level usage of e-marketing have deprived the SMEs the access to engaging in a regional and global economic business. This situation has been of great concern to the government, the researcher and the players of this sub sector. To the best knowledge of the researcher, no empirical evidence has been seen on the level of the application of electronic marketing as it relates to the marketing performance of small and medium scale enterprises in Akwa Ibom State.

Objectives of the Study

The main objective of this study was to determine the relationship between e-marketing and marketing performance of Small and Medium Scale enterprises in Akwa Ibom State. The specific objectives of the study were to:

I. Determine the relationship between social media marketing and marketing performance of small and medium scale enterprises in Akwa Ibom State.

II. Examine the relationship between SMS marketing and marketing performance of small and medium scale enterprises in Akwa Ibom state.

Research Questions

In line with the research objectives, the following research questions were formulated:

I. What is the relationship between social media marketing and marketing performance of Small and medium scale enterprises in Akwa Ibom State?

II. What is the relationship between short message service (SMS) and marketing performance of small and medium scale enterprises in Akwa Ibom state?

Research Hypotheses

In line with the objectives of the study, five hypotheses were developed and stated as follows:

I. H_{01}:   There is no significant relationship between Social media marketing and marketing performance of Small and medium scale enterprises in Akwa Ibom State.

II. H_{02}:   There is no significant relationship between short message service (SMS) and marketing performance of Small and medium scale enterprises in Akwa Ibom state.

REVIEW OF RELATED LITERATURE

Concept of Electronic marketing

E-marketing is an umbrella term for the process of carrying out marketing activities using digital technologies mainly on the internet, but it also include mobile phones, display advertising and any other digital medium (Agwu and Murray, 2014). According to El-Gohary (2010) opined that e-marketing is a recent innovation and a current business practice that is concern with marketing goods, services, fact and concepts using the internet and other electronic measures such as mobile phones, intranets and extranets. A small business implementing electronic marketing could shape the nature of their business worldwide. Engaging e-marketing might not only enhance opportunities for the small business but could also address various threats. Strauss *et al* (2006) defined e-marketing as using information technology to create, communicate, and deliver values to customers and for managing customer relationships in ways that benefits the business and its stake holders. This definition explains that e-marketing is not just about selling goods and providing services through Information Technology but it is far more than that.

According to Jalang'o (2015) e-marketing refers to the strategies employed by businesses in order to advertise their goods and services and also improve the experience of their clients through digital channels. These channels include social media, e-mail, websites, banner ads, blogs, mobile phone applications, Search Engine Optimization (SEO) among others. According to Tuten (2014), e-marketing has become an essential part of many companies and organizations' marketing mix due a rapid increase in the number of persons accessing the internet on daily basis and the digitization of many aspects of day to day life such as shopping, education, government services and communication.

Indicators of Electronic marketing

• **Social media marketing**: Social Media marketing also known as social network marketing is a form of e-marketing that utilizes social networking websites and platforms as a marketing tool (Bansal, *et al*, 2014). The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. Bansal, *et al*, (2014) assert that Social Media marketing is cost effective than any other form of marketing and that building a profile in the most followed Social Media platform is not going to cost much.

62

- **SMS Marketing**: Short Messaging Service (SMS) also known as "Text Messaging" was developed to simplify the transfer of information from one person to another using mobile phones. This electronic messaging infrastructure allowed a user to send and receive a text, maximum of 160 characters via any operator (Baig and Faiza, 2014). In the context of this study, SMS marketing refers to the act of sending promotional text message. Primarily, SMS marketing is a tool used in communicating offers and other information to existing customers or potential customers who have permitted you to send them text messages. Megdadi and Hammouri (2016) defined SMS marketing as a brief and short text message service delivered to target customers by firms in the form of SMS message or MMS multimedia message service

Concept of Marketing Performance

Ardjouman and Asma (2015) defined performance in terms of output such as profitability or quantified objectives. This means that performance of SMEs has to do with both behaviour and results. This explanation covers achievements of anticipated levels as well as objective review and setting. When the behaviour of management is right, then the anticipated levels of output would be achieved and vice versa for failure. When behaviours of management towards marketing strategies are geared on a right direction, then this positively influences the performance of SMEs (Ebitu, 2016).

According to Gakii and Maina (2019) marketing performance is the utilization of scarce resources by businesses to meet the demand of consumers for market related goals such as market share, profit and sales volume. Market performance is measured using market share, total sales, customer satisfaction and customer acquisition (Gunday *et al.,* 2012; Rashid, 2008; Sullivan and Dooley, 2009). Measuring marketing performance allows businesses to align her marketing strategies accordingly, increase their competitive edge and to avert or outsmart the marketing strategies of their competitors. It is only through the measurement of the performance of a company that marketers can be able to craft a new strategy and grow its revenues while achieving its objectives accordingly.

Indicators of Marketing Performance

Sales Volume: Sales volume is the quantity of goods sold or services rendered by a business at a certain period of time or the number of items sold by a company over a given period of time such as fiscal quarter or a year (Ndikubwimana 2016). Abiodun, (2011) assert that sales volume is used to measure the amount, usually in cartoons/crates, etc, of the product being sold at a given point in time. This is commonly used as well with products but it could be as used within a service company.

Market Share: O'Regan (2002) defined market share as a company's sales in relation to total industry sales for a certain period. Pearce and Robinson (2003) also opined that market share is the sales of a company in relation to those of her competitors in the market and that market share in most cases can be used to express competitive position. It is also believed that increased market

63

share can be equated with success and decreased market share is a manifestation of unfavorable actions by firms and usually equated with failure.

Overview of Small and Medium Scale Enterprises
SMEs denote Small and Medium-Scale Enterprises or Small and Medium-Size Businesses (SMBs). In Nigeria and worldwide, there seems to be no specific or generally accepted definition of small and medium scale enterprise. Different authors, institutions and scholars have different ideas about the definition of SMEs. Some looks at the capital outlay, sales turnover, fixed capital investment, number of employee, available plant and machinery, market share and the level of development. These features also vary from one country to the other. The Central Bank of Nigeria is sees SMSs as a business whose capital employed excluding land is between ₦1 million and ₦150 million and employs not more than 500 persons. The National Policy on Micro, Small and Medium Scale Enterprises defined SMEs with respect to the backdrop of number of persons employed and assets possessed. The National Council on Industry defined Micro, Small and Medium Enterprises (MSMEs) as follows:

i)   Micro/Cottage Industry: Businesses with asset base of not more than ₦1.5 million excluding cost of land, but including working capital and staff strength of not more than 10.
ii)   Small Scale Industry: Industry with asset base of more than ₦1.5 million but in excess of ₦50 million excluding cost of land, but including working capital and/or a staff strength from 11 to 100.
iii)   Medium Scale Industry: Business with asset base of more than ₦50 million, but not in excess of ₦200 million excluding cost of land but including working capital and/or a staff strength from 101 to 300.
iv.   Large Scale Industry: Business with asset base of over ₦200 million not including cost of land but including working capital and/or a staff strength of more than 300.
 Ebitu, *et al*, (2015) defined SMEs as enterprises which employ less than 200 persons and possesses assets which value excluding land and building is less than ₦300 million. This study will adopt the definition of Ekpo *et al* (2017) which states that Small enterprise are those with total 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.
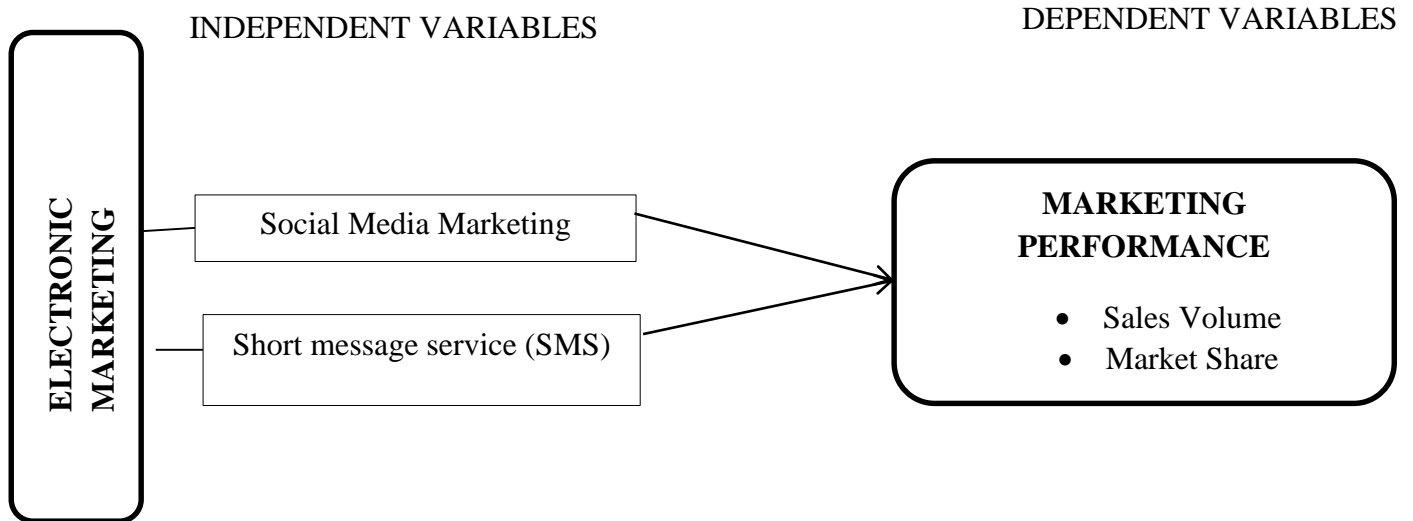
INDEPENDENT VARIABLES   DEPENDENT VARIABLES

Figure 2.1 Conceptual Framework on Electronic marketing and marketing performance
  Source: Researcher's model (2021).

Theoretical Framework

This work is anchored on Technology Acceptance Model (TAM) by David Fred in 1986. Fred proposed the Technology Acceptance Model (TAM) in his Doctoral thesis at the MIT Sloan School of Management. The theory was first adopted by Adams, Nelson, and Todd, (1992) in their work titled 'perceived usefulness, ease of use and usage of information technology. This model helps in the explanation and prediction of the behaviour of the users of new technology. The theory posits that what determines usage of a new technology system is affected either directly or indirectly by the user's attitude, intentions and the user's perception of the usefulness of the system and its ease of use. The theory is made up of two main elements: Perceived Usefulness (PU) and Users Perceived Ease of Use (PEU).

Perceived Usefulness (PU): Perceived usefulness refers to "the extent to which an individual believes that applying certain technology will advance job performance. In this context, it is the perceived usefulness of social media which is a new phenomenon. Studies conducted on technology acceptance in different domains have suggested that PU as the main determinant factor for new technology acceptance and use. User's perception on the usefulness of a technology could be affected by external factors.

Perceived Ease of Use (PEU): Perceived ease of use is the extent to which a person believes that a particular technology will be effortless and easy to use. PEU is considered as one of the most important constructs of TAM that helps to predict user's acceptance or rejection of technologies. This theory is suitable to this study as it explains the adoption of social media and search engine marketing which is a fairly new phenomenon and is mostly simple and easy to use. However, TAM

65

asserts that the adoption of a technology in this case e-marketing is determined by the perception that the user has on its usefulness and ease of usage. Therefore, the ease of usage of e-marketing strategies and the perceptions that SMEs have on their usefulness determines their adoption and effectiveness as opposed to the continued usage of traditional marketing strategies.

Empirical Framework

Njau and Karugu (2014) carried out a study on the influence of e-marketing on the performance of small and medium enterprises in Kenya, using a survey of small and medium enterprises in the manufacturing industry in Kenya**.** The main objective of the study was to examine the influence of e-marketing on the performance of SMEs in Kenya with particular reference to small and medium scale enterprises in the manufacturing industry in Kenya. The study used a survey research design. Structured questionnaire was used in collecting data from respondents and simple random sampling procedure was used to select a sample that represented the entire population. The target population was 500 hundred SMEs in the manufacturing industry in Kenya. The findings revealed that there is a strong significant influence of Search engine marketing, email marketing, blog marketing, and online advertising on business performance. The study also revealed that SMEs in Kenya who are ardent in adopting e-marketing have achieved above average business performance.

Ng'ang'a (2015) carried out a study on the effectiveness of e-marketing strategies on the performance of commercial banks in Kenya. The objective of the study was to determine the effectiveness of e-marketing strategies on the performance of commercial banks in Kenya. The research design was descriptive cross sectional survey. The population of the study comprised of all the 43 commercial banks operating in Kenya. The instrument for data collection was questionnaire. The data was analyzed using descriptive statistics and multiple regression analysis. The result reveals that these banks used social media, websites, display adverts, e-mail marketing and mobile applications as their e-marketing strategies. The study also established that e-marketing enabled these banks to reduce their advertising costs, communicate with their clients faster, reduce inefficiencies and track their marketing performance more easily since all the data on the marketing campaigns was easily available. Additionally, the study established that e-marketing improved the overall performance of the surveyed banks due to increased customer base, increased market share and increased profits.

METHODOLOGY

In line with the objective of this study, the research method is as follows:
Research design: The researcher adopted survey design as the main research design. This is because survey design allows information to be gathered from a sample of people or organizations by the use of questionnaire.

Study area: The study was conducted in Akwa Ibom State. Akwa Ibom is a state in Nigeria with a population of over five million people. It is located in the coastal southern part of the country.

66

The state is located in the South-South geopolitical zone, and is bordered on the east by Cross River State, on the west by Rivers State and Abia State, and on the south by the Atlantic Ocean and the southernmost tip of Cross River State.

Population of the study: The population of the study comprised all registered small and medium scale enterprises in the three senatorial districts of Akwa Ibom (Uyo, Eket and Ikot Ekpene) which stands at 11,990. The breakdown is as follows:

Table 3.1   Population of SMEs in the three senatorial district of Akwa Ibom State

Senatorial district	Population	Percentage
Uyo	4,396	40%
Eket	3,357	28%
Ikot Ekpene	3,837	32%
Total	11,990	100%

Source: Directorate of SMEs Akwa Ibom State, (2021)

Sample Size Determination:

Being a known population, Taro Yamane formula was used to determine the sample size for the study. The formula is stated as follows:

$$n = \frac{N}{1+N(e)2}$$

Where:

n   =   sample size

N   =   population

e   =   error limit (0.05 on the basis of 95% confidence level)

Mathematically,

$$n = \frac{11,990}{1 + 11,990(0.05)^2}$$

$$= \frac{11,990}{1 + 11,990\,(0.0025)}$$

$$\frac{11,990}{1 + 29.975}$$

$$\frac{11,990}{30,975}$$

$$387$$

$$n = 387$$

Sampling Techniques: A total of 387 SMEs operators were selected using simple random technique. This technique was adopted in order that all items in the population will be given an equal opportunity of participating in the study. The breakdown is as follows:

Table 3.2 Questionnaire Distribution per Senatorial District in Akwa Ibom State

Senatorial district	Number of SMEs operators	Percentage
Uyo	155	40%
Eket	108	28%
Ikot Ekpene	124	32%
Total	387	100%

Source: Researcher's Computation (2021)

Uyo senatorial district was allocated the highest copies of questionnaire because from the data gotten from the Directorate of SMEs Akwa Ibom State, the senatorial district has the highest number of SMEs in the state. It was followed by Ikot Ekpene and Eket senatorial district respectively.

Sources of Data: The main source of data for this study was primary data. This primary data was collected directly from the managers of small and medium scale enterprises in Akwa Ibom State.

Research instrument: The instrument that was used for the study is a research questionnaire tagged: "E-marketing and Marketing Performance of Small and Medium Scale Enterprises Questionnaire (EMMPSME)". The instrument sought to investigate the relationship between Electronic marketing and Marketing performance of Small and medium scale enterprises in Akwa Ibom State.

Data collection method: The research instrument used in collecting data was five (5) point Likert scale questionnaire which is stated as follows: Strongly agree (5), Agree (4), Undecided (3), Disagree (2), strongly disagree (1). The questionnaire was self-administered

Administration of Research Instrument: The researcher could not be at all places and locations at the same time, help was sought in administering copies of the questionnaire to the respondents within the research period

Reliability of the Instrument: A trial test of the instrument was carried out using 40 SME operators. The internal consistency of the instrument was determined using Cronbach's Alpha method to establish reliability coefficient. The coefficient alpha for all dimensions adopted for this study were presented as follows:

Table 3.3 Cronbach's Alpha Result

Variables	No. of Items	Reliability coefficients
Social media marketing	4	0.733
SMS marketing	4	0.663
Marketing performance	3	0.620

Source: Researcher's Computation (2021)

The reliability result was reasonably high and therefore the reliability of the instrument was justified.

Data Analysis Techniques: Simple linear regression analysis was used to examine the extent of the relationship that exist between the predictor variables (social media marketing, sms marketing) and the criterion variable (marketing performance). The two hypotheses were tested at 0.05 level of significance.

Model Specification
Marketing performance was estimated as a direct function of some electronic marketing proxies (social media marketing and SMS marketing)
This can be expressed in functional equation form as;
$Y = F(X_1, X_2,)$
Recoded to represent the variables, it is presented as;
$MP = F(Sm, Sms)$
The simple regression model representing the relationship that exists between each independent variables $(X_1, X_2,)$ and the dependent variable (Y) was expressed in this form;
$H_{01}: Y = a_0 + b_1 x_{1} + e$
$H_{02}: Y = a_0 + b_2 x_{2} + e$

To represent the variables in use, the simple linear regression equations were presented as:
$H_{01}: Mp = a_0 + b_1 Em + \quad e$
$H_{02}: Mp = a_0 + b_2 Sm + \quad e$

Where: Mp (Y)   =   Marketing performance
$Sm(X_1)$ =   Social media marketing
$Sm(X_2)$ =   SMS marketing
e   =   error term
The above estimated equations are linear function which was used in testing the model separately.

RESULT OF DATA ANALYSIS

A total of three hundred and eighty seven (387) copies of questionnaire were distributed and three hundred and seventy one (371) were retrieved of which three hundred and sixty six (366) copies were found useable. This gives a response rate of 95.8 percent. Only 94 percent of the administered questionnaire was found useable. The responses were coded and the Statistical Package for Social Sciences was used to run data analysis.
H01: There is no significant relationship between Social media marketing and marketing performance of small and medium scale enterprises in Akwa Ibom State.

69

Table 4.1 Summary of Simple Regression Showing the Relationship between social media marketing and marketing performance

	B_1	SE	B_2	t-value	Significant (2 tailed)
Constant	4.706	0.573	-	8.205	0.000
Social media marketing	0.447	0.038	0.521	11.656	0.000
Dependent variable: Marketing performance					
R = 0.521ᵃ					
R^2 = 0.272					
Adjusted R-square = 0.270					
Std. Error of estimate = 1.52620					
F = 135.855					
Significance = 0.000					

significantly related at 5% (p<0.05). B_1= unstandardized beta, B_2= standardized beta, SE= standard error.
Source: Researcher's Computation (2021)

Table 4.1 shows R^2 of 0.272 which means that the independent variable (Social media marketing) accounted for 27.2 % of the variation in marketing performance. In addition, the significant F-ratio at F = 135.855, p < 0.000 suggest that the results of the regression model could not have occurred by chance and that the independent variables significantly predicted the dependent variable.

To assess the importance of the independent variable in determining the degree of change in the dependent variable, the beta coefficients for the variable; Social media marketing X_1 (Sm) had statistically significant standardized coefficient of β = 0.447, Sig = 0.000, showing a positive significant influence on marketing performance. This finding can be interpreted that every 1-unit change in email marketing will lead to 0.447 change in marketing performance. Since the p-value is less than 0.05(p=0.000<0.05), the null hypothesis is rejected. Therefore, there is significant positive relationship between social media marketing and marketing performance.

$Y = a_0 + \beta_1 x_{1+} \qquad e$

$Mp = a_0 + \beta_2 Sm + \qquad e$

Thus to justify the simple linear regression equation, the resulting equation is:

$Mp = 4.706 + 0.447 Sm$

H_{02}: There is no significant relationship between SMS marketing and Marketing performance of small and medium scale enterprises in Akwa Ibom State.

70

Table 4.2. Summary of Simple Regression Showing the Relationship between SMS marketing and marketing performance

	B_1	SE	B_2	t-value	Significant (2 tailed)
Constant	5.911	0.641	-	9.215	0.000
SMS marketing	0.355	0.042	0.408	8.517	0.000

Dependent variable: Marketing performance
R = 0.408ª
R^2 = 0.166
Adjusted R-square = 0.164
Std. Error of estimate = 1.63315
F = 72.533

Significance = 0.000

significantly related at 5% (p<0.05). B_1= unstandardized beta, B_2= standardized beta, SE= standard error.
Source: Researcher's Computation (2021)

Table 4.2 shows R^2 of 0.166 which means that the independent variable (Search engine marketing) accounted for 16.6% of the variation in marketing performance. In addition, the significant F-ratio at F = 72.533, p < 0.000 suggest that the results of the regression model could not have occurred by chance and that the independent variables significantly predicted the dependent variable.
To assess the importance of the independent variable in determining the degree of change in the dependent variable, the beta coefficients for the variable; SMS marketing X_2 (sms) had statistically significant standardized coefficient of β = 0.355, Sig = 0.000, showing a positive significant influence on marketing performance. This finding can be interpreted that every 1-unit change in SMS marketing will lead to 0.355 change in marketing performance. Since the p-value is less than 0.05(p=0.000<0.05), the null hypothesis is rejected. Therefore, there is significant positive relationship between SMS marketing and marketing performance.
Y = a0+ $β_1x_{2+}$ e
$Mp_=$ a_0 + $β_1$Sms + e
Thus to justify the simple linear regression equation, the resulting equation is:
Mp = 5.911 + 0.355Sm

DISCUSSION OF THE FINDINGS

Findings of the study revealed that there is a significant positive relationship between each of the two underpinnings of electronic marketing (social media, SMS marketing) and marketing performance of small and medium scale enterprises in Akwa Ibom state, Nigeria.

The result of the first hypothesis shows that social media marketing influences marketing performance of small and medium scale enterprises in Akwa Ibom State with a regression

coefficient of 0.447. This result is in treaty with that of Kithinji (2014) who found out that social media is a key driver of business performance.

The result of the fourth hypothesis also reveals a regression coefficient of 0.355 which denotes that there is a strong positive relationship between SMS marketing and marketing performance of small and medium scale enterprises in Akwa Ibom State. This result is in tandem with that of Omondi (2017) who found out that there is a positive relationship between mobile marketing and sales growth.

CONCLUSION

From the findings of the study, it is clear that adopting electronic marketing dimensions does improve marketing performance. The empirical results of the study clearly underscore the following:

Social media platforms and SMS marketing are all key elements of electronic marketing which enhances the performance of SMEs that are keen on realizing the benefits of e-marketing. These e-marketing elements offer SMEs the potential to reach more customers, steadily link the products and brands with their customers and enhance their market share and sales volume and guide them on how to improve their products with reference to customers' feedback, mitigate increased competition, and create avenue to access new markets.

Though the two electronic marketing dimensions are important, social media was seen as the dimension with the highest significant influence (R^2= 0.447) on marketing performance at 44.7 percent. This means that engaging in social media actively can have a great positive influence on marketing performance.

This study has revealed that those SMEs in Akwa Ibom State who are keen in adopting e-marketing and integrating it into their business strategies, have achieved above average business performance and have sustainably transformed their businesses by synchronizing their customers, business processes and technology to profitably achieve growth in the dynamic, competitive business environment.

Recommendations
The researcher made the following recommendations on the bases of the findings:
i. Promotional campaign should be emphasized more on social media platforms since the age group in those platforms constitutes the people with interest in tasting new brands of product and they can easily access the information online as they look for their preferences.
ii. SMEs should make use of SMS which is the cheapest form of e-marketing in promoting their offerings and notifying customers of new arrivals and other development

72

References

Abiodun, O. A. (2011). *The impact of advertising on sales volume of a product: A case study of Starcomms Plc, Nigeria.* B.sc (ed) project, HAMK university of applied science, 74p.

Agwu, M.E. and Murray, J.P. (2014). Drivers and Inhibitors to E-Commerce Adoption among SMEs in Nigeria. *Journal of emerging trend in Computing and information Science,* 5(3): 192-210.

Baig, A. J. and Faiza, A. (2014). An empirical study on effectiveness of SMS marketing in developing countries with special focus on Pakistan. *European Journal of Business and Management*, 6(23): 17-26.

Bakeman, M. M. and Hanson, L. (2012). Bringing social media to small business: A role for employees and students in technology diffusion. *Business Education Innovation Journal*, 4(2): 223-232

Bansal, R., Masood, R. Z. and Dadhich, V. (2014). Social media marketing-a tool of innovative marketing. *Journal of Organizational Management,* 3(1): 2231-7228

Barry C. and Charleton D. (2009). In search of search engine marketing strategy amongst SME's in Ireland. *Communications in Computer and Information Science*, 48(8): 113-124.

Basil, A. (2011). Small and medium scale enterprises in Nigeria: problems and prospects, 67p.

Brodie, R.J., Winklhofer, H., Coviello, N.E., and Johnston, W.J. (2007). Is e-marketing coming of age? An examination of the penetration of e-marketing and firm performance. *Journal of Interactive Mark,* 21(6): 1- 21.

Cunningham, A. (2010). E-marketing and small and medium scale enterprises: operational lessons for future. *European Business Review*, 19(3):234-247.

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.

Ebitu E. T. (2016). Marketing strategies and the performance of small and medium enterprises in Akwa Ibom State, Nigeria. *British Journal of Marketing Studies,* 4 (5): 51-62

Ebitu E., Ufot J. and Olom, P. (2015). Marketing problems and the performance of selected small and medium scale enterprises (SMEs) in southern senatorial district of cross river state, nigeria. *American International Journal of Contemporary Research,* 5(5):70-76

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.

Eze, P and Obikeze C. (2017). The extent of utilization of e-marketing application by small and medium enterprises in South Eastern States of Nigeria. *Management Studies and Economic Systems*, 3 (4): 215-224

Eida, R. and El-Goharyb, H. (2013). The impact of e-marketing use on small business enterprises marketing success. *Service industries journal,* 33(1): 31-50

Ekpo, N., Udoidem, J. and Acha, I. (2017). Growth Performance Vis-à-vis Enterprises Size: A study of SMEs in Akwa Ibom State Nigeria. *Account and Financial Management Journa,* 2(1): 582-591

El-Gohary, H. (2010). E-Marketing: A literature review from a small business's perspective. *International Journal of Business and Social Science*, 1(1): 214-244.

73

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.

Etim, O., Daferighe, E. and Ukpong, O. (2020). Financial reporting practices and sustainability of micro small and medium enterprises (MSMEs) in Akwa Ibom State. *East African Scholars Journal of Economics, Business and Management.* 3(12): 920-940

Gakii A. and Maina S. (2019). Nexus between online marketing strategies and marketing performance: a critical review of related literature and research agenda. *European Journal of Business and Management*. 11(15): 99-107.

Gunday, G., Ulusoy, G., Kilic, K. and Alpkan, G. (2012). Effects of innovation types on firm performance. *Science Direct.com, 13p.*

Homburg C, Grozdanovic, M. and Klarmann M. (2007). Responsiveness to *Customers and Competitors: The Role of Affective and Cognitive Organizational Systems. Journal of Marketing,* 71(3):18-38.

Jalang'o, B. O. (2015). *Effect of digital advertising on the performance of commercial banks in Kenya*. Phd (ed) dissertation, School of Business, University of Nairobi, 121p.

Kotler, P. and Keller, K. (2009). Marketing management.13th ed. upper saddle river: Prentice hall. United State of America, 113p.

Megdadi, Y. A. and Hammouri, M. A. (2016). The impact of mobile sms advertisement messages on customer buying decisions toward Jordanian commercial banks financial services: empirical study*, International Journal of Business and Social Science,* 7(6): 114-119

Monnappa, A., (2018). History and evolution of digital marketing. Available on https://www.simplilearn.com, accessed on 17 march, 2021, 12p.

Nathan A. (2013). *Emarketing Experience: turning old fashion marketing into new online profit*, 66p.

Ng'ang'a, C. M. (2015). *Effectiveness of E-marketing Strategies on Performance of Commercial Banks in Kenya*. M.sc (ed) dissertation, University of Nairobi, Kenya, 53p.

Ndikubwimana P. (2016). The effect of marketing mix on sales volume of SMEs in rwanda: case study of kimironko commercial center. 2016 cik-auc confetrence. entrepreneurship, responsible management and economic development. 154p.

Njau N. J and Karugu, W. (2014). Influence of e-marketing on the performance of small and medium enterprises in kenya: survey of small and medium enterprises in the manufacturing industry in Kenya. *International Journal of Business and Law Research,* 2(1): 62-70.

O'Regan, N. (2002). Market share: The conduct to future success? *European Business Review*, 14(4): 287-293.

Pearce, J.A. and. Robinson, R. B. (2003). Strategic management. Pennsylvania, USA: McGraw-Hill/Irwin, 78p.

Rashid, S. (2008). *Impact of organizational culture on customer satisfaction: a study of practitioners in public relation and corporate communication industry in malaysia.* unpublished thesis, international islamic university Malaysia, Kuala Lumpur, 96p.

Strauss J, Ansary A. and Raymond F. (2006). Emarketing. pearson/prentice hall, 4th edition, michigan study of the midlands meander association members, 89p.

Sullivan, O. and Dooley, L.(2009). Applying Innovation. Los Angeles: Sage Publication, 54p.