



**THE MEDIATING ROLE OF E-PRICE ON THE  
RELATIONSHIP BETWEEN E-MARKETING AND  
SALES PERFORMANCE  
AN EMPIRICAL STUDY OF SMALL AND MEDIUM  
SIZED ENTERPRISES IN NIGERIA**

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MEDIUM SIZED ENTERPRISES IN NIGERIA**

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**Faculty of Finance & Administrative Sciences**

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# CERTIFICATION OF DISSERTATION WORK PAGE

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Under title: The Mediating Role of E-Price on the Relationship between E-Marketing  
and Sales Performance  
{ An Empirical Study of Small and Medium Sized Enterprises in Nigeria }  
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**“The Mediating Role of E-Price on the Relationship between E-Marketing and Sales Performance” {an Empirical Study of Small and Medium Sized Enterprises in Nigeria}**

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## **ABSTRACT**

This research work is aimed to find out the Mediating Role of E-Price on the Relationship between E-Marketing and Sales Performance. Small and Medium Enterprises with an Online Platform was chosen because of the complexity and the amount of data needed to be process in other to get a true picture of the Mediating Role of E-Price on the Relationship between E-Marketing and Sales Performance of Small and Medium Enterprise's and as well to other organization. The primary aim of this study was to discover the impact of Electronic Marketing Mix (E-Product, E-Price, E-Promotion and E-Place/Distribution) on Sales Performance. A total of 217 respondents were selected for this study using the simple random sampling method and 169 completed response was used for this study. The survey questionnaire was designed to collect data from respondents and SPSS version 21 was used to analyze the data. The result of the study shows that there is a direct and significant relationship between the E-marketing mix "E-Product, E-Promotion, E-Place/Distribution and E-price (which serves as the mediating variable)" on Sales Performance of Small and Medium Sized Enterprise in Lagos Nigeria. Considering the major findings from the research, it is recommended that; Due to the competitive nature of the industry the Owners or marketing managers of Small and Medium Sized Enterprise must develop and formulate additional marketing programs that will fit-in with their firms Online platform. It is recommended that for a more distinguished and effective response from the customer, other forms of a sound, strong and effective online marketing should also be used.

Keywords: Online Platform, Sales Performance, Electronic Marketing, E-Product, E-price, E-Promotion, and E-Place/Distribution.

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## **DEDICATION**

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## Table of Contents

CERTIFICATION OF DISSERTATION WORK PAGE.....	iii
DECLARATION .....	iv
ABSTRACT.....	vi
ACKNOWLEDGEMENT .....	vii
DEDICATION .....	viii
List of Tables .....	xiii
List of Figures .....	xv
CHAPTER ONE INTRODUCTION .....	1
1.1 Background of the Study .....	1
1.2 Statement of the Problem.....	3
1.3 Objective of the Study .....	6
1.4 Research Question .....	6
1.5 Research Hypothesis .....	6
1.6 Significance of the Study .....	7
1.7 Scope of the Study .....	8
1.8 Assumptions of the Study .....	8
1.9 Key Term Definition.....	9
1.10 Limitation of the Study .....	10
1.11 Research Structure .....	10
CHAPTER TWO LITERATURE REVIEW .....	13
2.1 INTRODUCTION .....	13
2.2 Small and Medium Sized Enterprise in Nigeria .....	13
2.3 SMEs with Online Presence in Nigeria.....	14
2.4 Components of E-Marketing Mix .....	14
2.4.1 Four Ps (4Ps) of the Marketing Mix.....	15
2.4.2 E- Product.....	15
2.4.3 E-Promotions.....	17
2.4.3.1 Banners.....	18
2.4.3.2 Outbound e-mail.....	19
2.4.3.3 Paid advertising .....	19
2.4.3.4 Optimizing.....	19
2.4.3.5 Online partners .....	19

2.4.3.6	Affiliate marketing .....	19
2.4.3.7	Social marketing.....	20
2.4.3.8	Newsletters .....	20
2.4.4	E-Pricing.....	20
2.4.5	E-Place (Distribution) .....	23
2.4.5.1	Non mediation Relationship.....	25
2.4.5.2	Re-mediation relationship .....	25
2.4.5.3	Mediation relationship.....	25
2.5	Summary of the 4Ps of E-marketing mix.....	26
2.6	Summaries and Reviews of recent literature.....	27
2.7	Theoretical Framework .....	62
2.7.1	Maintaining the 4Ps in digital contexts: The conservative Approach.	
	63	
2.8	Critical review of Major Issue .....	64
2.9	Summary of Gap to be filled by the Study .....	64
<b>CHAPTER THREE RESEARCH METHODOLOGY .....</b>		<b>65</b>
3.1	Introduction.....	65
3.2	Conceptual Framework .....	65
3.2.1	Operational Definition of Key Variables .....	66
3.3	Hypothesis Development .....	67
3.3.1	Sales Performance .....	67
3.3.2	E-Product on Sales Performance.....	68
3.3.3	E-Promotion on Sales Performance .....	68
3.3.4	E-Place on Sales Performance.....	69
3.3.5	Effect of E-Price on Sales Performance.....	70
3.3.6	Impact of E-product, E-Promotion and E-Place on E-Price as a mediator. ....	70
3.3.7	E-Price as Mediating Variable .....	71
3.3.8	Re - Research Question .....	72
3.3.9	Research Hypothesis .....	72
3.4	The Research Design .....	73
3.5	Type of the study .....	73
3.6	Source of Data.....	74
3.7	Unit of Analysis .....	74

3.8	Population .....	74
3.8.1	Sampling and Sample Size .....	75
3.8.1.1	Sampling designs.....	75
3.8.1.2	Sample Size .....	76
3.9	Data Collection and Administration .....	78
3.10	Research Instrument.....	79
3.10.1	Development of Research Instrument .....	88
3.11	Pre-Testing .....	89
3.11.1	Reliability .....	90
3.11.2	Cronbach Alpha.....	90
3.11.3	Reliability Output .....	90
3.11.4	Validity .....	92
3.12	Factor Analysis .....	93
3.13	Statistical Methods and Techniques Used .....	102
3.14	Summary .....	102
CHAPTER FOUR RESULT AND DISCUSSION .....		103
4.1	Introduction.....	103
4.2	Overview of Collected Data.....	104
4.3	The Respondents Profile .....	104
4.4	Normality Test .....	110
4.5	Levene Test.....	112
4.6	Reliability:.....	118
4.6.1	Cronbach Alpha.....	118
4.6.1.1	Reliability Output .....	118
4.6.1.2	Reliability Statistics.....	120
4.7	Factor analysis .....	120
4.8	Descriptive Analysis .....	132
4.9	Pearson Correlation Coefficient.....	132
4.10	Regression Analysis .....	135
4.10.1	Linear Regression Analysis.....	135
4.10.1.1	Correlation and Regression analysis .....	135
4.10.2	Collinearity diagnostics .....	145
4.10.3	Multiple Regression Analysis .....	147
4.11	Summary .....	150

CHAPTER FIVE DISCUSSION, CONCLUSION AND RECOMMENDATION ...	152
5.1 Introduction.....	152
5.2 Discussion of Results .....	152
5.2.1 Research Question: Does Electronic-product influences sales performance of Small and Medium Sized Enterprise in Nigeria.....	153
5.2.2 Research Question: Is Electronic-price strong enough to maximize sales of Small and Medium Sized Enterprise in Nigeria? .....	154
5.2.3 Research Question three: Can Electronic-promotion improve the sales performance of Small and Medium Sized Enterprise in Nigeria?.....	155
5.2.4 Research Question four: Does Electronic-place (distribution) have an effect of on sales performance of Small and Medium Sized Enterprise in Nigeria? .....	155
5.3 Conclusions.....	156
5.4 Limitations of the study .....	158
5.5 Recommendations .....	158
5.6 Suggestions for further Study .....	159
5.7 Practical Implication .....	159
5.8 Theoretical Implication .....	160
REFERENCE.....	161

## List of Tables

Table 2.1 SME’s Assets and Employee Limits .....	13
Table 2.2 Traditional pricing methods applied in the online environment.....	22
Table 2.3 Summaries and Reviews of recent literature .....	27
Table 2.4 McCarthy’ 4Ps and the 12 policies of Borden.....	62
Table 3.1 Definition of Key Variables.....	66
Table 3.2 Krejcie & Morgan Sample Size for a Given Population Size.....	77
Table 3.3 Population and Sample size used.....	78
Table 3.4 Sales Performance Questionnaire .....	80
Table 3.5 Price Questionnaire .....	82
Table 3.6 E-Product Questionnaire.....	83
Table 3.7 E-Promotion Questionnaire .....	85
Table 3.8 E-Place/Distribution Questionnaire .....	86
Table 3.9 Reliability Statistics for all items.....	90
Table 3.10 Reliability Statistics of Sales Performance .....	91
Table 3.11 Reliability Statistics of E-Pricing.....	91
Table 3.12 Reliability Statistics of E-Product.....	91
Table 3.13 Reliability Statistics of E-Promotions.....	91
Table 3.14 Reliability Statistics of E-Place .....	92
Table 3.15 Summary of Reliability Statistics .....	92
Table 3.16 KMO and Bartlett's Test .....	94
Table 3.17 Anti-image, Communalities and Eigenvalues.....	95
Table 3.18 Rotated Component Matrix.....	98
Table 3.19 Anti-image and Community .....	99
Table 3.20 Total Variance Explained (Eigenvalues) .....	101
Table 4.1 Overview of Collected Data.....	104
Table 4.2 The Respondents Profile.....	105
Table 4.3 Age Distribution * Gender Crosstabulation.....	107
Table 4.4 Gender * Designation Cross-tabulation .....	107
Table 4.5 Academic Qualification * Years of Experience Crosstabulation .....	109
Table 4.6 No. of Staff * Firm Size Cross-tabulation .....	110
Table 4.7 Descriptive statistics with results of skewness and kurtosis analysis.....	111
Table 4.8 Tests of Normality .....	112

Table 4.9 Independent Samples Test .....	113
Table 4.10 Test of Homogeneity of Variances .....	115
Table 4.11 Independent Samples Test .....	116
Table 4.12 Test of Homogeneity of Variances .....	117
Table 4.13 Reliability Statistics .....	118
Table 4.14 Reliability Statistics of Sales Performance .....	119
Table 4.15 Reliability Statistics E-Price .....	119
Table 4.16 Reliability Statistics of E-Product.....	119
Table 4.17 Reliability Statistics of E-Promotions.....	119
Table 4.18 Reliability Statistics of E-Place .....	120
Table 4.19 Overall Summary of the Reliability Statistics .....	120
Table 4.20 KMO and Bartlett's Test .....	121
Table 4.21 Anti-image, communality and Eigenvalue .....	122
Table 4.22 Rotated Component Matrix.....	126
Table 4.23 Anti-image and Communality .....	127
Table 4.24 Total Variance Explained .....	129
Table 4.25 Mean and standard deviation .....	132
Table 4.26 Davies 1997 R-Value .....	134
Table 4.27 Correlation matrix between Dependent, Mediating and Independent Variables .....	134
Table 4.28 E-Product Model Summary .....	136
Table 4.29 E-Product ANOVA.....	136
Table 4.30 E-Product Coefficients.....	137
Table 4.31 Model Summary of E-Promotions on Sales Performance .....	137
Table 4.32 ANOVA of E-Promotions on Sales Performance.....	138
Table 4.33 Coefficients of E-Promotions on Sales Performance.....	138
Table 4.34 E- Place Model Summary .....	139
Table 4.35 E- Place ANOVA.....	139
Table 4.36 E- Place Coefficients.....	140
Table 4.37 Model Summary of E-Price on Sales Performance .....	140
Table 4.38 ANOVA of E-Price on Sales Performance .....	141
Table 4.39 Coefficients of E-Price on Sales Performance .....	141
Table 4.40 Model Summary of E-Product on E-price .....	142
Table 4.41 ANOVA of E-Product on E-price.....	142

Table 4.42 Coefficients of E-Product on E-price.....	142
Table 4.43 Model Summary of E-Promotion on E-price.....	143
Table 4.44 ANOVA of E-Promotion on E-price .....	143
Table 4.45 Coefficients of E-Promotion on E-price .....	144
Table 4.46 Model Summary of E-Place on E-price .....	144
Table 4.47 ANOVA of E-Place on E-price.....	145
Table 4.48 Coefficients of E-Place on E-price .....	145
Table 4.49 Coefficients of Multiple Collinearity of the independent variables.....	146
Table 4.50 Coefficients of Multiple Collinearity of mediating and independent variables .....	146
Table 4.51 Coefficients of Multiple Collinearity of mediating and independent variables .....	147
Table 4.52 <i>ANOVA of Regression Analysis without using mediating variable</i> .....	147
Table 4.53 Coefficients of Regression Analysis without using mediating variable ..	148
Table 4.54 Model Summary of Multiple Linear Regression Analysis after using mediating variable.....	149
Table 4.55 ANOVA of Multiple Linear Regression Analysis after using mediating variable.....	149
Table 4.56 Coefficients of Multiple Linear Regression Analysis after using mediating variable.....	149

## **List of Figures**

Figure 1.1. Research Structure .....	12
Figure 2.1 Components of E-Marketing Mix .....	15
Figure 2.2 Summary of the 4Ps of E-marketing mix .....	26
Figure 3.1 Conceptual Framework.....	66
Figure 4.1 Scree Plot.....	130

# CHAPTER ONE

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

The aim of every Enterprise is to manufacture or make available a product or services, sell the manufactured product or services and reach and exceed the breakeven point in other make a maximum profit. By doing so, there would be a need for the organization to reach out to the general public because they are the decision maker and the extent to which interest is shown on the organization, or her product or services, would have a positive reflection on her Sales performance.

It is now obvious and so glaring that we live in area of great technological innovation. New products and models of old products are being developed so rapidly that many of them become obsolete before they are well known universally. In other to create massive demand for these products, it is absolutely necessary to bring them to the notice of the general public. "Marketing is the best means to unveil or remind the general public about an organization or her product or services which requires a Traditional and Modern/Digital methods."

World Wide Web (www) is a tool that facilitates marketing of product and services. Online Advertising is a form of promotion that uses the Internet "www" World Wide Web for the expressed intent of delivering marketing messages to attract customers (Hareendran, 2009).

Annamarie and Chaffey (2015) stated that the marketing mix enables a company to review and define the key issues that affect marketing of its products and services. (Kraft Foods UK, 2005) commented that; in other to survive in a business, all business entity has to depend on their sales; which means the responsibility of the Sales department or division's is so vital to the accomplishment of the business. "The Marketing four Ps (4Ps) are vital in discovering what consumers want: In order to achieve Sales objectives. High distribution product; Agreement of precise price range for customers; Successful unveilings of new products; Maximum space on the shelf; Organizing of promotions".

Product is a very close second in importance to "People." If an organization product is off, the organization will have a challenging time with the rest of the Ps.



Nevertheless, if the product is on target, the organization will achieve the rest of the Ps without being stressed. When designing a product or service with the aim of maximizing customer retention, a quick time to value, continued value over time, and high quality (those are what Apple does so well) should be provided (Karl, 2012).

As a business entity; “If you do not say who you are”, “If you do not broadcast yourself to the world”, “so to say the slogan” sincerely “No one will know who you are or hear about you”. Letting people know who you are is so particular in business. So therefore, the use of the Internet is another channel for stating just who you are, what you are, where you are and what price you are obtainable to the people and within the competitive ground.

Sales is the most important part in a company's growth and managing the sales is also an uphill task. E-marketing is not that different from other forms of marketing except for a unique critical difference which is the Internet. E-pricing as well reward loyal customers easily. Technology permits tracking of repeat visitors, and easily allowing loyal incentives to be targeted towards them. It's also allows the easy use of Online credit cards Payment (Mishra, 2009). E-Place will be based on what new delivery or supply options are at hand for customers to experience the entities product or service e.g. online, mobile or in-store? (Annmarie & Chaffey, 2015).

Also, many newly established businesses that are growing well today can have few of their Advertising result traced to effective E-promotion that has been carried out for their services or products. This is why many business organizations did not neglect the usefulness of E-promotion in the various stages of their product life circle. Asides creating products awareness and increasing sales level, Promotion as well portrays the good image of the business entity or organization within the competitive business world through the internet (Dolapo, 2014).

Ehimuan (2013) cited in Punch Newspaper (2013), more than 90% of Nigerian SMEs lack online presence. As at 2012 there were just only over 40,000 SME's with online presences in Nigeria.

Bunmi (2012) (Google Nigeria's Marketing Manager for SME products) cited in (Ventures Africa 2012), Speaking on the reason for “Succeed Online”, said: Having a business website is just not enough. The owners should have to understand some tips on how best to utilize the presence of websites. According to (Balancing act "Issue no 620", 2012) as at 2012, google Nigeria inaugurated the "succeed online" educational program which is about training 250,000 beneficiaries of it "Get Nigeria Business

Online (GNBO) program online skills to increase customer reach and business performance.

Palmer (2004) Marketing mix is a conceptual framework and not a scientific theory because it merely identifies the major decision marketing managers make in shaping their offerings to suit consumers' needs. It is the tools can be used to develop both short-term tactical program and long-term strategies.

## **1.2 STATEMENT OF THE PROBLEM**

E-marketing is comprised of activities and processes conducted by a business through the worldwide web with the aim of attracting new customers, developing a company's brand identity and retaining the existing customers (Mohammed, 2014). For any company to survive and succeed in the current marketing and business world it must ensure that the existing customers are well retained, new customers are attracted, and its brand identity is well communicated. These activities are effectively conducted by e-marketing (Mahmoud, 2011).

The concept of marketing circulates within sales volume, profits and customer. Implementing the marketing concept the entire enterprise or firm must be engaged with an integrated manner. It concentrates on retrieving information about needs and wants of customers and base on this retrieved information, action is taking in order to fulfil the needs and wants (Kiprotich, 2015). Thus, Most organization acknowledge just few E- marketing factors that affect sales which is more of taking a guess and not a practical action in knowing the direct or indirect influence an E-marking strategy is having on sales performance. If forecasting the anticipated level of sales for a definite period of time, the estimation procedure is ought to include measurements such as: the firms-wide sales anticipations, expectations in each firm, expectation about product kinds and anticipations in each article. Price strategies have to reveal the company's own aims and should be related to the profit and sales. The aims to be achieved can be recognized as the income and or the volume units (Bălăşescu, 2014). A customer who prefers online platform tends to be wealthier, younger, and well informed about E-products/ E-service and the Price "As stated by (Eurostat Yearbook, 2005)". Customers who changes to the electronic platform would probably reduce the need of personal assistance than those who uses traditional. The offline users has higher preferences for pre-sales counsel from sales personnel or marketer, might not be comfortable with online business, or probably considering the risk related to online transactions (Pfeil, Posselt, & Maschke, 2008).

As at 2011 there are over 40,000 SME's in Nigeria with an Online Marketing platform (Google Nigeria, 2012) and most research carried out on SME's Marketing strategies are based on the traditional marketing strategy. The economic condition of Nigeria serves as one major challenges for both traditional SME's and SME's with online presence and having just less than 10% of the SME's with the online presence is not encouraging. The SME's with Online presence should be able to take advantage of having an Internet Platform for marketing and other e-commerce related strategy to face and conquer challenges and as well serve as a role model for the SME's without online presence by taking note of the Electronic Marketing strategies used and how it positively or negatively affect their expected outcome.

The usage and the availability of internet today in Nigeria is increasing; There are needs for Organizations to examine and identify a promotional tools that will fit-in the online platforms in other to improve their sales and productivity (Dolapo, 2014). Few Business Organizations that practices online marketing system are more concerned about the overall revenue of the company without tracing and analysing the strategies that would be suitable for the Digital marketing platform which might essentially contribute to the sales performance.

Bruce and Daly (2004) as a result of their findings declare that price as a vital role to play in a high competitive environment and where product has short life cycle, it makes high level of purchase stimulating in customer.

Abah & Abah (2015), and Sajuyigbe, Amusat & Oloyede (2013) result shows that there is positive relationship between advertising and sales turnover. Gbolagade, Adesola, & Oyewale (2013), found that marketing strategies (product, place, price, were significantly independent and joint predictors of business performance of SME's in Oluyole Ibadan of Nigeria. Although, Gbolagade, Adesola, & Oyewale (2013) study discovered that promotion has no positive significant effect on business performance. (Pfeil 2008) found that the offline users has higher preferences for pre-sales counsel from sales personnel or marketer, and they might not be comfortable with online business and (Google Nigeria 2012) found that most marketing strategies are based on the traditional marketing strategies. There are indications in other findings that, Product, Promotion, and Place were positively related to tourists' satisfaction but price imposed by the authority is not satisfactory to the visitors (Mohammad, Wang, & Sumayya 2012). The sales performance from the use of marketing mix elements (4Ps) by SME's in nakuru town of Kenya was statistically significant except for Price (Kiprotich, 2012).

SMEs in Nigeria need to create time to conduct market research, based on the fact that it is a channel that can be used for effective pricing. SMEs Management should always have adequate information about the cost of product, Promotion and Place before changing price, (Obigbemi I.F. 2010). With all this however, it appears that most Marketing mix research carried out in Nigeria, are about the impact or effect of traditional marketing mix on business performance or operations or customer's satisfaction.

Although, an E-marketing research carried out by (Wisdom, 2015) indicates that there was a strong, positive correlation between three measures of business performance which are (increased visitor numbers, increased bookings or sales and gross profit) Which however, brings the researcher to the conclusion that based on the significant relationship, e-marketing can positively affect MMAM's business performance in South Africa. McLaren (2011) also affirms that E-product mix has a significant effect on the business performance. Mohammed (2014) research on Electronic marketing using the marketing mix 4ps (Electronic-product, Electronic Pricing, Electronic promotions tools and Electronic Place -Distribution) to study its effectiveness on Competition base on scientific reasons shows that there is a relationship with a direct effect between each of the 4ps and enhancing competitiveness of small businesses and medium-sized enterprises in Cairo Egypt. It thus appears that, researches related to Electronic marketing in Nigeria are mostly about the impact or effect of a sub-mix of the E-marketing mix and not the overall E-4Ps, as (Oborah, 2008) concluded that the extent of the utilisation of e-commerce resources by Lagos metropolis SMEs is low and (Dolapo, 2014) from Ibadan Nigeria also found in his research that Online promotional tools fails to clearly show its impact on sales volume. Herein lies a major research gap which inspires in studying also the Effectiveness of Electronic marketing mix this time on Sales performance among other.

However, there is little or no empirical study that reveals the effect of E-Price, E-Product, E-Promotion and E-Place on Sales Performance of Small and Medium Sized enterprise in Lagos Nigeria. In viewpoint of SMEs expected result (Sales Performance) and location, this research is therefore, keen to examine and provide empirical evidence on the mediating role of E-Price on the relationship between E-marketing mix (E-Product, E-Promotion, and E-Place) and Sales Performance of Small and Medium Sized Enterprise in Lagos Nigeria.

### **1.3 OBJECTIVE OF THE STUDY**

This study aims to find out the impact of Electronic Marketing Mix on Sales Performance with a definite focus on Small and Medium Sized Enterprises (SMEs) in Nigeria.

This study will enable SMEs to understand better the E-marketing factors that needs to be taken into consideration and as well the strategies to be used and how to relay them with customers loyalty.

The aims and objectives of the study are based on the following:

1. To examine the relationship between Electronic-product and sales performance of Small and Medium sized Enterprise in Nigeria.
2. To analyse the level at which Electronic-price helps in maximizing sales performance of Small and Medium sized Enterprise in Nigeria.
3. To describe the extent at which Electronic-promotion influences sales performance of Small and Medium Sized Enterprise in Nigeria.
4. To examine the effect of Electronic-place (distribution) on sales performance of Small and Medium Sized Enterprise in Nigeria

### **1.4 RESEARCH QUESTION**

The research question aims to find out the influence Electronic Marketing Mix is having on Sales Performance. The research question would be guiding the Research Objective and any information given would be treated with confidence.

1. Does Electronic-product influences sales performance of Small and Medium Sized Enterprise in Nigeria
2. Is Electronic-price strong enough to maximize sales of Small and Medium Sized Enterprise in Nigeria?
3. Can Electronic-promotion improve the sales performance of Small and Medium Sized Enterprise in Nigeria?
4. Does Electronic-place (distribution) have an effect of on sales performance of Small and Medium Sized Enterprise in Nigeria?

### **1.5 RESEARCH HYPOTHESIS**

#### ***Hypothesis 1***

***H<sub>0</sub>***: E-Product has no significant effect on Sales Performance

***H<sub>1</sub>***: E-Product has significant effect on Sales Performance

#### ***Hypothesis 2***

***H<sub>0</sub>***: E-Promotions has no significant effect on Sales Performance

*H<sub>1</sub>*: E-Promotions has significant effect on Sales Performance

***Hypothesis 3***

*H<sub>0</sub>*: E-Place (Distributions) has no significant effect on Sales Performance

*H<sub>1</sub>*: E-Place (Distributions) has significant effect on Sales Performance

***Hypothesis 4***

*H<sub>0</sub>*: E-Price has no significant effect on Sales Performance

*H<sub>1</sub>*: E-Price has significant effect on Sales Performance

***Hypothesis 5***

*H<sub>0</sub>*: E-Product has no significant impact on E-Price

*H<sub>1</sub>*: E-Product has significant impact on E-Price

***Hypothesis 6***

*H<sub>0</sub>*: E-Promotions Tools has no significant impact on E-Price

*H<sub>1</sub>*: E-Promotions Tools has significant impact on E-Price

***Hypothesis 7***

*H<sub>0</sub>*: E- Place (Distributions) has no significant impact on E-Price

*H<sub>1</sub>*: E- Place (Distributions) has significant impact on E-Price

## **1.6 SIGNIFICANCE OF THE STUDY**

In this period of economic depression in Nigeria, characterized by serious economic down-turn, competition is very keen, meaning that only the fittest will survive. In this situation and for business survival, different marketing strategies especially the marketing mix of different sorts either online or offline usually dominate the business scene. In this regard, Electronic marketing mix budgets and expenditure have taken an up-ward trend in the recent time in Nigeria.

A study on the result of huge amount spent on online marketing and its impact in terms of consumer's behaviour towards the firm's product, the image and the sales performance in the market is a worthy exercise.

It is therefore worthwhile to indicate a study that is hoped to enhance the business success of the company. The large size of the Small and Medium Sized Enterprise in Nigeria also justifies the undertaking of the study. It highlights the value, significance and rationality of the two variables used (E-marketing and Sales performance). It would also elucidate and simplify their effect on each other. The study also helps the entity to know the image it commands generally in the market.

Lastly, the study is hoped to expose the research to what obtains particularly in the business environment, and opportunity to contribute to existing knowledge in this area of marketing.

### **1.7 SCOPE OF THE STUDY**

The research topic “Role of E-Price on the relationship between E-marketing mix and Sales performance” will cover the operation and what is in practice in Small and Medium-sized Enterprise in Lagos State, Nigeria to make the study easy, and the problem to be studied. Small and medium-sized enterprises in Nigeria have been selected due to the recent trends in the adoption of the internet for the sole purpose of having an E-Marketing platform. Therefore this Study will not go into reviewing the large-sized economically and financially enterprises.

This research will go downward and introduce some basic things needed to know about the Electronic Marketing mix elements which are "E-Product, E-Pricing, E-Promotions tools and E-place (Distribution)" and to know more about sales performance so that a lay man can easily understand all concepts associated with them all. Emphasis will be laid on the importance and objectives of Electronic marketing. This study will importantly investigate the character of E-Price as it serves as a factor intervening between the other E-marketing mix and Sales Performance.

To give full understanding of the thesis, a look will be taken into general marketing models that are available for marketing new and old product, setting of price, distribution channel and promotional tools and as well the effect of Internet in their marketing system, which leads to their excellent performance and firm's growth.

### **1.8 ASSUMPTIONS OF THE STUDY**

The Assumptions of this study is based on the reliant of small and medium-sized enterprises in Nigeria upon marketing mix to realize the performance of sales. This was why the researcher purposely focused on the 4Ps. In addition, the assumption of study is based on the developed cities in Nigeria as a base for business enterprise operation and as a base for their target customers as well. The study assumed that most of the SME's workers are computer and internet literate and are able to access internet services to access e-marketing services.

## **1.9 KEY TERM DEFINITION**

### **E-Marketing mix (Electronic Marketing mix):**

Kotler, Armstrong, Saunders, & Wong (1999) states that, 'the marketing mix is a set of controllable tactical marketing tools that the firm blends to produce the response it wants in the target market'.

#### **Four Ps:**

E-Price, E-Product, E-Promotion and E-Place/Distribution (McCarthy, 1964)

#### **E-Product:**

Talpau (2014) E-Product refers to a tangible or intangible goods "a seller offers to a buyer in the process of exchange and which satisfies the buyer's needs and desires" through the use of internet.

#### **E-Price:**

The price is mostly defined as the financially expressed worth of the product or service at the market. The levels of price are forming the public view about a specific supplier. The E-price is not just only the expression of money outflow for modern shopper, but also represents a certain, benefit, satisfaction or value perceived by particular product/service (Nobilis 2009).

#### **E-Promotion:**

Electronic Promotion is the star component of the E-marketing mix which refers to the means of online communication (either through the company's website, a social media platform or other online platform) used to inform the target market and convince potential customers and other stakeholders, to choose a company and/or its products (Talpau 2014).

#### **E-Place/Distribution:**

E-distribution is the process of supplying products and services to consumers and customers electronically. Through e-marketing, customers are able to order for online products/services and provided online (Muhammed, 2014).

#### **Sales Performance**

The internet indicates the rate of customer loyalty to the business through the sales strength and weakness (McLelland 2015).

#### **SME's "Small and Medium Sized Enterprise":**

According to National Bureau of Statistics (2015) SMEs are business entities with asset base of not less than N5 million (Five million naira) and not exceeding N500



million (Five hundred million naira) (exclusive of land and buildings) with labour forces (employees) between 10 and 199.

### **1.10 LIMITATION OF THE STUDY**

The study focus on the Electronic marketing strategy platform and omitting the Traditional platform of marketing strategy. Among other E-marketing strategy the E-marketing mix serves as the central of concentration which is narrowed down to focus on the first 4ps of the marketing mix elements by foregoing the other 3Ps.

The study was limited to SME's with online presence in Nigeria leaving out the Micro and multinational companies. Despite having over 17 million SMEs, SME's with online presence amounts to over 40,000 in which the population of for the study is restricted to 300 and limiting the sample size of the Population to 169 based on (Sekaran, 2003) Table, if the target population fall between 290 and 300 the sample size will be One Hundred and Sixty Nine. The sample frame of the study is consisted of and limited to the Marketing and sales managers of the SME's

### **1.11 RESEARCH STRUCTURE**

**Chapter One:** This chapter present a brief overview on the topic of the study by shedding more lights on the background of the study which helps the readers to have an insight of E-marketing and Sales. It highlight problem statement of the research, aims and objectives of the research, the research questions, and purpose of the study.

**Chapter Two: Literature review** which is. It establish the theory in which this research is based on. A table discusses the information gotten from exploring previous researchers study on electronic marketing mix in relation to Sales Performance. It also discusses the difference between marketing mix and e-marketing mix and Background of Small and Medium Sized Enterprises in Nigeria.

**Chapter Three:** This chapter addresses the **methodology used** in examining the hypotheses developed in this chapter. This chapter discusses the conceptual framework and restates the research hypothesis. It presents the research design which includes the type of study, the source of data, the unit of analysis, the population and sample, and the sample size. It explains the measurement method which includes Sales Performance, E-pricing and the rest of the E-marketing mix which are “Electronic Product, Electronic Promotional tools and lastly Electronic Distribution channel”. It

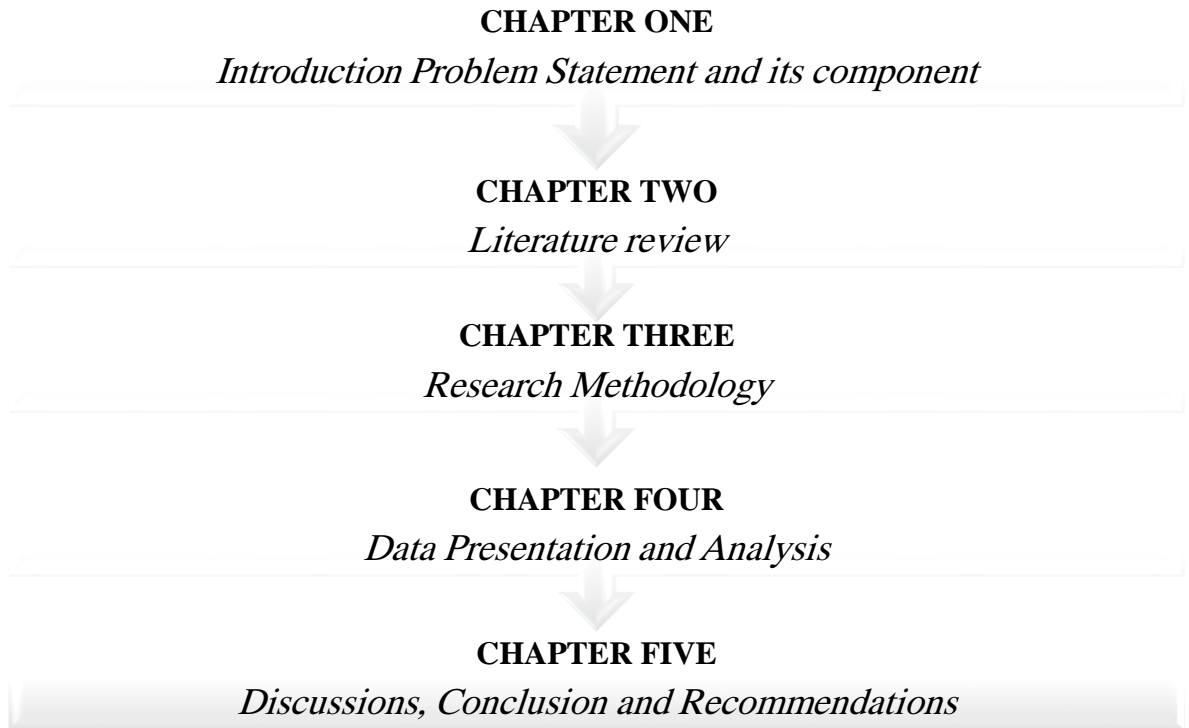
also describes the questionnaire design, presents the descriptive analysis, explain the data collection and its administration and finally, presents the data analysis techniques.

**Chapter Four:** This chapter interpret and presents the results of data analysis obtained from data collected from respondents. The main purpose of this research is to study the Impact of Electronic Marketing mix on Sales Performance of SMEs. This study aims to achieve the research objectives as well as answers the research questions highlighted in chapter one.

Overall, this chapter is divided into eight parts which includes; overview of data collection, profile of respondents, goodness of measure, descriptive analysis (using of SPSS), major findings, summary of findings, and conclusion.

**Chapter Five:** In this final chapter, a summary of the results that came out in reference to the research questions are presented. This is followed by recommendations and conclusion for SMEs and in case of future research

**RESEARCH STRUCTURE**



*Figure 1.1:* Research Structure

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

This chapter reveals the various views of authors on the nature, importance, roles, impact and effect of E-marketing (4Ps) on Sales Performance in Small and Medium Sized Enterprise. E-marketing (4Ps) has attracted various responses from different authors and scholars.

#### 2.2 SMALL AND MEDIUM SIZED ENTERPRISE IN NIGERIA

According to the National Bureau of Statistics (2015) for the survey carried out in the year 2013, the overall number of Micro, Small and Medium-sized Enterprises (MSMEs) in Nigeria is not less than 37,067,416 (Thirty seven million, sixty seven thousand, four hundred and sixteen). Where 36,994,578 (Thirty six million, nine hundred and ninety four thousand, five hundred and seventy eight) of the enterprises is Micro; Small enterprise amounts to 68,168 (Sixty eight thousand, one hundred and sixty eight) and Medium Enterprises resulted to 4, 670 (Four thousand, six hundred and seventy). With this we have 72,838 (SMEs) in Nigeria.

According to National Bureau of Statistics (2015) and as presented in table 2.1; SMEs are business entities with asset base of not less than N5 million (Five million naira) and not exceeding N500 million (Five hundred million naira) (exclusive of land and buildings) with labour forces (employees) between 10 and 199.

Table 2.1

*SME's Assets and Employee Limits*

Enterprise	No of Employee	Assets in Million Naira
Small	10 – 49	Minimum of 5 and Maximum of 50
Medium	50 – 199	Minimum of 50 and Maximum of 500

Many potential entrepreneurs do not have a clear vision and mission of what they aim to do. Numerous SMEs are not business definite and hence have no focus and are easily blown away by the wind. Other mistakes made by new SMEs in Nigeria includes placing adverts without quality and appropriate goods and services to match, promoting the business in the wrong environment, promoters as well, promotes themselves instead of the business per se, quitting when going through a slight setback or frustration, not researching the market well ahead of commencement, not being original and discontinuing marketing early (Basil, 2005)

As cited by Dada (2014) some of the key problem facing SMEs in Nigeria include among others; poor managerial and marketing skills, poor infrastructural facilities, unhealthy competition, outrageous taxes and inadequate finance.

### **2.3 SMES WITH ONLINE PRESENCE IN NIGERIA**

Ehimuan (2013) cited in Punch Newspaper (2013), more than 90% of Nigerian SMEs lack online presence. As at 2012 there were just only over 40,000 SME's with online presences in Nigeria.

Bunmi (2012) (Google Nigeria's Marketing Manager for SME products) cited in (Ventures Africa 2012), Speaking on the reason for "Succeed Online", said: Having a business website is just not enough. The owners should have to understand some tips on how best to utilize the presence of websites. According to (Balancing act "Issue no 620", 2012) as at 2012, google Nigeria inaugurated the "succeed online" educational program which is about training 250,000 beneficiaries of it "Get Nigeria Business Online (GNBO) program online skills to increase customer reach and business performance.

### **2.4 COMPONENTS OF E-MARKETING MIX**

According to Kotler et al. (1999), 'the marketing mix is a set of controllable tactical marketing tools that the firm blends to produce the response it wants in the target market'.

Decisions of marketing mix should be made for both the distributional channels and the final consumers. It should be distinguished that 4ps signifies that the seller understands the marketing tools usable for influencing buyers (Kotler, 1994)

The 'traditional marketing mix' also known as the 4Ps, consisted of Product, Price, Place and Promotion. It was designed at a time where businesses sold products, rather than services.

This concept of the 4Ps is credited to McCarthy (1964) who created the alliterative terms. This developed over several years and in 1981 Booms and Bitner added the three 'service

Ps': Participants, Physical Evidence and Processes. Participants later became People.



**Figure 2.1:** Components of E-Marketing Mix

Source (Von Brocke K., 2012)

#### **2.4.1 Four Ps (4Ps) of the Marketing Mix**

##### **2.4.2 E- Product**

A Product is referred to as "all a seller offers to a buyer in the process of exchange and which satisfies the buyers needs and desires" (Hill & Sullivan, 1997). Knowing the difference between those presented in the virtual environment and perceived attributes for physical products is essential. Depending on the specifications of each product, the promotion of products such as electronics, clothes and books can be accomplished with greater comfort, while the promotion of products related to perfumes will be accomplished with intense difficulty, because the customer would not

be able to smell the perfume in order to make his selection (Gay R., Charlesworth, & Rita, 2009). With the use of online platform, products loses some essential features such as smell, tangibility, taste. In order to abate this disadvantage, firms with an online platform must make available, complex information to prospective clients, attractive pictures with fantastically high quality resolution displaying the product from as many angles as possible, with the option or choice to zoom the product in or out and get the drift all its existing varieties. The internet allows the consumer to see the product in several ways.

Talpau (2014) Presently, the online environment offers the opportunity to purchase any preferred products and services. The product and services are divided into three major categories, namely:

- a) Tangible or physical products such as books, electronics, furniture, clothing.
- b) Intangible Products/Services, such as holidays, travel insurances, tickets.
- c) Digitized products such as software products, electronic books etc.

Through the Internet, the buying of these products is simply a click away, without calling for time consuming trips and other discomfort. (Gay, R et al., 2009) argues that, products bought on impulse are the utmost successful ones within the online environment, as they involves low risk and a low degree of interaction. The fact that products cannot be tested and touched in the digital environment offers an even more vital role in building and branding a high level of customer's certainty in the organization's online presence. Consumer loyalty in the online environment also plays a vital role and is centred more on building a relationship of trust than on the product itself.

Having a product strategy is the first part of what marketing mix is consisted of. To be successful in this classification, there has to be a brand name, a packaging, a choice of branding colours, and a warranty. (Mishra, 2009)

Product is a very close second in importance to "People." If an organization product is off, the organization will have a challenging time with the rest of the Ps. Nevertheless, if the product is on target, the organization will achieve the rest of the Ps without being stressed. When designing a product or service the firm needs to have the intention of continued value over time, high quality, maximizing customer retention, and a quick time to value, (those are what Apple does so well) should be provided (Karl, 2012)

Product policy fills up a central place in the marketing mix since it establishes the support of the other three elements of the mix. Any firm must aim to only produce goods and services craved by the public to which it is focussed, both in terms of tangible features (functionality, size, colour, etc.), and as well, in terms of the intangible ones (after-sales services, transport) (Talpai, 2014). As conferred by explanatory (Dictionary of Marketing), product policy means "the manner which a commercial enterprise or manufacturing enterprise adopts, related to the structure, size and evolution of the variety of goods and services that are subject to its own activities, by means of permanent reporting to the current requirements of the market environment in which it operates".

Product, as part of the marketing mix, includes the combination of goods and services a firm offers the targeted market. A product is a key component of the marketing offer, which includes both the tangible goods as well as the intangible ones (services). Product policy is strongly related to the other three elements of the marketing mix, forming concurrently the basic marketing tools (Florescu. et al., 2003)

The Website is the major online brand and product of the online organisation. Customers should become aware, grow interest and be swayed to search for the product/site before going on seeing into the company's comprehensive online offering (Efthymios, 2002).

### **2.4.3 E-Promotions**

Most Organization today have some form of webpage used in most if not all advertisements. Placing of banner advertisements (ads) on other web pages is a mutual form of e-promotion (Mishra, 2009). Banner ads needs to be positioned where prospective customers browse. Another approach to online promotion is "Web public relations" (WPL). The E-marketing mix must work hand-in-hand to support each other if the enterprise is to have a fruitful online marketing strategy.

The contribution of Online Advertising to business sales development is so vital that marketing executives studies that there is no organization that produces or sells goods or services which can boost of making sales without instigating the consumer to buy incentives or creating an awareness of its products through the Internet and other media (Dolapo, 2014).

The sales force of a firm must cautiously be considered in the role of their promotional aspect or promotional program of the marketing mix. A company has to



make a decision if a sales force is a feasible tool for direct-marketing: and if so, which form of selling activities excellently promote its products. The various levels of relationship marketing (Partnering, transaction selling and relationship selling) allows salespeople to build customers loyalty. (Cant & Neels, 2004)

Promotion is the star component of the marketing mix and refers to the means of communication used to inform the target market and convince potential customers and other stakeholders, to choose a company and/or its products. The online communication is done through a number of channels, and promotion methods that are based on the same principles of marketing and communication, but with new functionality.

The Website is the promotional content as well as the promotional medium. The emotional and communicational effect of the Website is an essential part of the online experience and a key factor in fascinating and retaining online customers. (Efthymios, 2002).

Online environment complements traditional methods of promotion with a series of instant communication methods at low cost and with a very precise market segmentation. There are a number of online promotion methods: the site itself, paid advertising (text and image ads, banners, through videos), optimizing your site for search engines, promoting an organization through social networks, through partners and affiliates and through newsletters.

#### **2.4.3.1 Banners**

On the web Banners are the counterpart of advertisements. The standard banner usually shows as a text in a rectangular box with a few graphics at the top of a web-page. The banner will link to a specified web page, which may possibly be the advertisers homepage or a page established by the advertiser which is more directly pertinent to the message or could be an elaboration of the message. (Kirthi & McIntyre, 2002) Banners also can come in the mode of buttons (smaller, mostly in the left column), or be hosted on pop-up pages or delay pages. Banner ads are often served by third party enterprises (e.g. [www.doubleclick.com](http://www.doubleclick.com)) who majors in providing millions of banner ads to various pages.

#### ***2.4.3.2 Outbound e-mail***

One of the most efficient forms of Online-based direct marketing is the usage of personalized e-mails (Nail, et. Al., 2001) cited in (Kirthi & McIntyre, 2002). Given a database of customers and prospects email messages can be extremely targeted. Email campaigns can depend on “permission marketing” or “opt-in” to be certain that unsolicited messages are not received by respondents (Kirthi & McIntyre, 2002).

#### ***2.4.3.3 Paid advertising***

Is part of an online promotion method, via this practice ads will be listed by the firm in the paid portion of the display network or the search engine results. The SEO generates unrestricted organic traffic according to the recognition and authority of each website, this form of advertising encompasses of allocating budgets on a constant basis. The company will pay a certain price for each click users give, which can also show a discrepancy from one minute to another subjected to its intended competition and search volume.

#### ***2.4.3.4 Optimizing***

A site for search engines (like Google, Yahoo, Bing, etc.) play an important role because search engines are the most used method of searching for information in the online environment. This activity requires time and effort and is structured on two main activities: optimizing the actual site (called “on site optimization”) and growing the site’s authority and popularity by achieving references from related high quality sites (called “offsite optimization”).

#### ***2.4.3.5 Online partners***

Represent alternative method to increase a firm’s online presence extensively. Any enterprise should be present in the internet environment just as many virtual partner sites: directories, websites related to their business activity, media outlets etc. (Talpai, 2014)

#### ***2.4.3.6 Affiliate marketing***

Is a form of promotion established strictly on results centred on a Cost-Per-Action (CPA). In this marketing, an affiliate (called publisher) is payed by the merchant (called advertiser) for each action (such as generating a sale, subscribing to a service etc.) carried through its website (Wikipedia accessed October 5 2015). Such systems

are grounded on an affiliate network comprising of numerous sites in which advertisements are displayed, linking through the advertiser's website. Clicking on such an announcement by the Site visitors, they will be redirected to the website that is being promoted, and if this action entails a conversion (sale, registration or any desired objective), then the affiliate will receive a commission (Fill, 2005). Sources of traffic and visitor behaviour are monitored with the help of special monitoring software.

#### ***2.4.3.7 Social marketing***

Is a key service that any company providing web services should use intensively. Social marketing campaigns imply creating active profiles that continuously distribute attractive information for its targeted audience, looking to maintain their attention. Along with distributing relevant information field, the firm must interact with its users requesting feedback on how they can improve their online and offline activity. From such interactions, the organization grows its online exposure and can therefore attract new customers (Talpa, 2014).

#### ***2.4.3.8 Newsletters***

Represent a way of promoting an organization at a significantly lower cost than through the traditional mail (almost non-existent), easily customizable, allowing a precise segmentation of the market and instant reference to the database.

Despite the fact that online marketing has different rules than the traditional marketing, the basic principles of both environments are the same: knowledge of the target market, understanding the demographic characteristics, targeting the right market segment, making the right strategic decisions and implementation etc. As a conclusion we can say that the Internet is a complementary medium of the offline environment (Gay, R et al., 2009).

### **2.4.4 E-Pricing**

The price has unambiguous relationship with other marketing mix components. Actually price is the only element that generates revenue, while other elements generate costs. The product manufacturing represents the cost. The product distribution also generates cost. Promotions mostly create an increase in demand for product/service, but also create costs directly. All these costs have to be covered via the price (Biz Development, 2009). E-pricing easily rewards loyal customers. Technology allows tracking of repeat visitors, and without difficulty allowing loyal incentives to be directed

towards the visitors. It also permits the easy use of online credit cards Payment (Mishra, 2009).

The Website is perceived by the online customer and prospect as an element of cost (due to connectivity cost, time and opportunity cost and transaction costs). Although this charges will be in most circumstances lower than the cost of the traditional activities. Comparison on these will be made by customer with the cost of realising other online competitors and making the choice of either patronizing them or not. (Efthymios, 2002).

In the online environment considerable attention has been paid to the matter of price sensitivity (Bailey 1998; Brynjolfsson & Smith 2000). It has been argued specifically that price comparisons across retailers is easy to make in the online environment. Hence in the online environments, price sensitivity should be higher and with that, it should reduce the price dispersion amidst companies selling comparable goods (Kirthi & McIntyre, 2002)

Sales volume, costs and profitability all play roles in a firm's selection of the optimal pricing strategy. In one or two cases, pricing is cost-oriented, which means the focus is to recoup products costs plus a particular mark-up percentage. Another instances is, companies look to boosting short or long term profits. In any of the case, sales volume is a concern in setting prices and an outcome of customer's response to those prices. (Neil, 2012).

The Price is one of the elements of Marketing Mix, alongside Promotional Mix, Product Distribution and Product. The price is mostly defined as the financially expressed worth of the product or service at the market. The levels of price are forming the public view about a specific supplier. The E-price is not just only the expression of money outflow for modern shopper, but also represent a certain, benefit, satisfaction or value perceived by particular product/service.

Due to the low cost of advertising, storage, not a must to rent a central location and others, the online environment often permits lower pricing. Hence, in much cases, the price is actually one of the main benefits in the online environment.

In a traditional environment, prices were confirmed by calculating costs and getting the amount of money that the targeted audience were willing to pay for a certain good/service. The Internet has tolerated the establishment of other competitive prices due costs such as storage, locations and staff have significantly diminished or disappeared, in the case of online shops (Learn Marketing, 2014).

The online platform permits the buyer direct access to a huge amount of information on offers, delivery terms, return policy, price, customer reviews made by other retailers who sells the same product, and others.

In the paper "E-Pricing is said to be A Creator of Value and Not the Destroyer", several traditional pricing methods which is also applied in the online environment presented by the authors from (McKinsey, 2000):

**Table 2.2**

*Traditional pricing methods applied in the online environment*

<b>PRESTIGE PRICES</b>	<b>PEAK PRICE</b>	<p>Peak prices refers to the prominent prices charged for new and innovative products/services that benefit from technological improvement and a good staff training, tolerating higher prices to be charged by the firm. These products/services are meant for admirers of innovations, and the price will be reduced over-time to meet the following segment of consumers.</p>
	<b>PENETRATION PRICES</b>	<p>Penetration prices are prices through which firms are trying to make use of the long term potential of a market. A low price is used in penetrating the market and to entice a baseline of customers. This was the method employed in the early stage of the Internet. Paid advertising services (ads and banners) was started by Yahoo by first offering client, even for free, to large companies.</p> <p>Today, more and more innovative E-marketing services are being introduced with a very low price, so as to first create a client baseline. Generally it is quite tough to maintain such a strategy in the medium term if only the purchasing policy is tremendously effective.</p>
	<b>PSYCHOLOGICAL</b>	<p>Psychological prices are established on the consumer's subjective and emotional response and are employed where buyers somewhat feels the need to buy without rational analysis or through an economic perspective. Sometimes the principles of pricing on this root is questionable since there were instances in which the early price was set at an extremely high level just to give an enormous discount. Electronics online stores uses this type of pricing.</p>
	<b>E PRICES</b>	<p>Prestige prices are based on emotional and psychological responses to justify the great level which is seen as an indication of quality of the product. This price is successfully used by internet retailers of luxury goods.</p>

<b>DIFFERENTIATED PRICES</b>	<p>Magic prices are based on creating the feelings that the price of a product is cheaper than the price in reality. However studies shows that sales seems higher for product with a price tag of 97 than a product with a price tag of 99.99.</p> <p>Differentiated prices involves using different prices for exactly the same product for customers buying different amounts or buyers from different locations. A real example of this is, the charges of a click on Google AdWords, which significantly varies for different sites bidding on just the same keywords and taking into account a number of principles of differentiation.</p>
<b>MAGIC PRICES</b>	

*Source (Talpau 2014)*

#### **2.4.5 E-Place (Distribution)**

Distribution is the processes applied by a company in delivering products and services to customers. If customers are not supplied with the products that they needed at the best time, they turn out to be dissatisfied. Hence, E-distribution is the process of supplying products and services to consumers and customers electronically. Through e-marketing, customers are able to order for online products/services and provided with them online. The use of Electronic distribution leads to fall in the number of traditional mediators. This will bring about alternative channels and new mediators. One of the features of the Internet is the removal of the distances between the product and the consumer (Muhammed, 2014).

Location is important within the firm's Place policy. Online location can implies to be where links are placed on other websites (Pundrik. 2009). E-Place will be based on what new delivery or supply options are at hand for customers to experience the firm's product or service e.g. online, mobile or in-store? (Annmarie & Chaffey 2015)

The Internet, in general, significantly reduces distribution costs and office costs, thus allowing significant reduction in price. Companies with an online platform needs to be aware of the power that price comparing websites offers to customers (as, Ebay.com, Amazon.com, Price.ro, etc.). Above and beyond these aspects, the main advantages are the likelihood of rapidly changing prices to take benefit of certain opportunities in the environment.

For a lot of organizations, an online platform is just another distribution channel. And for the rest, it is a business model that permits servicing customers on a much wider area in a more efficient manner. For organizations that sells online products, physical distribution, channel management and logistics are vital to customer satisfaction which

involves on time delivering of products. In a case like this, Internet users enjoy the ease and speed but necessitates the presence of a physical distribution. Internet protocols ensures a very good exchange of real time information. With the use of Internet buyers can track orders and obtain information about their account.

The Online platform offers companies the opportunity to get to consumers directly and eradicate intermediaries. This is feasible only to the extent that their role is being taken over, to gather necessary information to develop and market their experience in interacting with customers. So, before making the decision to create the composition of the channel of distribution, this information should be analysed and also the chance to introduce a number of intermediaries that have emerged because of the Internet development (Gay, R et al., 2009).

Brassington (2003) stated that "part of the tasks of the marketing oriented companies is to provide products to customers at the right place and time".

Glazer (2001), also talked about "Marketing in information intensive environment" and importance of the companies knowledge to aid the exchange process.

Glazer employs three sources which require integration, namely:

- i. Downward flow: which is between firms and customers.
- ii. Upward flow: between firms and their suppliers.
- iii. Internal: information held internally by the firm.

Glazer argues that by increase in information value, supporting role traditionally played by intermediaries becomes more important. Distribution activities, logistics and purchasing benefited enormously from the emergence and development of the Internet. One of the tasks of marketing is to lead products at the right place and time.

Decisions about distribution channels are related to the other elements of the mix. They have a major impact on the availability and storage of products, total cost, retail price, and promotion activity. Furthermore they can provide an important competitive advantage and significant cost reduction opportunities. The need for product customization influenced production and caused the shift from mass production, which included a reduced term for customized production involving a longer period of time. Under these conditions the pressure in reducing time has moved on supply and distribution, and there was now an increased need and opportunity to integrate the three types of information flows described above.

The relationship between the consumer and the producer can just be through distributors in three main kinds as follows:

#### ***2.4.5.1 Non mediation Relationship***

This is a sort of relationship when distributor is revoked from buying and selling process that directly happens between the consumer and the producer, i.e. the electronic publishing companies or house of airlines is a direct relationship. The distribution chain can completely cancel a relationship of such; For example when an author electronically publish his books.

#### ***2.4.5.2 Re-mediation relationship***

Refers to having a traditional distributor replaced with a new default distributor on the internet. Amazon library for example, has a virtual distributors actively operating through websites.

#### ***2.4.5.3 Mediation relationship***

A relation of this kind is produced when new mediator is introduced within distribution chain. Mediation can as a result of mediators who are hunting for the best product or service so as to meet the needs and desires of consumers.

For most E-Commerce cases concerning any form of online relations/dealings—transaction, the Website is the helpdesk, sales outlet and counter where the main commercial or non-commercial transaction occurs. Moreover for products supplied in digital form (online services, music, software and information), the site even fills the task of distributing physical/traditional product by allowing the delivery of product online. (Efthymios, 2002).



## 2.5 SUMMARY OF THE 4PS OF E-MARKETING MIX

Product	<ul style="list-style-type: none"> <li>• Retailers often offer a wider range of products through on-line websites compared with traditional catalogues</li> <li>• Customisation. e.g. Holidays no longer have to be for the precise seven days a tour company dictates. Note the Lenovo computer example cited earlier.</li> <li>• Many companies use the internet to vary the extended product. e.g. online assistance</li> </ul>
Price	<ul style="list-style-type: none"> <li>• Prices can be lower because of e-business techniques automating processing.</li> <li>• From customers' perspectives, prices are easy to compare on the internet (greater transparency) so there is more pressure on retailers to be competitive</li> <li>• Prices can be changed to reflect demand e.g. car rental firms in the USA will continually monitor demand and rival's prices and change their prices accordingly. This is known as "dynamic pricing".</li> <li>• New pricing approaches become feasible, such as auctions.</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>• Websites,</li> <li>• Search engine results (influenced by search engine marketing – see customer acquisition below under CRM)</li> <li>• emails (but not spam we hope!).</li> </ul>
Place	<ul style="list-style-type: none"> <li>• Disintermediation, reintermediation, countermediation</li> <li>• Direct sales (manufacturer–consumer),</li> <li>• Delivery over the internet (e.g. music, software, video)</li> </ul>

**Figure 2.2:** Summary of the 4Ps of E-marketing mix

Source (Kaplan Financial Knowledge Bank) Accessed 18-05-2015

## 2.6 SUMMARIES AND REVIEWS OF RECENT LITERATURE

**Table 2.3**

*Summaries and Reviews of recent literature*

<b>Author/year</b>	<b>Research objectives</b>	<b>Significance of the Study</b>	<b>Research methodology applied</b>	<b>Variable Used</b>	<b>Findings</b>	<b>Suggested future research</b>
<b>1 Abdulkadir And Fabiola 2011</b>	Finding out the effectiveness of the online marketing tools Aims to find an insight on effectiveness of different marketing communication tools by asking question about attributes	This study is more focused on attributes towards different marketing communication tools rather than finding and explaining causes of them	A mixed method was adopted in this thesis; Hence interview questionnaire was designed to collect both quantitative and qualitative data.	<b>Independent Variable:</b> Search Engine Marketing, Online Partnership, Online PR, Interactive Ads, Opt-in Email, and Viral Marketing. <b>Dependent Variable:</b> Customer Attraction	Respondents do not seem to trust direct B2C communication unless it is mediated through a third party filter – user, referral or independent website.	Further research can investigate other attributes like Online PR, SEM and Viral Marketing.

<p>2  <b>Ala'Eddin, Abdullah, OmarZ, Dalia and Najla.</b>  2013</p>	<p>To define the components of the marketing mix strategy of the private sector hospitals; To determine the elements which constitute the hospital performance measured by patient satisfaction; To determine the effects of the marketing mix strategy components on the hospital</p>	<p>This research is a descriptive analytical research. A quantitative approach was used for the purpose of gaining a comprehensive picture of the issues in question. The current research was used the questionnaire techniques to collect the primary data which was designed based on previous empirical literatures</p>	<p><b>Independent Variable</b> Service, Pricing, Distribution, promotion, participants/personal, physical evidence and processes.  <b>Dependent Variable</b> Performance of Private Hospital</p>	<p>The marketing mix strategy components, namely; health service, pricing, distribution, promotion, physical evidence, and personal strategies are found to have varied significant and insignificant effects on hospital performance measured by Studying other service sectors and other health sectors in order to develop a model that represents the service sector more generally; The same model could be used in a comparative study between the service sector and the industrial sector</p>
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	performance measured by patient satisfaction.			patient satisfaction.
<b>3</b>	To identify and test indicators of effectiveness of this new form of communication in order to scientifically prove its credibility and its capacity to persuade, To determine the necessary elements that managers must take into account	The experimentation study was conducted with Internet users in many Net-cafes in the region of Bardo (Tunisia). Through experimentation, and unlike other methods of research, the researcher chooses to observe the people	<b>Independent Variable</b> of both advertising memorization and the click on the pop-up advertising are (the position of the pop-up, animation, size, profession of the visitor, the user familiarity with the Internet, the images used, and colors)	The main empirical results show that memory is largely affected by the location in the screen, size and animated banner advertising. As for the "click", it's related to the colors used in the banner,
<b>Ali</b>				Take into account these dimensions in order to increase the degree of its advertising effectiveness.
<b>2014</b>				

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	when inserting a banner ad to increase its effectiveness.		manipulating certain variables.		size and clarity of the message.	
<b>4</b>	To build an analytical connection between the customers satisfaction with the international marketing mix model, the Ps and benchmarking. To create perceive value and generate a positive response	This research enable the retail stores to gain insight into future industry trends that will affect its business, data analysis in the most cost-effective and flexible way and draw on essential information	This research study adopted survey and content analysis; A quantitative method was considered and questionnaire was used as the method of data collection through online to collect the individual opinion from the respondents	<b>Independent Variable:</b> Product, Price, Promotion, Place: <b>Dependent Variable:</b> Consumer Satisfaction	Giant rank the highest on customer satisfaction towards price; Tesco rank the highest again on customer satisfaction towards promotion; Tesco rank the highest on customer satisfaction towards	The relationships between customer satisfaction and behavioral outcomes are probably much more complex than initially assumed.

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		without being overwhelmed by unnecessary detail.			product; Tesco rank the highest on customer satisfaction towards place
<b>5</b>	Ensure that entrepreneurs are provided with ample information;	It would help in ensuring that useful information is made available to help entrepreneurs with their advertisement decisions, particularly those focusing on newsprint and online advertisement.	Since this thesis is inductive in nature, it prompted the application of a qualitative methodology. This was done by administering both physical and online questionnaires as well as conducting in-depth interviews each lasting nearly 45 minutes.	<b>Independent Variable;</b> Online Advertising; <b>Dependent Variable;</b> Newsprint Advertising	The case study of Star Publications shows that online newspaper users base their activities and/or expectations on the print newspaper and use or design their product accordingly. The online user
<b>Arun</b>					Advertisements on both versions of newspapers should be critically placed on segments that are frequented by readers so as to attract their attention with ease. Links placed on online newspapers should be more easy to use so that readers can easily
<b>2013</b>	Ensure that myths revolving effectiveness of either newsprint advertisement or online advertisement are eliminated and substituted with live statistics;				

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	Ensure that advertisement agencies are able to adjust their media			knows what to navigate through expect of a site the paper. as the online version retains the name of the printed version, use a similar layout, and similar contents
<b>6</b> <b>Ayda and Wei.</b> <b>2012</b>	To examine the impact of online social networks (Facebook) on consumers' purchasing decision process. To find which steps do online social networks influence	A qualitative method was used as the research design where by face-to-face and telephone in-depth interviews with eleven interviewees are conducted during the study.	<b>Independent Variable;</b> Social network (Facebook): <b>Dependent Variable;</b> Purchase decision	Online social networks impact every step of consumers' purchasing decision process to different extent regarding food retailer shops. Quantitative research can be utilized for further study about the extent of online social networks' influence on consumers' purchasing decision process regarding food

	consumers' purchasing decision when it comes to food retailers; and why are these steps influenced by online social networks.		Because retailers. Secondly, Facebook's further study can features bring study online social convenience to network from people, company's consumers perspective. spend more time on it, and it allow consumers to interact with supermarkets and other consumers.
<b>7</b>	To evaluate the marketing strategy of KTDC	A quantitative <b>Independent</b> method was used as <b>Variable:</b> brand, market, messages, marketing channels, marketing tactics, creative approaches,	Marketing Social media channels used should be used to give relevant updates. To improve the effective
<b>Belli</b>	To find out the marketing policy adopted and the	Questionnaire was used in data collection.	
<b>2013</b>			



<p>threat involved in marketing policy of KTDC</p> <p>To examine and suggest the suitable marketing policy related to promotional activities of KTDC</p>	<p>Relationships between variables were identify using frequencies, Chi square and correlation</p>	<p>offers, sales tools and website: Dependent Variable; marketing strategies implemented.</p>	<p>implemented; Social media is integrated with traditional marketing tactics; There is significant difference between gender and opinion about marketing strategies; Out of the marketing tools used marketing campaign is the pivotal entity.</p>	<p>utilization of marketing channels</p>
<p><b>8</b></p> <p>To know the most effective</p> <p><b>Bhateri</b></p>	<p>Descriptive Research is used in this study as it</p>	<p><b>Independent Variable</b> Imported product Substitutes,</p>	<p>Females mostly satisfy with the good quality of</p>	<p>Advertisement can do anything, it can create the demand</p>

2014	<p>media of advertisement</p> <p>To find out the reasons for liking the advertisement of cold drinks.</p> <p>To find out the most popular slogan of advertisement regarding cold drinks.</p>	<p>describe characteristics of the phenomenon or a situation. Primary and Secondary data where used and Research instrument used for the primary data collection is Questionnaire</p>	<p>Purchasing power, Self-image, Advertisement, Quality, Price; Moderato Variable; Sales tax Dependent Variable; “BUYING BEHAVIOR OF FEMALES”</p>	<p>the product; Imported goods are mostly preferred due to their good quality and reliability; Advertisements can become more effective through innovative slogans</p>	<p>of any product but the advertising strategies should be effective so that females believe on these ads. Advertisements influence but to some extent to influence the buying behavior of females</p>
Bhaumik	<p>9</p> <p>I) To determine the impacts of advertisements on social networking sites.</p> <p>II) To determine the criteria for</p>	<p>The purpose of the thesis is to get industry opinions and analyze them, Thus Quantitative method was used as the research</p>	<p><b>Independent Variable</b>; Facebook, Twitter, Orkut, linkedIn and other Online Resources:</p>	<p>Social networking sites users of Face book, Twitter, Orkut, Linked, Google Plus and Others</p>	<p>Adding more multimedia elements to the variable used. Communication should be more</p>

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	successful advertising in social networking medium	method. Primary research was carried out through various interviews, and questionnaires.	<i>Dependent Variable;</i> Product or Service Branding	have become a preferred than personal, advertising. product and corporate branding hub in India nowadays in digital era. Social networking sites are filled with potential users who are mainly young adults
<b>10</b> <b>Duong</b> <b>2012</b>	The aims of the research were to figure out the importance of destination branding strategy	The research applied both qualitative and quantitative methods, consisting of the data from an	<i>Independent Variable;</i> Website, Search engines, Social networks, E-mail:	The research result indicates that destination branding is essential to the destination's recognition. The branding process should include Internet tools to increase a destination's recognition.

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	and the outlook of the combination of tourism branding and Internet marketing. To confirm the need of tourism branding, as well as the synergy of tourism branding and online marketing activities.	interview and a survey. SPSS was used in analyzing datas gotten from respondent.	a <b>Dependent Variable;</b> Destination Branding	development of tourism, and confirms the positive correlation between destination branding and Internet marketing activities.		
<b>11</b>	To determine the types of sales promotion in use and its effects on profits; To evaluate	To find out the various types of sales promotions adopted by the firms in the	The research used mix methods, incorporating both qualitative and quantitative data gathering methods.	Independent Variable: Coupons, Premiums, Frequent-buyer programs, Contests and Sweepstakes,	The satisfaction derived from sales promotions means it should be frequently	Further research should be taken up by other researchers on effect of sales

	usage of sales telephony promotion and its possible effects on customer behavior.	Kumasi metropolis and their effects on increasing profits	Both explanatory and descriptive research were used as well.	Samples and Point-of-purchase displays.; Dependent Variable: Revenue Increase	organized as promotion on the this has led to customer. increased revenue due to the nature and benefits customers derive from such promotions.
<b>12</b> <b>Gbolagade, Adesola, and Oyewale. (2013)</b>	The main objective of this research work is to examine the impact of marketing strategies on business performance with special reference		A quantitative method was used as the research design. A structured questionnaire was used in gathering relevant data from the respondents. The survey sample was 103	<b>Independent Variable;</b> Product, Promotion, Place, Price, Packaging, After sales service: <b>Dependent Variable</b> Business Performance	The study found SMEs operators should produce quality products; charge competitive prices, position appropriately, use attractive package for the product, engage in after sales service and

	to the selected small and medium enterprises (SMEs)	respondents who are the SMEs operators.		and joint provide other predictors of distinctive business functional benefits performance. to consumers. The study however, discovered that promotion has no positive significant effect on business performance.
<b>13</b>	To assay the effects of marketing mix elements on F&P sale volume or increasing it by	This is a descriptive survey which defining effect of Marketing mix elements on F&P sale volume. For assessing this	<b><i>Independent Variable;</i></b> Product, price, place, promotion and Sale Labor Trait:	The results Survey F&P reveal that all consumer preferences in different markets; Survey the role of government protection in

2011	considering to retailing system	impression, questionnaire was designed with items involve five-item Likert-type scale items.	<i>Dependent Variable;</i> Sales Volume	weak and increasing F&P intense. (with consume per-specific capital; Survey the Strength and effect of F&P weakness)Tests importation in statistics increasing F&P propone consume per-effectiveness capital. analytical tool for evaluating effects of marketing mix strategies on sale enhancement.
14 Issaree	- To identify the online customer's perspective that effect to Blackberry's	A qualitative approach was chosen as the methodology because describe	In the Case of Blackberry fan page on Facebook' <i>Exposure, Attention, Perception,</i>	The researchers It would be better concluded that to further study the digital about digital marketing marketing in order action through to develop the

<b>Minmanta.</b>	brand equity, when customer uses Blackberry page on Facebook.	and possibly explain the digital marketing's impact on customers" perspective towards brand	<i>Learning, Attitude, Action, and Post-Purchase</i>	the fan page on marketing Facebook is the most effective means in marketing channel comparison to reach to the other marketing customers. In addition, we also hope that our commercial research can generate some useful ideas for researchers to do further study in digital marketing topics.
<b>2011</b>	- To find out how marketing actions impact on brand equity. - And also knowing the effectiveness of new kind of cyber marketing strategy.	(Blackberry). The research question is open-ended and requires the answer with detailed description of this phenomenon and some possible explanations.	Could create brand equity of Blackberry.	
<b>14</b>	To study and analyze the effective communication strategy through	Social Media is the current big buzzword in the world of Internet	This research study adopted survey and content analysis; A quantitative method was considered and	<i>Independent Variable</i> ; Face book, Twitter and Orkut:
<b>Kanti</b>				Almost everyone is communicated through social networking Adding more multimedia elements to have more interactive
<b>2013</b>				



	social networking Marketing, It is questionnaire was <i>Dependent Variable</i> ; sites; Nearly factors in fan pages sites from its important to used as the method Effective 70% of the and group would users and understand of data collection Communication audience has benefit the brand communicators. WHY people through online to impact through user. Advertising To find the use these collect the ads in social must be impact of websites, as individual opinion networking interactive, interaction there is a broad from the sites; Users of promotional and in through these demographic on respondents. Face book and innovative form to communication these sites. Orkut are of hold the audience. among Indian Some people It should target the users use them for individuals than business purposes, while the mass do not show much interest because it's just like a micro-blogging site.
<b>15</b>	Produce For the purposes of <i>Independent</i> The most Qualitative study empirically tested this study, a <i>Variables</i> - important would be needed to knowledge on the quantitative Information sharing, theoretical confirm

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2010

marketing sales relationship, which has received limited attention in academic literature s- To show that the marketing-sales relationship affects the business performance - And analyze this relationship based on the earlier literature.

approach was seen as more appropriate, because that way a fuller image of relationship between marketing and sales and business performance could be achieved. The target population was formed with help of Micro-Media

Structural Linkages, Power. Time and Goal Orientation and Knowledge *Moderator* - Customers, Internal change, Technology Dynamism, Industry, Competitors, Company *Dependent Variable* - Business performance

contribution of the study is that there clearly is a connection between marketing-sales relationship and business performance in business-to-business context. In addition it is shown that time and goal orientation of marketing and sales affect business

assumptions behind the prevailing facts of this study; more research is needed from business to-consumer context. Other dimensions of marketing sales relationship could be investigated more, especially in relation to business performance.

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						performance in this context.
<b>16</b>	To understand the effectiveness of Facebook and Twitter as a promotional tool in campus recreation center settings on cognition, affective, conative response.	The ability to make students aware of healthy fitness programs and services that their recreation center offers could prove to change a student's life around and allow them to become a healthier college student.	The research design was based on experimental survey This experimental study required participants to complete a pre-survey, join their specified treatment group as instructed by the researchers	Independent Variable cognition, affect, conative, and behavior and covariates Dependent Variable Campus Recreation	Hypotheses shows that Facebook increases awareness and cognitive response significantly, but no major change was seen in a participant's affective or conative response to Facebook status updates	Future researchers should examine the background interests of the participants prior to the event and as well types of social media messages are most substantial to increasing one's interest, awareness, and intent of attending a special event.
<b>Kendra</b>						
<b>2011</b>						

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<p><b>17</b> <b>Meghna and Fang,</b> <b>2012</b></p>	<p>The aim of this research is to find out that which essential marketing mix factors could make a PPE business profitable</p>	<p>Surveys and <b>Independent</b> interviews were <b>Variable;</b> conducted. So the product, (2) place research is a (channels), (3) combination of promotion, and (4) both, qualitative pricing: <b>Dependent</b> and quantitative <b>Variable;</b> Marketing methods. Surveys design were sent to 260 companies and there were three interviewees.</p>	<p>tweets sent by Campus Recreation. The results Future researches show the should focus on essential 7P's of marketing mix instead of factors in PPE. 4P's. The 7P's include people, PPE methodology process and incorporated is physical in successful and addition to the can be used by 4P's. start-up and established companies to determine the essential marketing mix factors.</p>
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<p><b>18</b> <b>Mohammad, Wang and Sumayya, 2012</b></p>	<p>To examine the impact of marketing mix elements on tourists' satisfaction</p>	<p>The significance of tourism is versatile. It plays a positive role in personal value creation, pleasure and recreation for leisure, cultural development, resource mobilization and developing many other factors also.</p>	<p>The data for this study were collected and verified structured questionnaire from sample of 132 students. Data were analyzed by using software SPSS-17 version by adopting the statistical techniques, correlation and regression.</p>	<p><b>Independent Variable;</b> Product, Price, Place and Promotion, people, physical evidence and process.: <b>Dependent Variable;</b> Tourist Satisfaction:</p>	<p>The findings of the study showed that six out of seven marketing mix elements were positively related to tourists' satisfaction but price imposed by the authority is not satisfactory to the visitors'.</p>
<p><b>19</b> <b>Mohammed</b></p>	<p><b>RO1:</b> To explore how product development techniques under</p>	<p>Its highlight the nature and essence of the close</p>	<p>Research methodology is crucial in both qualitative and</p>	<p><b>Independent variables</b></p>	<p><b>Base on RQ1</b> Future studies there is a relationship with a between</p>

2014	<p>e-marketing influence level of competitiveness of small and medium sized enterprises in Egypt.</p> <p><b>RO2:</b> To examine how e-marketing helps in improving pricing priorities and the level of competitiveness of small and medium sized enterprises</p> <p>relationship between the two main variables of the study: e-marketing and the competitiveness of SMEs business organizations in a developing country like Egypt. The small and medium sized enterprises were selected due to their vast challenges and extensive</p>	<p>quantitative analysis describes procedures that were followed in carrying out the research (Larkin, Flowers &amp; Smith, 2009).After developing the population study a sample size was selected from which data was collected using data collection tools that after analysis enlightened on the study objectives.</p>	<p>E-Product Development</p> <p>E-Pricing policies</p> <p>Electronic Promotions tools</p> <p><b>Mediating Variable</b></p> <p>E-Distribution Policies</p> <p><b>And Dependent Variable</b></p> <p>Competitiveness</p>	<p>product development techniques and enhancing competitiveness</p> <p><b>Base on RQ2</b> there is a relationship between E-pricing and enhancing competitiveness</p> <p><b>Base on RQ3</b> there is a relationship with a direct effect of a statistical significant correlation</p>	<p>marketing as Total quality management (TQM ) and Supply chain to have a clear picture of what encompasses online marketing and advertising.</p> <p>In addition, this research study capitalized on cities within Egypt which was a limitation to know what rural entrepreneurs are doing, therefore it</p>
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operating in information  
Egypt. they offer to a  
research.

**RO3:** To Secondly, this  
determine how e- types of  
marketing enterprises are  
influence the majority in  
distribution the world hence  
methods and the they form the  
competitiveness best case study.

of small and Thirdly,  
medium sized financially these  
enterprises small and  
operating in medium sized  
Egypt. enterprises are  
not well

**RO4:** To endowed as the  
determine the larger firms  
effects of e- hence their  
marketing on internet

between E- is recommend that  
distribution this research be  
methods extended to all  
and enhancing areas both urban  
competitiveness and rural and other  
of small companies such as  
businesses and banks,  
medium-sized telecommunication  
enterprises firm, international  
Base on RQ4 organizations and  
we found there governmental  
is a relationship bodies so as to  
with a direct have broad  
effect of a understanding of  
statistical an international  
significant view on impacts of  
correlation electronic adoption  
between E- and its  
promotion tools competitiveness  
and globally.

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promotion as well as the level of competitiveness of small and medium sized enterprises operating in Egypt. adoption make it encouraging for start-up business persons to learn the simple trick applied by the successful ones.

enhancing competitiveness of small businesses and medium-sized enterprises

**20**  
**Monica**  
**2011**

- Assess if marketing activities will be effective through company websites and/or social media platforms  
- To assess if consumers interested in

The significance of this research study is that marketing communications has taken on a different dimension and the natural step for CTSA is to

Qualitative research methodology was identified as the appropriate research methodology for this research  
The research instrument used in this study was a questionnaire which

Independent Variables;  
Internet and social media  
Brand-consumer engagement  
Online recommendations  
Dependent Variable;  
Purchase Decision

Based on the results from the field study, it is concluded that social media and the internet are appropriate marketing tools to reach out to the South African tyre market. Need to engage in business research in order to assess if social media marketing could promote an order delivery system for the South African tyre market.



	engaging with brands marketers) social media platforms - Online recommendations as electronic word of mouth (eWOM).	engage in social media marketing.	was specifically designed for the purpose of this research study.		consumers and encourage them to communicate and engage with the brand.	Investigate the possibility of implementing an online order-to-delivery system at CTSA
<b>21</b>	This research thesis aims at developing: Website Brand Contribution Model (WBCM); Consumer Pre Purchase Process Model (I-CPPM); Consumer Traits	If E-Marketers want to grow in the Online Domain, they should be concerned about the factors affecting the Indian online buyer, their	This research is Exploratory and Descriptive in nature. Three Instruments - RI-1, RI-2 and RI-3 were developed during various phases of the research work.	Independent Variable; Website Brand Contribution Model (WBCM); Consumer Pre Purchase Process Model (I-CPPM); Online Issues Model (CTOIM)	Classifying consumers into well-defined segments on the basis of their Pre-purchase Behavior can aid marketing in developing more	In a view to maintain a focused approach, the study has not focused on the use of social media and its impact on the consumer purchase process.

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	and Online Issues Model (CTOIM)	intent to venturing online, types of behavior when they venture online and the relationship between these buyers		Dependent Variable; Consumer Decision making process	streamlined and focused Consumer Targeting Process.	
<b>22</b>	- To add empirical findings of IMC strategies utilizing digital- and traditional marketing communication channels to build and maintain brand equity	This thesis takes a real life case approach, thus moving beyond the laboratory setting of most previous studies. This allows for insights into the effects	To answer the research question an explanatory case study approach was chosen, drawing data from both qualitative and quantitative sources, as well as primary and secondary data. The	The <b>dependent variables</b> are Awareness, Associations/Image, Consumption and Purchase Intent	The findings of this thesis show that touchpoints connected to experience with the product have the strongest effect on the outcomes, although	Studies with larger and representative samples can be done, different methodological approaches can be used also, studying the effect of touchpoints between cases, and Other outcomes
<b>Paola</b>				<b>Independent Variables</b> are Consumption, tasted at work, seen at work,		
<b>2014</b>						

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	- Aims to help clarify how an IMC digital marketing strategy can be leveraged in an IMC strategy effective in creating awareness, associations and sales within the FMCG industry	synergies within an IMC strategy.	benefit with this mixed approach is that it can draw on the strength and minimize the weaknesses of both methods.	seen on shelf, and WOM Mention, Leaflet.	sampling in than awareness, store and rom associations and sales, which are used in this study, can also be studied product in other situations did. The chosen touchpoints have a good fit for the lighter category users
<b>23</b>	To know the consumers awareness and perception about the products and services provided on internet.	It is especially important to know what the consumer's perception is towards online shopping, benefits	The data was collected through Questionnaires. The sample size was 100. And random sampling was done	<b>Independent Variable, (Factor 1);</b> Information about online products and services, Perceived usefulness, Ease of use, Perceived enjoyment,	Communication still forms the major activity among the large number of online shoppers as 32% of regular online
<b>Radhe</b>					Proper research should be done about countries shopping laws and merchant when shopping from other countries.
<b>2014</b>					

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	<p>To know how it perceived by among the internet provides products them and what users. and services and factors attract them towards customers. online shopping.</p> <p>To know how it reduces the uncertainty in purchase decision process.</p>		<p>Security/privacy, Quality of internet; (<i>Factor 2</i>); Product quality, Bargain/negotiate, Transactions security, Need to touch and feel the product, Discounts, Delivery</p> <p><i>Dependent Variable;</i> CONSUMER SATISFACTION</p>	<p>shopper use Active Internet for participation from communication consumer marketing companies to manufacturing industries is required to make online shopping a booming sector income levels with respect to the increased online shopping behavior.</p>
<p><b>24</b> <b>Rana</b> <b>2011</b></p>	<p>To offer a new structured model based on theory that would enhance our</p>	<p>Qualitative research - with its explorative and interactive approach- was</p>	<p>Social media sites are built upon seven functional blocks: identity, conversation,</p>	<p>Social media Future research can test the "Complementing Brand Equity with Social Media</p>

	<p>understanding of the relationship between social media use and brand equity</p> <p>- Exploring the relationship between social media use and brand equity</p>	<p>determined to be the most appropriate strategy in order to bring out the aspects that classical theory may not be able to pin point.</p>	<p>sharing, presence, relationships, and reputation, groups. They Build up brand equity.</p>	<p>media platforms can complement brand equity building in practice. The models created and applied extend integrate a new digital dimension supported by empirical data.</p>	<p>model for different brands from different industries. Using other social media platforms as opposed to Facebook.</p>
<p><b>25</b></p> <p><b>Robert</b></p> <p><b>2011</b></p>	<p>To analyze the factors of customer engagement on Facebook would lead to positive word-of-mouth?</p>	<p>The research is a quantitative method including an online survey which will be conducted by asking the present members of the</p>	<p>Independent Variable Social Factors: Self-expression, Relationship, Loyalty, Belonging to a group</p>	<p>The overall attitude of the word-of-mouth activity is positive; however, people</p>	<p>It is advised to encourage the content creation and promotion from the company's side. Mostly, Facebook</p>

		company page. The purpose of the survey would be to collect information about all the seven variables.	Economic Factors: Information, Promotion and Service Dependent Customer Engagement And Word-Of-Mouth	express their negative views. Accordingly, the group activity is advised to be stimulated as it contributes positively to the brand equity.	is recommended to be used as a communication channel which provides information about price discounts, the company and the products as a combination of text and photo.
<b>26</b>	To study awareness of internet trading in Business Dealings.	A Survey/Quantitative method was used by the researcher whereby Questionnaire were administered as the basis of data collection.	<b>Independent Variable:</b> IndiaMART online promotion Awareness:	IndiaMART leads in the sector of online B2B marketing. There is a greater scope for the company in future, because 68% of	Company should run awareness campaign in various areas to educate businessman. This sector is new and growing; company can also

	using internet for trading; Satisfaction of current customers of IndiaMART and queries of businessmen while dealing on internet.		Satisfactory level:  <b>Dependent Variable;</b> Future of B2B	people are capture semi-urban aware with areas by proper online B2B planning and co - promotion but ordination. only 38% are using these services. 60% of clients are happy with the services given by IndiaMART.
<b>27</b> <b>Sajuyigbe, Amusat and Oloyede.</b> <b>2013</b>	To examine the impact of advertising on organizational sales turnover with special reference to Nigerian Breweries Plc.	The survey research design method was used in this study. A quantitative method was used as it involves using a self-design questionnaire in	Independent Variable; Advertising; Dependent Variable; Sales Turnover	The result in table 2 shows that there is positive relationship between advertising and sales turnover with r=0.226: df

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			collecting data from the respondents		= 86; p<.05. global competitive This implies environment. that the higher the money spends on the advertising, the higher will be the sales turnover.	
<b>28</b>	The prime research objective of this project is to identify the strategies that aid an SME's use of social media to interact with consumers. The study examines a	The results gained from this study provide an initial understanding of how a small business uses social media to engage customers and build long term	The research used a qualitative approach and adopted the case study methodology. The case study approach is used in qualitative studies to answer questions such as "how" or "why."	<b><i>Independent Variable;</i></b> Facebook and Twitter posts: <b><i>Dependent Variable;</i></b> Small business success	Networking and creating relationships with other businesses, increases brand exposure; focusing more on relationships than sales, increases sales;	Future researchers may perform a similar case study with multiple small businesses in order to compare the strategies among the owner- managers. Future researchers may also study a small

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	small business relationships, recognized for its success of using social media.	which helps the business grow.	interesting content promotes interaction; and one main barrier to entry is a learning curve.	business which has considered its social media efforts to be unsuccessful	
<b>29</b>	To study the role of digital marketing in Return on web, the different criteria of digital marketing services, and the growth of Digital marketing.	As the research conducted was no questionnaire and hence no sample size or data interpretation was to be done.	Search engine optimization, search engine marketing and social media marketing and e-mail marketing	Most of the sectors initially opt for the digital marketing channels name search engine optimization, search engine marketing and social media marketing and E-mail	Get to know about challenges and opportunities for digital marketing in India. Gain basic understanding of SEO, SEM, SMM, ORM, etc
<b>SHIKHA</b>					
<b>2015</b>					

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help them to get more business?

To know how to pitch a client while meeting basically how to talk, what to talk, how to make client engage in your conversation, right way of writing a proper content for the E-mailers.

**30**  
**Truc**  
**2014**

To present the information and knowledge, which the author has obtained and

The author decides *Independent Variable*; product, price, place, and promotion: Hence, quantitative

marketing later they will think about other channels which mean these three channel high acceptance

Product prices From the original were evaluated 4Ps, there have as “suitable” by been more “Ps” the majority of being researched consumers and utilizing.

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conducted about the marketing mix 4Ps and also, its effects to the success of Vinamilk.

approach is required to gather primary data from the consumers. In this thesis, the survey is chosen as one strategy and the Questionnaire is chosen as the data collection technique.

*Dependent*

*Variable;* Success of Applying Marketing Mix

participated in the survey; Distribution channel only occupies 20 percent in total, but it still have opportunities to grow. products regarding package designs also received the positive evaluations from consumers, contents of the advertisements were evaluated in the range of

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“average -  
impressive -  
very  
impressive” by  
most of  
respondent

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## 2.7 THEORETICAL FRAMEWORK

The 4Ps marketing mix comprising of product, price, place and promotion was created by (McCarthy 1964) in the early days of the marketing concept when tangible products, mass communication and physical distribution were dominant. The new business environment today, which is as a result of the different and endowed capabilities of internet/digital contexts, the paradigm of the marketing mix increasingly becomes object of criticisms (Dominici, G. 2009).

McCarthy's marketing mix has been adopted widely over time by managers, becoming a key component of marketing theory and practice. Regarding the way to change the traditional marketing mix, for the purpose of this research, this section will focus on some of the researchers (which are known as "conservatives"). They affirm that the 4Ps may continue to be the marketing mix dominant paradigm in online/digital contexts, for the fact that it is sufficient to modify the sub-mixes within each of the P whereby deleting and/or adding some elements in order to fit to the new scenario.

Borden (1964) formulated twelve 12 sub-mixes elements of managerial policies from within the 4Ps, as he figured out that it is essential to create:

- (1) *A list of the important elements or ingredients that make up marketing programs.*
- (2) *A list of the forces that bear on the marketing operation of a firm and to which the marketing manager must adjust in his search for a mix or program that can be successful*

**Table 2.4**

*McCarthy' 4Ps and the 12 policies of Borden*

<b>Product</b>	<b>Place</b>
Product Planning	Channels of Distribution
Branding	Display
Packaging	Physical Handling
Servicing	Fact Finding and Analysis
<b>Price</b>	<b>Promotion</b>
Pricing	Personal Selling
	Advertising
	Promotions

McCarthy' 4Ps and the 12 policies of Borden as adapted from Dominici, 2009, p. 23.

### **2.7.1 Maintaining the 4Ps in digital contexts: The conservative Approach.**

This section is about the collection of interrelated ideas of researchers on the usability and capability of the Marketing mix 4ps in the online context. Adjusting the marketing mix to the continuous changes in the society and mostly the market as a result of the diffusion of the Internet/digital technologies is impossible to ignore (Dominici, G. 2009), A few part of the literature which is theoretically consistent on the topic affirms that the 4Ps model is completely able to adapt and as well continue to be the assertive paradigm in these new contexts (Aldridge et al., 1997; O'Connor & Galvin, 1997; Peattie, 1997; Allen & Fjermestad, 2001; Bhatt & Emdad, 2001).

Möller (2006) stated out the manner at which the “internal orientation” criticism regarding the 4Ps is based on a misunderstanding of the relation between the marketing concept and the marketing mix. For Möller the 4Ps paradigm is flawlessly coherent with the marketing concept which declares that “marketing activities should be centred on identification of consumer needs and wants”, also denoting the selection of the precise information to be piled up from the customers in order to be able to suit their needs, through product differentiation, positioning and segmentation.

Bhatt & Emdad (2001) sees the empowerment of the 4Ps since the virtual value chain is transforming each P internally by adding new dimensions: improved flexibility for Promotion, personalized information in the Product, transparency and personalization of Price, direct delivery for Place. O'Connor & Galvin (1997), based on the assumption that the traditional marketing mix paradigm needs to evolve, recommend that digital technologies can be beneficial to improve the mix's functionality maintaining the 4Ps as the key instrument for Internet marketing. Peattie (1997) stated out how the new expansive capabilities supplied by the digital technologies are drastically changing marketing in numerous sectors, but the marketing mix approach is capable of adapting to the new needs: product, with the introduction of co-design with customers; price, with higher levels of transparency; place, with the creation of new ways to reach customers; and promotion, thanks to the new interactive capabilities.

According to William (2015), a marketing mix model measures the sales impact of an enterprise marketing activities. Based on enterprise past marketing spending and sales, the marketing mix model can help to optimize firms future spending and maximize firms return on investment (ROI). However, using some aspects of the Conservative approach on the 4Ps in digital context, we examine in this section the

McCarthy 4Ps and Borden 12 policies models proposed by different researchers. This is to enhance the current level of fathoming how SMEs in Nigeria control the usability of Electronic 4Ps towards Sales performance. This is also, to vindicate the basis of the proposals put forward for our empirical study.

## **2.8 CRITICAL REVIEW OF MAJOR ISSUE**

For this study the key issue is to assess the extent at which the E-marketing mix tool is applicable to the Small and Medium Sized Enterprise in Lagos State Nigeria. The 4ps of the E-Marketing mix have particular significance to marketing of goods and services but have been criticized based on the low level of Nigerian content on the internet. However this instruments has extensive application and are to be tested in the context of Small and Medium Sized Enterprise in Lagos Nigeria. Relationship between the 4Ps is to be established and their interaction effect explained.

## **2.9 SUMMARY OF GAP TO BE FILLED BY THE STUDY**

From the reviewed literature, marketing mix has impact on Sales performance but it appears that most Marketing mix research carried out in Nigeria, are about the impact or effect of traditional marketing mix on business performance, it also appears that, researches related to Electronic marketing in Nigeria are mostly about the impact or effect of a sub-mix of the E-marketing mix and not the overall E-4Ps, as (Oborah, 2008) concluded that the extent of the utilisation of e-commerce resources by Lagos metropolis SMEs is low. (Obigbemi I.F. 2010) suggested that SMEs Management should always have adequate information about the cost of product, Promotion and Place before changing price. With this gap however, this study aims to investigate the role of e-price on the relationship between the other 3psin the perspective of SME's with an online platform in Lagos Nigeria.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

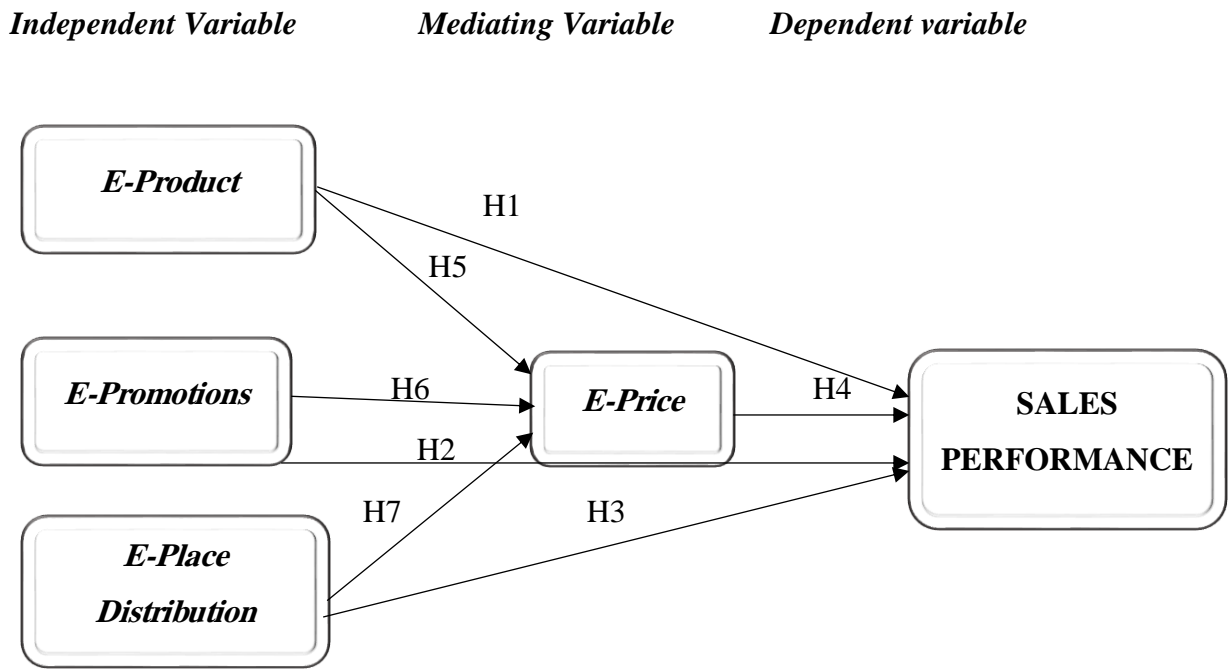
#### **3.1 INTRODUCTION**

This chapter discusses the methodology used in investigating the hypotheses developed in the previous chapter. Conceptual frameworks, restating the research hypothesis and research question are discussed as the first section of this chapter. The second section of this chapter comprises of the research design which includes the type of study, the source of data, the unit of analysis, the population and sample, and the sample size. The third section give details of the measurement method that includes Sales Performance, E-pricing, “Electronic Product, Electronic Promotional tools and lastly Electronic Distribution channel”. Questionnaire design is described in the fourth section, followed by the fifth section which presents the descriptive analysis, data collection and its administration is explained in the sixth section. Finally, the seventh section presents the data analysis techniques.

#### **3.2 CONCEPTUAL FRAMEWORK**

Peattie (1997) indicated how the new communicative abilities supplied by digital technologies are drastically changing marketing in quite a lot of sectors, but the approach of marketing mix is able to adjust to the new necessities: product, with introducing of co-design with customers; promotion, thanks to the new communicating capabilities; price, with a high level of transparency; and, place, with the establishment of new ways to reach customers. (O’Connor & Galvin, 1997) assumed that the paradigm for the traditional marketing mix needs to evolve; they suggest that the digital technologies can be of a great value to improve the marketing mix’s functionality upholding the 4Ps as the essential instrument for Internet marketing.





**Figure 3.1:** Conceptual Framework

Source: Mohammed A. (2014)

### 3.2.1 Operational Definition of Key Variables

The definition of all variables used in the research framework is shown in

**Table 3.1**

*Definition of Key Variables*

Variables	Definition	Source
<b>E-Product</b>	Is anything that is capable of satisfying customer’s needs which is relayed online. Product might be a tangible goods or an intangible services	<i>Colin and Michael, 2010</i>
<b>E-promotions Strategy</b>	The strategy used in passing the action and incentives much closer to the customers.	<i>Zhou. 2004</i>
<b>E-pricing.</b>	Due to the little storage cost, advertising, renting a central location might a not be priority, with this the online setting often tolerates lower pricing. Thus, in many	<i>Talpau 2014</i>

cases, the price is one of the main advantages in the online environment

<b>E-Place (Distribution)</b>	Will be based on what new delivery or supply options are at hand for customers to experience the entities product or service	<i>Annmarie and Chaffey 2015</i>
<b>Sales performance</b>	The internet indicate the rate of customer loyalty to the business through the sales strength and weakness.	<i>McLelland 2015</i>

### 3.3 HYPOTHESIS DEVELOPMENT

The sole aim of developing hypothesis in a research is to test and confirm a theorized relationship. A research problem is aiming at attaining a certain outcome from the study; the expectation of the outcome breeds the Hypothesis. Research hypothesis is a predictive statement, which qualified to be tested in scientific methods, which relates an independent variable to some dependent variable (Kothari 2004). Hypothesis is a formal statement that presents the assumed relationship between an independent and dependent variable (Creswell, 1994). The 4ps model created by McCharty is opened to be tested against sales performance as each is identified to be an important variable. Each of these “E-product, E-promotion, E-place and E-price” will be tested against sales performance and each of these “E-product, E-promotion, and E-place” will be tested against E-price

#### 3.3.1 Sales Performance

The ability of an enterprise or organization to sell a product in either a new or an existing market or through the internet is known as sales performance. When the firm is able to sell the manufactured product or services and reach and exceed the breakeven point then it is known as successful sale performance, and if the reverse is the case, it is known to be failure. Sales activities include activities designed to promote customer purchase of a product or service in order to generate positive cash flow for the organization. (Levitt 1960; Dictionary 2010)

A marketing mix model measures the sales impact of an enterprise marketing activities. Based on enterprise past marketing spending and sales, the marketing mix model can help to optimize firms future spending and maximize firms return on investment (ROI) (William 2015). Marketing is all activities conducted to prepare for sales. Sales are all activities required to close the deal. Shipping and customer satisfaction would be included in sales to avoid the customer from reversing or unclosing the deal. According to Krohmer (2002), marketing relates positively to some performance indicators including sales performance, business unit performance, profitability and both product development and product management performance.

### **3.3.2 E-Product on Sales Performance**

The internet has changed the way firm's sells products and services. Consumers use the internet to research the product attributes such as features, style, design and quality provided by firms before making decision to patronizing them or purchase products online. As a result of that, product consideration has impact on business performance in term of profitability, market share, return on investment, expansion etc. (Gbolagade, Adesola, & Oyewale 2013). Past researchers have clearly suggested that product influences have a significant impact on business performance (Owomoyela, et al, 2013; Kemppainen, Vepsäläinen, & Tinnilä, 2008; Kazem & Heijden, 2006; Ogunmokun & Esther, 2004). McLaren (2011) research also reveals that E-product mix has a significant effect on the business performance.

Therefore, based on the convincing results accomplished in previous research works as discussed, the first hypothesis developed for this study is;

**H1:** E-Product has significant effect on Sales Performance

### **3.3.3 E-Promotion on Sales Performance**

Generally marketing starts from "Marketing Mix" and Promotion is one element of marketing mix. Promotional activities include different promotional tools like advertising, personal selling, publicity, and sales promotion. It also includes the new tool those developed with the changing time like internet marketing, sponsorship marketing, direct marketing, database marketing and public relations. The on-going growth of e-commerce will bring greater opportunity and sales results (Shanthakumari & Priyadarsini, 2013).

Based on the research (Abah, & Abah 2015) carried out, the outcome of their result shows that there is positive relationship between advertising and sales turnover. Also, there is positive relationship between advertising and sales turnover (Sajuyigbe, Amusat & Oloyede 2013). According to Mohammed (2014) analysis, there is a relationship with a direct effect of a statistical significant correlation between E-promotion tools and enhancing competitiveness of small businesses and medium-sized enterprises E-marketing Provides the feature of facilitated easy marketing. A consumer does not need to make an effort or move in crowded places. E-marketing provides big market for goods .This market can't be compared any other traditional market. E-Markets are open permanently (all day without any holiday) and customers do not need to travel or waiting a queue to buy a particular product, and do not have to transport this product to the house. Even though promotion sometimes tends to be extremely costly for firms, it can significantly increase the sales (Geraldine, & Okoli, 2013).

In the light of said literature, a positive effect is expected between **E-Promotion on Sales Performance**; therefore, second hypothesis is proposed as;

**H2:** E-Promotions has significant effect on Sales Performance

### **3.3.4 E-Place on Sales Performance**

Place represents the point or location where the product is made available to purchase. It is required that the products and customer should be available at a point then only the sales would be possible. If not then the sale does not taken place (Sindhu 2011). This term is used for distribution channel. It can include any physical store as well as virtual stores on the Internet. Place is not exactly a physical store where it is available Place is nothing but how the product takes place or create image in the mind of customers.

The location, accessibility and channel of distribution utilized by a firm are a major concern because place consideration is seen to be a factor having an impact on business performance. (Gbolagade, Adesola, & Oyewale 2013) found out in their study that distribution is significantly independent and a predictor of business performance. (Nelson 2016) cited that the efficiency and effectiveness in the time of delivery of the products exported establishes a key to total firm performance in overseas markets, as it affects the firm's operations in terms of competitiveness and success in the market (Piercy, Philip & Organ 2007). (Keegan, 2009) showed a positive correlation between distribution channel and sales performance. Distribution is an element that some e-

businesses have been criticized severally for failing to deliver customer service (Nezamabad 2011). One way for organizations to distinguish their products from rival organization is faster and more competent delivery of products to their customers.

Based on the literature, a positive effect is expected between E-Promotion on Sales Performance; therefore the third Hypothesis is proposed as;

**H3:** E-Place (Distributions) has significant effect on Sales Performance

### **3.3.5 Effect of E-Price on Sales Performance**

Sales volume, costs and profitability all play roles in a firm's selection of the optimal pricing strategy. In one or two cases, pricing is cost-oriented, which means the focus is to recoup products costs plus a particular mark-up percentage. Another instances is, companies look to boosting short or long term profits. In any of the case, sales volume is a concern in setting prices and an outcome of customer's response to those prices (Neil, 2012). The price of a product will affect the profit of organizations, either positively or negatively, depending on how the price is fixed (Obigbemi, 2010). A good product pricing will affect the profit of the organization positively, and thus when pricing is not effectively fixed, it will impair the profit of the organization. Price consideration has a positive significant impact on business performance (Gbolagade, Adesola, & Oyewale 2013). According to Mohammed (2014), there is a relationship with a direct effect of a statistical significant correlation between E-promotion tools and enhancing competitiveness of small businesses and medium-sized enterprises

On the basis of the above literature, SMEs sales performance is more likely to be affected by E-price. Hence, this expectation is captured in the following hypothesis:

**H4:** E-Price has significant effect on Sales Performance

### **3.3.6 Impact of E-product, E-Promotion and E-Place on E-Price as a mediator.**

The price a customer is willing to pay for a product depends to a large extent on two variables: The customer's perception of a product's utility and expectations towards the product (Sander, 1997; Toyne and Walters, 1993; Ritcher, 2002).

According to Douglas & Johon (2002), Price always includes cost and percentage of profit is added to it. Price determination is related to several things like: Cost of product or service, competitive prices, discounts, other services added to products. In general we can say that price which is paid by the customer is value for the benefit which is received by him as a result of buying product or service from the side

of quality, discount, and adding value like, delivery, and after sales services. Souse and Bradley (2009), the degree of price adaptation is conditioned and influenced by the degree of promotion standardisation.

The Website is perceived by the online customer and prospect as an element of cost (due to connectivity cost, time and opportunity cost and transaction costs). The price has unambiguous relationship with other marketing mix components. Actually, price is the only element that generates revenue, while other elements generate costs. Product manufacturing represents the cost. The product distribution also generates cost. Promotion mostly creates increase in demand for product/service, but also creates costs directly. All these costs have to be covered via the price (Biz Development, 2009).

Thus, following the above literature, three hypotheses have been developed to test the existence or otherwise of mediation role and its nature in the following statements:

**H5:** E-Product has significant impact on E-Price

**H6:** E-Promotions Tools has significant impact on E-Price

**H7:** E- Place (Distributions) has significant impact on E-Price

### **3.3.7 E-Price as Mediating Variable**

The price has to be redefined as everything given by the acquirer in terms of money, time and effort given to obtain the product (Yudelson, 1999). The possibility to modify prices in real time with the use of internet, could lead to dangerous price competitions with the consequent reduction of profit margins (Allen & Fjermestad, 2001).

Gholamreza, li, Alireza, & Mahdi (2011) cited that Researches show that different firms apply different levels of each of the marketing mix elements. These differences are also seen from country to country which liaises on can be referred to differences between nations, culture, economic growth, product standards, distribution channels, communication strategy and pricing strategy (darani, 2010, p.15). Price from suppliers is very stable compare to the price it is presented in the market place. This appears that most of the price changes come within the middle men (wholesaler, retailer) that are closer to the final costumer (Geraldine, & Okoli, 2013). In E-marketing context, E-Price tends to be cheaper due to the scrapping off middle men and replacing them with E-distribution which serves as a direct link to the customer and in turn reflect on the firm's sales. Gbolagade, Adesola, & Oyewale (2013) research indicated that price

consideration have a significant positive impact on business performance. Base on their findings, it is because many consumers in Nigerian are motivated to buy products at lower prices.

Although, it is to be noted that the other three elements of E-marketing mix (E-Product, E-Promotion and E-Distribution) tends to generate costs (lesser cost), while E-price is the only one which generate sales revenue. The cost of a product, the cost of promoting the product and the cost of distributing the product will be considered in fixing the price. Hence, the price charged tends to affect the organization's profit, either positively or negatively, based on how the price is fixed. A good pricing will affect the profit of an enterprise positively and consequently, when pricing is not well fixed, the profit of the enterprise will be impaired. SMEs in Nigeria need to create time to conduct market research, based on the fact that it is a channel that can be used for effective pricing. SMEs Management needs always have adequate information about the cost of product, Promotion and Place before changing or fixing price, (Obigbemi I.F. 2010).

For the purpose of this research however, E-Price plays a mediating role in other to test the relationship between E-Product, E-Promotions, and E-Place distribution and Sales Performance of SME's in Lagos Nigeria.

### **3.3.8 Re - Research Question**

1. Does Electronic-product influences sales performance of Small and Medium Sized Enterprise in Nigeria
2. Is Electronic-price strong enough to maximize sales of Small and Medium Sized Enterprise in Nigeria?
3. Can Electronic-promotion improve the sales performance of Small and Medium Sized Enterprise in Nigeria?
4. Does Electronic-place (distribution) have an effect of on sales performance of Small and Medium Sized Enterprise in Nigeria?

### **3.3.9 Research Hypothesis**

#### ***Hypothesis 1***

***H<sub>0</sub>***: E-Product has no significant effect on Sales Performance

***H<sub>1</sub>***: E-Product has significant effect on Sales Performance

#### ***Hypothesis 2***

***H<sub>0</sub>***: E-Promotions has no significant effect on Sales Performance

*H<sub>1</sub>*: E-Promotions has significant effect on Sales Performance

***Hypothesis 3***

*H<sub>0</sub>*: E-Place (Distributions) has no significant effect on Sales Performance

*H<sub>1</sub>*: E-Place (Distributions) has significant effect on Sales Performance

***Hypothesis 4***

*H<sub>0</sub>*: E-Price has no significant effect on Sales Performance

*H<sub>1</sub>*: E-Price has significant effect on Sales Performance

***Hypothesis 5***

*H<sub>0</sub>*: E-Product has no significant impact on E-Price

*H<sub>1</sub>*: E-Product has significant impact on E-Price

***Hypothesis 6***

*H<sub>0</sub>*: E-Promotions Tools has no significant impact on E-Price

*H<sub>1</sub>*: E-Promotions Tools has significant impact on E-Price

***Hypothesis 7***

*H<sub>0</sub>*: E- Place (Distributions) has no significant impact on E-Price

*H<sub>1</sub>*: E- Place (Distributions) has significant impact on E-Price

### **3.4 THE RESEARCH DESIGN**

This study was designed as a quantitative study. It utilized a relational research design in an effort to examine the mediating effects of E-pricing on the relationship between the E-marketing mix elements and Sales performance of Small and Medium-sized Enterprise in Lagos Nigeria. According to (Privitera, 2014) correlational research is very helpful in a lot of studies, The correlation bring about the degree to which two factors forms a relationship, or change in a distinguishable pattern, such that significance for one variable may predict the other second variable. Three Electronic Marketing mix included as Independent variables which would be “Electronic Product, Electronic Promotional tools and lastly Electronic Distribution channel”. A mediator variable of E-pricing would be included and Sales Performance serves as the dependent variable included in this study.

### **3.5 TYPE OF THE STUDY**

The type of study used in this research is a *survey* study. A survey is a structured statements or question, called items used in an interview or a questionnaire to measure responses or self-reports of respondents (Privitera, 2014). For this research, a survey was conducted to find out the impact of Electronic marketing on Sales performance using questionnaire. To attest the hypotheses related secondary data were collected and



analysed from literature and previous research. As a quantitative study, various statistical tests and Statistical Package for Social Science (SPSS) were used to interpret the outcomes of data as it is commonly used by researchers and easily available in business settings. Questionnaires were used to gather data from respondents of Small and Medium-sized Enterprise with an online platform in Nigeria. The reliability of scales would be first analysed using *Cronbach's Alpha* since Cronbach's scale is best used for multipoint scaled items.

### **3.6 SOURCE OF DATA**

Questionnaire was considered as the primary form of data collection from the employees (either the Sales or marketing supervisor) of the Five Hundred (500) SMEs with online presence that were trained for the "Succeed Online" training program organized in by Google Nigeria in Lagos in 2012.

### **3.7 UNIT OF ANALYSIS**

The unit of analysis for this study is the marketing personnel. This study is trying to identify the influence and impact of Electronic Marketing on Sales performance on Small and Medium sized Enterprise in Nigeria, by indicating that Electronic Marketing mix elements (Electronic Product, Electronic Promotional tools and Electronic Distribution channel) is positively related first on the mediating variable which is E-pricing which leads to positively influence on organizational Sales performance.

### **3.8 POPULATION**

Population is any entire group of entities that share some common set of characteristics (Zikmund, Babin, Carr, & Griffin, 2009). According to the (National Bureau of Statistics, 2015) for the survey carried out in the year 2013, there are over 72,000 (Seventy Two thousand) Small and Medium-sized Enterprises (SMEs) in Nigeria. And As at 2012 there were just only over 40,000 SME's with online presences in Nigeria (Punch Newspaper, 2013).

The **target population** for this study includes the marketing and sales managers of Five Hundred (500) SMEs with online presence that were trained for the "Succeed Online" training program organized by Google Nigeria in Lagos in 2012. (Bunmi, 2012) of "Google Nigeria", The training session covers areas on how to use Google Trader platforms to list numerous products and services for speedy sale and as well, how to use YouTube videos and social media to interact with customers and get treasured feedback for developing their businesses and also how to use Google's 'Insight for Search' to develop the content of their websites.

### 3.8.1 Sampling and Sample Size

#### 3.8.1.1 Sampling designs

The primary aim of sampling is to gather information about the whole group of study by examining only a fundamental section of it with the notion that the sample data will express the population parameters (Miles & Huberman, 1994).

Sampling designs are of two categories, a nonprobability and a probability sampling. For non-probability sampling, the elements do not have an unknown or a predetermined chance of being chosen or selected as subjects. In probability sampling, the population elements have some known chance or probability of being chosen as sample subjects (Sekaran, 2003)

According to Zikunmd, et al. (2009), various probability sampling methods are simple random sampling, systematic sampling, stratified sampling and as well cluster sampling. Simple random sampling is a sampling method that gives each element in the population assurance of an equal chance of being included in the sample while systematic sampling is a sampling method whereby a starting point is selected randomly and then each  $n$ th number is selected on the list. According to (Getu & Yigzaw, 2006) Elements are selected at a consistent intervals (for example, every 5th, 10th, etc.) from the sampling frame. According to (Zikunmd et al., 2009) Stratified sampling is Another probability sampling techniques in which simple random subgroup that are more or less equal on some characteristic are chosen from within each stratum of the population. (Sekaran, 2003) in addition stratified random sampling is a process of segregation or stratification, which random subject's selection from each stratum follows. The population is first divided into mutually exclusive groups that are appropriate, relevant, and meaningful in the perspective of the study. Hence in cluster sampling the overall population is apportioned into a number of comparatively small subgroups which are also clusters of smaller units and then some of these clusters are randomly picked for inclusion in the overall sample (Kothari, 2004). In cluster sampling; Instead of selecting the study units individually, groups of study units (clusters) are selected instead. Clusters are commonly geographic units (e.g. villages, districts) or organizational units (e.g. clinics) (Getu, et al., 2006).

However, a simple random sampling was used for this research. **Simple random sampling** is a sampling method that gives each element in the population assurance of an equal chance of being included in the sample. Simple random sampling, proposes the

most generalizability and has slight chance of being biased (Sekaran, 2003). This sampling method can be utilized when population is homogeneous & readily available and it can also be implemented easily. For this research, a table of 500 random numbers assigned to each of the SMEs was used to determine the selected units based on the fact that each Enterprise from within the Five hundred (500) Small and Medium sized enterprise (SMEs) forming the population as an equal chance of being selected to form a sample.

#### ***3.8.1.2 Sample Size***

A sample is a subgroup of a population and provides insight about populations (Evans, 2007). This study was conducted in Lagos state Nigeria. Accordingly, the target populations were 500 Small and Medium Enterprise with online presence that were Skilfully trained during the “Succeed Online” training program organized by Google Nigeria in Lagos in 2012. For this study However; a total of 217 was used as the sample based on (Krejcie & Morgan 1970) Table 3.2 below which shows that; if a target population falls between 480 and 500; the sample size will be Two hundred and seventeen (217).

**Table 3.2***Krejcie & Morgan Sample Size for a Given Population Size*

<b>Population Number</b>	<b>Sample Size</b>	<b>Population Number</b>	<b>Sample Size</b>	<b>Population Number</b>	<b>Sample Size</b>
10	10	220	140	1,200	291
15	14	230	144	1,300	297
20	19	240	148	1,400	302
25	24	250	152	1,500	308
30	28	260	155	1,600	310
35	32	270	159	1,700	313
40	36	280	162	1,800	317
45	40	290	165	1,900	320
50	44	300	169	2,000	322
55	48	320	175	2,200	327
60	52	340	181	2,400	331
65	56	360	186	2,600	335
70	59	380	191	2,800	338
75	63	400	196	3,000	341
80	66	420	201	3,500	346
85	70	440	205	4,000	351
90	73	460	210	4,500	354
95	76	480	214	5,000	357
100	80	<b>500</b>	<b>217</b>	6,000	361
110	86	550	226	7,000	364
120	92	600	234	8,000	367
130	97	650	242	9,000	368
140	103	700	248	10,000	370
150	108	750	254	15,000	375
160	113	800	260	20,000	377
170	118	850	265	30,000	379
180	123	900	269	40,000	380
190	127	950	274	50,000	381
200	132	1,000	278	75,000	382

210	136	1,100	285	100,000	384
<i>Source</i> Krejcie & Morgan,(1970)					

The sample frame for this study would be consisted of and limited to the marketing and sales department of Small and Medium Sized Enterprise that has embraced the use of Internet in Lagos state.

The participants for this study were the managerial level employees which includes marketing and sales managers/supervisors.

**Table 3.3**

*Population and Sample size used*

	<b>Population</b>	<b>Sample</b>
Size	500	217

*Source* (Author 2015)

**3.9 DATA COLLECTION AND ADMINISTRATION**

There are more than a few ways of administering questionnaires. Questionnaires can be personally administered to participants, inserted in magazines, newspapers, or periodical, mailed to respondents, or electronically distributed through email— both via the Internet and Intranet (Sekaran, 2003). As a method of data collection for this research, questionnaires were both administered online (sending link created on survey monkey platform via e-mail) and Self administration. The respondents involved in this study were Owner/Managers (Marketing/Sales) of the Two hundred and seventeen (217) Small and Medium enterprises (SMEs) Serving as the sample for the study. Administration of questionnaires and collection of data from some of the respondents were done personally at a lower cost, ease of accessibility, while for others in a far diverse location of Lagos State were reached through the internet in which a web survey questionnaire was created via survey monkey platform and e-mailed to the Owner/Managers (Marketing/Sales). A cover letter was attached to the questionnaire, stating the motive and confidentiality of the survey to be answered by the respondent. Surveys via the web are tremendously fast, No or a lower cost is involved as soon as the set-up is completed. A substantial number of the respondents will give more sincere answers to questions and as well People tends to give longer responses to open-ended questions (Constantinos, Alice, & Clive, 2011). The study was conducted within 2 months which is from September 2015 to October 2015.

### 3.10 RESEARCH INSTRUMENT

According to Sreevidya and Sunitha (2011) Questionnaire is a document comprising a list of questions designed to seek information from participants appropriate for analysis.

#### *Objectives of Questionnaire*

- I. Information needed should be translated into a set of precise questions
- II. Encourage and motivate the respondent to be engaged in the interview, to cooperate, and as well, complete the interview.
- III. Response error must be minimized

According to Nigel, Nick, and Amanda (2009) Questionnaires can either be developed by the researcher or they can as well be based upon adopting some readymade index. There are now several pre-existing questionnaires which cover a wide range of circumstances and therapy areas including quality of life tools and satisfaction measures. A several number of these are developed for self-completion; while others are designed for the interviewer to administer. There are understandable advantages to using such questionnaires, which also includes the fact that a lot of these questionnaires have already been tested for reliability and properly validated and normative data may well be available as a standard for you to compare with your results. Hence (Brian, 1993) also states that the sets of questions or inquiries must then be structured into a draft instrument. This questionnaire will then be tested, reviewed, and revised up until it is proven that it takes the required measures as an instrument.

For this research the Electronic Marketing mix "Independent variable" and the Sales Performance "Dependent Variable" Questionnaire was adopted from the pre-existing scale developed by (Mohammed, 2014) using five - point Likert scale

The Cronbach alpha for **Sales Performance** measured with 9-items.was very high at 0.97 and addition of 1 self-structured questionnaire which makes it 10-Items. The distribution of variable for **Sales Performance** is illustrated below

**Table 3.4**

*Sales Performance Questionnaire*

Dependent Variable	Items	Please tick (√)					Source
		Strongly SD	Disag D	Neutral N	Agree A	Strongly SA	
Sales Performance	<p>1. Our staff are much aware of e-marketing adoption</p> <p>2. We are more competitive in the market because of our qualified and skilled employees</p> <p>3. The degree of technological advancement in our company improves our Sales Performance</p> <p>4. We have adequate financial support in the company</p>						<p><i>Mohammed (2014)</i></p>

<p>to compete effectively in the market</p> <p>5. The adoption of e-marketing in the company has proved usefulness in the national and international business</p> <p>6. The adoption of E-marketing in the company is adequately supported by legal acts</p> <p>7. E-marketing was adopted in the company as a result of the dynamic market trends</p> <p>8. The use of e-marketing has improved the organizational performance</p> <p>9. E-marketing has enabled in the increase in sales, profits, attraction of new</p>					
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customers, greater customization of products, and reduction of costs						
10. Adoption of E-marketing has served as a strong tool in taping into consumers buying power.						

The Cronbach alpha for Electronic Pricing measured with 4-items was very high at 0.884 and adding One (1) self-structured question (Item) to the adopted once makes it 5 items to be tested. The distribution of variable for Electronic Pricing is illustrated below

**Table 3.5**

*E-Price Questionnaire*

Mediating Variable	Items	Please tick (√)					Source
		Strongly Disagree SD	Disagree D	Neutral N	Agree A	Strongly Agree SA	
	1. Adoption of e-marketing has led to reduction of						

<b>E-Pricing</b>	<p>product prices in the company.</p> <p>2. Lower prices of products and services have attracted new customers.</p> <p>3. It is easy and dynamic to set prices under e-marketing.</p> <p>4. The customers involved determine the price of products required.</p> <p>5. That E-product published online is selling based on price stability</p>						<i>Mohammed (2014)</i>
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The Cronbach alpha for Electronic Product measured with 6-items was very high at 0.813 and adding One (1) self-structured question (Item) to the adopted once makes it 7-items to be tested. The distribution of variable for Electronic Product is illustrated below

**Table 3.6**

*E-Product Questionnaire*

Ind epe		Please tick (√)	
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	<b>Items</b>	<b>Strongly Disagree</b> SD	<b>Disagree</b> D	<b>Neutral</b> N	<b>Agree</b> A	<b>Strongly Agree</b> SA	<b>Source</b>
<b>E-Product</b>	<p>1. The types of products produced in our company contributed to our adoption of the E-marketing</p> <p>2. The implementation of E-marketing in the company has resulted in effective product development</p> <p>3. Through e-marketing the company has been able to offer diverse products in the market.</p> <p>4. E-marketing has enabled the company to effectively satisfy customers' needs, tastes and preferences.</p> <p>5. The adoption of e-marketing has led to production of new and modern products</p> <p>6. The quality of products and services offered by our company</p>						<i>Mohammed (2014)</i>

has improved due to the implementation of e-marketing						
7. Consumers demands increases whenever a new product is published through the internet						

The Cronbach alpha for Electronic Promotion measured with 5-items was very high at 0.835 and adding One (1) self-structured question (Item) to the adopted once makes it 6-items to be tested. The distribution of variable for Electronic Product is illustrated below

**Table 3.7**

*E-Promotion Questionnaire*

Independent Variable	Items	Please tick (√)					Source
		Strongly Disagree SD	Disagree D	Neutral N	Agree A	Strongly Agree SA	
	1. It is easier to use e-marketing tools such as emails and the internet in the business. 2. E-promotion helps in connecting a wide range of customers to the business.						<i>Mohammed (2014)</i>

<b>E-Promotions Tools</b>	<p>3. E-promotion is cheaper than traditional tools of promotion</p> <p>4. E-promotion tools like the internet and emails are not trusted by our customers</p> <p>5. E-promotion requires a lot time and commitment which may be a problem in our company</p> <p>6. E-promotion facilitates immediate positive response from consumer when any of our product is advertised.</p>					
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The Cronbach alpha for Electronic Place (distribution) measured with 4-items was very high at 0.858 and adding Two (2) self-structured question (Item) to the adopted once makes it 6-items to be tested. The distribution of variable for Electronic Place (distribution) is illustrated below

**Table 3.8**

*E-Place/Distribution Questionnaire*

<b>Independent Variable</b>	<b>Items</b>	<b>Please tick (√)</b>					<i>Source</i>
		<b>Strongly</b>	<b>Dis</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly</b>	
		SD	D	N	A	SA	

<b>E-Place (Distribution)</b>	<p>1. E-marketing has made distribution of products and services to customers more efficient.</p> <p>2. The Company has benefited from the e-distribution by reducing the number of brokers and intermediaries during the distribution process.</p> <p>3. E-distribution has assisted in reducing the cost of distribution of goods and services to the end consumer.</p> <p>4. The quality of distribution of goods and services has improved through the adoption of e-distribution.</p> <p>5. Numbers of visitor's on our website increases everyday</p>						<i>Mohammed. (2014)</i>

6. The online platform increases the organization target market and boost sales						
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### 3.10.1 Development of Research Instrument

Research has to be conducted at the proper time where most respondent would be available to accomplish the survey. A professional questionnaire must go along with a cover letter to inform the respondents about the importance and significance of the research (Leedy and Ormrod, 2005).

According to Leedy and Ormrod (2005) the cover letter should:

- I. Provide a detailed explanation on the nature of the research;
- II. Stress the worth of the respondent's participation in the research;
- III. Promise concealment and confidentiality of the respondent's details,
- IV. Offer results to the respondent; and
- V. Thank the respondents for their involvement by contributing to the research study.

When well-validated instruments are used, the findings of the study benefit the scientific community since the results can be replicated and additions to the theory base made.

A Four-page close-ended questionnaire was built to gather information about The Impact of E-Marketing on organizational Sales Performance. The questionnaires were divided into Four Sections: A, B, C and D.

**The Section A** seeks to collect the respondent demographic data. It indicates the respondent background, such as Position in the organization, Gender, Age, Qualification and Years of Experience.

**The Section B** seeks to obtain information on the level at which the respondent agree or disagree with the effectiveness of Electronic Marketing on Sales Performance.

**The Section C** seeks to obtain information on the level at which the respondent agrees or disagree on the effectiveness of Pricing

**The Section C** seeks to obtain information on the level at which the respondent agrees or disagree on the Electronic Marketing Mix.

A structured questionnaire was used for this research, as the data collection method involved a close ended question which was used to rank the attributes as per their importance by using a Rank order scale. The most important attribute to be given rank 5 and the least important attribute to be given the rank 1. Then each of the five attributes of E-Marketing were rated by using five point Likert scales on a level of 1 = strongly disagree and 5 = strongly agree.

### **3.11 Pre-Testing**

With use of SPSS (version 21); It is important to pre-test the instrument to ensure that the questions are understood by the respondents (i.e., there is no ambiguity in the questions) and that there are no problems with the wording or measurement.

Pretesting involves the use of a small number of respondents to test the appropriateness of the questions and their comprehension. This helps to rectify any inadequacies, in time, before administering the instrument orally or through a questionnaire to respondents, and thus reduce biases (Sekaran, 2003). For a larger study, pretesting can serve as a guide or examine specific features of the study to see if the procedures chosen will actually work as anticipated. Pilot studies / pre-test are critical in filtering survey questions and lowering the risk that the full research will be fatally flawed (Zikunmd, et al., 2009).

As stated before, the sets of questions or inquiries must then be structured into a draft instrument. This questionnaire will then tested, reviewed, and revised up until it is proven that it takes the required measures as an instrument (Brian, 1993). A valid questionnaire will facilitate the accurate collection of data, and the consistently collected data means the questionnaire is very much reliable (Saunders, Mark, Philip, & Adrian 2009).

For this research, a pilot study was conducted on a random sample of 50 Small and Medium Enterprises (SMEs) in order to assess the information stipulated in the questionnaire and to test the reliability of the questionnaire. The purpose of the pilot study was to pre-test the questionnaire with the participants and make sure that in the questionnaire, there was no ambiguity. I.e. The respondents had no major problems with the questionnaire. "SPSS version 21" was used to test and analyse the Validity and reliability of this study.



### 3.11.1 Reliability

Reliability is the degree to which a technique of measurement can highly be relied upon in order to secure consistent or dependable results upon repeated application (Jonathan & Johns, 2007). Reliability is actually not just an instrument property; it is rather an instrument used has an assured degree of consistency when applied to specific populations under particular conditions.

### 3.11.2 Cronbach Alpha

Validation was done by using Cronbach's Alpha through the IBM Statistical Package for Social Sciences 21.0 version (IBM SPSS).

The equation of Cronbach Alpha shall be used in verifying the reliability or the stability of the study. (Hosseini, 2013) it calculate the degree of related items in an instrument. The Cronbach alpha is limited to or has the maximum value of 1. To reflect a stronger relationship between the test items the Values has to be closer to 1.

As cited by Sekaran (2003). The better the reliability coefficient, if it is closer to 1.0. Generally, If reliabilities are less than .60 they are considered to be poor, reliabilities that falls within .70, is acceptable, and those over .80 are considered good.

### 3.11.3 Reliability Output

**Table 3.9**

*Reliability Statistics for all items*

Cronbach's Alpha	N of Items
.897	34

The reliability coefficient of the Cronbach's Alpha for the 34 items is 0.897. It includes the overall items of Dependent Variable, Mediator Variable, and Independent Variable. The Output of the Cronbach's Alpha indicates that the reliability is considered good at 0.897 as it is known that the better the reliability coefficient, if it is closer to 1.0.

**Table 3.10***Reliability Statistics of Sales Performance*

<b>Cronbach's Alpha</b>	<b>N of Items</b>
.891	10

The Output of the Cronbach's Alpha for Ten (10) items of Sales Performance indicates that the reliability is considered good at 0.891 as it is known that the better the reliability coefficient, if it is closer to 1.0.

**Table 3.11***Reliability Statistics of E-Pricing*

<b>Cronbach's Alpha</b>	<b>N of Items</b>
.812	5

The Output of the Cronbach's Alpha for Five (5) items of E-Pricing which serves as the Mediating Variable, indicates that the reliability is considered good at 0.812 as it is known that the better the reliability coefficient, if it is closer to 1.0.

**Table 3.12***Reliability Statistics of E-Product*

<b>Cronbach's Alpha</b>	<b>N of Items</b>
.899	7

The Output of the Cronbach's Alpha for Seven (7) items of E-Product which will serve as 1st independent Variable, indicates that the reliability is considered good at 0.899 as it is known that the better the reliability coefficient, if it is closer to 1.0.

**Table 3.13***Reliability Statistics of E-Promotions*

<b>Cronbach's Alpha</b>	<b>N of Items</b>
.859	6

The Output of the Cronbach's Alpha for Six (6) items of E-Promotions which will serve as the 2nd independent Variable, indicates that the reliability is considered good at 0.859 as it is known that the better the reliability coefficient, if it is closer to 1.0.

**Table 3.14***Reliability Statistics of E-Place*

Cronbach's Alpha	N of Items
.833	6

The Output of the Cronbach's Alpha for Six (6) items of E-Place which will serve as the 3<sup>rd</sup> and last of the Independent Variables, indicates that the reliability is considered good at 0.833 as it is known that the better the reliability coefficient, if it is closer to 1.0.

In conclusion, the reliability coefficient of the Cronbach's Alpha for the variables indicates that that the reliability of Sales Performance (Dependent Variable), E-Pricing (Mediator Variable), E-Product, E-Promotions and E-Place E-Product and E-Promotions is considered Good as they are all above 0.8 This result shows that all the variables are reliable to the study.

**Table 3.15***Summary of Reliability Statistics*

Variables	Cronbach's Alpha	No Items
Overall Items	0.897	34
Sales Performance	0.891	10
E-Pricing	0.812	5
E-Product	0.899	7
E-Promotions	0.859	6
E-Place	0.833	6

### 3.11.4 Validity

A valid questionnaire will facilitate the accurate collection of data, and the consistently collected data means the questionnaire is very much reliable (Saunders et al., 2009)

Kimberlin and Winterstein (2008) Validity is the degree to which an instrument measures what it intends to measure. Validity requires the reliability of an instrument, but for sure an instrument can be reliable without it being valid. (Zikmund, et al., 2009) Validity is the accuracy/correctness of a measure or the degree to which a score truly

represents a hypothesis. In other words, are we truthfully/accurately measuring what we really think we are measuring? The instrument used as the research tools was derived from the previous studies. This brought about modifying and altering the measures in other to suit SMEs Sales Performance, and for this reason the content validity was checked again.

As it is known that content validity is predominantly judgmental and intuitive, the validity /sincerity of the study tool was confirmed through the help of more than a few researchers of whom a number of them were lecturers and specialized experts in the field of e-marketing and business management to assess the questionnaire and adjudicate it. The comments giving after the questionnaire observations were put into consideration and in accordance with their observations the questionnaire was edited. More so, a random section investigative study was carried out among entrepreneurs to evaluate the level of clarity and understanding of terms and phrases contained therein.

### **3.12 FACTOR ANALYSIS**

Item validation was carried out on the questionnaire through Factor Analysis; the main reason for this was to find out the internal structure of the set of a particular number of items. (PCA) Principal Component Analysis method, in line with Varimax Rotation and Kaiser Variation was as well used to generate factors.

Content and construct validity was done to find out if the items evaluated the variables they were meant to measure and if respondents/participants answered the questions asked from him/her well or not. Structure of the scale was ascertained by Principal Component Analysis and also tests its construct validity while a large number of items were reduced into possible variables with use factor analysis which is to be used for further analysis. Kaiser-Meyer-Olkin Measure (KMO) and Barlett's Test of Sphericity (BTS) are other statistical measure that goes along with principal component analysis

Principal Components Factor Analysis, If Kaiser-Meyer-Olkin Measure of Sampling Adequacy is in the range below:

In the 0.90's as marvellous, in the 0.80's as meritorious, in the 0.70's as middling, in the 0.60's as mediocre, in the 0.50's as miserable, below 0.50 as unacceptable. Bartlett's test of sphericity (BST) tests if all diagonal elements are 1 and if all off-diagonal elements are 0. (Bartlett 1950)

With the usage of principal component analysis, the result/outcomes of Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) is .76 however Barlett's Test of Sphericity (BTS) display a p-Values of .001. The likes of (MacCallam & Strahan 1999; Gay, L., Geoffrey, & Peter, 2009) argue that the accurate and acceptable value for analysis is 0.6 and above KMO, therefore, the instruments used in this pilot study satisfies and assured the acceptable condition of KMO and BTS. This will show that the instruments measure exactly the variables they were meant to measure.

The below table presents the KMO and Barlett's

**Table 3.16**

*KMO and Bartlett's Test*

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		<b>.766</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	906.847
	df	210
	Sig.	.000

Just in order to extract items of significant value factor loadings of .50 and above where decided to be retained by the researcher. According to (Hair, et al., 1998a) researchers agree that the higher the factor loading of an item, the more the item contributes to the factor. Hence, any item less than (<.50) was eliminated because it does not contribute any significant value to the factor. As well, any item that loaded on two or more factors were removed automatically. Other statistical measures associated with factor analysis are Component Matrix (CM), Rotated Component Matrix (RM), Anti-image (AI), Communalities and Eigenvalue.

After running the processes for numerous numbers of times, observation was made on the fact that since 15 items were eliminated, the item initial pools reduced from 34 to 19. The Eigenvalue was above 1 and it gives the highest cumulative of 81.4%. The Anti-image of 5 items was below 3 while 29 of 34 items was above 3 which most researchers agreed as the acceptable level for analysing any data. Scree plot was also used to double-check the result, and it thus, enhance the credibility of the extracted factors. The result for Anti-image, communalities and Eigenvalue is presented in Tables below:

**Table 3.17***Anti-image, Communalities and Eigenvalues*

<b>S/N</b>	<b>Items</b>	<b>Anti- image</b>	<b>Communalities</b>	<b>Eigenvalue</b>
1	Our staff are much aware of e-marketing adoption	625	.765	9.085
2	We are more competitive in the market because of our qualified and skilled employees	521	.773	4.902
3	The degree of technological advancement in our company improves our Sales Performance	605	.831	3.248
4	The adoption of E-marketing in the company is adequately supported by legal acts	608	.654	2.612
5	The adoption of e-marketing in the company has proved usefulness in the national and international business	470	.897	1.917
6	E-marketing was adopted in the company as a result of the dynamic market trends	817	.853	1.658
7	We have adequate financial support in the company to compete effectively in the market	148	.782	1.337
8	The use of e-marketing has improved the organizational performance	465	.832	1.263
9	marketing has enabled in the increase in sales, profits, attraction of new customers,	672	.855	1.078

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	greater customization of products, and reduction of costs			
10	Adoption of E-marketing has served as a strong tool in tapping into consumers buying power.	206	.794	.993
11	Adoption of e-marketing has led to reduction of product prices in the company.	493	.944	.772
12	Lower prices of products and services have attracted new customers.	198	.493	.699
13	It is easy and dynamic to set prices under e-marketing.	324	.963	.657
14	The customers involved determine the price of products required.	114	.720	.553
15	That E-product published online is selling based on price stability	331	.966	.492
16	The types of products produced in our company contributed to our adoption of the E-marketing	646	.847	.399
17	The implementation of E-marketing in the company has resulted in effective product development	482	.706	.337
18	Consumers demands increases whenever a new product is published through the internet	476	.768	.305
19	E-marketing has enabled the company to effectively satisfy customers" needs, tastes and preferences.	481	.802	.273

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20	The adoption of e-marketing has led to production of new and modern products	390	.832	.233
21	The quality of products and services offered by our company has improved due to the implementation of e-marketing	360	.854	.220
22	Through e-marketing the company has been able to offer diverse products in the market.	439	.725	.183
23	E-promotion requires a lot time and commitment which may be a problem in our company	586	.813	.160
24	E-promotion tools like the internet and emails are not trusted by our customers	304	.571	.147
25	E-promotion is cheaper than traditional tools of promotion	459	.712	.121
26	It is easier to use e-marketing tools such as emails and the internet in the business.	511	.790	.083
27	E-promotion helps in connecting a wide range of customers to the business.	338	.849	.074
28	E-promotion facilitates immediate positive response from consumer when any of our products is advertised.	408	.891	.065
29	The Company has benefited from the e-distribution by reducing the number of brokers and intermediaries during the distribution process.	404	.858	.047

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30	E-marketing has made distribution of products and services to customers more efficient.	473	.666	.038
31	E-distribution has assisted in reducing the cost of distribution of goods and services to the end consumer.	285	.849	.025
32	The quality of distribution of goods and services has improved through the adoption of e-distribution.	404	.789	.016
33	Numbers of visitor's on our website increases everyday	820	.827	.008
34	The online platform increases the organization target market and boost sales	414	.829	.002

Thirty four (34) items were prepared for the questionnaire out of which Nineteen (19) had high correlation above 50%. The acceptable level for component matrix is .3 with the agreement of the researchers. Rotated component matrix is an important feature of factor analysis which is used to discover if an instrument was reliable or not. In the rotated component matrix, Nineteen (19) out of the Thirty four (34) items were extracted at a significant level of 50% on varimax rotation. Items 1, 3, 4, 7, 10, 18, 19, 22, 23, 24, 28, 30, and 31 that loaded on two factors were removed. Items 12 and 14 that have negative value were also removed. Statistical result for the Rotated Matrix, Anti Image and Eigen values is shown in Tables below.

**Table 3.18**

*Rotated Component Matrix*

	Component				
	Sales	Product	Price	Place	Promotions
Item 6	.898				
Item 5	.871				

Item 8	.866		
Item 9	.851		
Item 2	.802		
Item 21		.858	
Item 20		.854	
Item 16		.850	
Item 17		.835	
Item 13			.982
Item 15			.981
Item 11			.974
Item 29			.872
Item 34			.800
Item 33			.800
Item 32			.781
Item 27			.849
Item 26			.830
Item 25			.778

**Table 3.19**

*Anti-image and Communalities*

S/N	Items	Anti-image	Communalities
2	We are more competitive in the market because of our qualified and skilled employees	734	.707
5	The adoption of e-marketing in the company has proved usefulness in the national and international business	798	.836
6	E-marketing was adopted in the company as a result of the dynamic market trends	830	.870
8	The use of e-marketing has improved the organizational performance	770	.795

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9	E-marketing has enabled in the increase in sales, profits, attraction of new customers, greater customization of products, and reduction of costs	864	.777
11	Adoption of e-marketing has led to reduction of product prices in the company.	814	.970
13	It is easy and dynamic to set prices under e-marketing.	682	.984
15	That E-product published online is selling based on price stability	678	.987
16	The types of products produced in our company contributed to our adoption of the E-marketing	786	.841
17	The implementation of E-marketing in the company has resulted in effective product development	708	.752
20	The adoption of e-marketing has led to production of new and modern products	748	.803
21	The quality of products and services offered by our company has improved due to the implementation of e-marketing	708	.800
25	E-promotion is cheaper than traditional tools of promotion	691	.718
26	It is easier to use e-marketing tools such as emails and the internet in the business.	772	.799
27	E-promotion helps in connecting a wide range of customers to the business.	751	.814
29	The Company has benefited from the e-distribution by reducing the number of brokers and intermediaries during the distribution process.	709	.812

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32	The quality of distribution of goods and services has improved through the adoption of e-distribution.	873	.718
33	Numbers of visitor's on our website increases everyday	779	.774
34	The online platform increases the organization target market and boost sales	846	.704

**Table 3.20**

*Total Variance Explained (Eigenvalues)*

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.752	30.272	30.272	5.752	30.272	30.272	4.005	21.080	21.080
2	3.926	20.661	50.933	3.926	20.661	50.933	3.119	16.417	37.497
3	2.497	13.141	64.074	2.497	13.141	64.074	3.032	15.958	53.456
4	2.040	10.739	74.813	2.040	10.739	74.813	2.972	15.645	69.100
5	1.246	6.560	81.373	1.246	6.560	81.373	2.332	12.272	81.373
6	.616	3.243	84.615						
7	.515	2.709	87.324						
8	.486	2.558	89.882						
9	.433	2.278	92.161						
10	.324	1.705	93.866						
11	.282	1.485	95.351						
12	.202	1.063	96.414						
13	.187	.986	97.400						
14	.133	.698	98.097						
15	.130	.685	98.782						
16	.099	.519	99.301						
17	.097	.509	99.809						
18	.032	.167	99.976						
19	.004	.024	100.000						

### **3.13 Statistical Methods and Techniques Used**

After gathering the field data collected from the respondents, a few steps were followed such as confirming the data for accuracy, key in the data into the computer program, coding and transforming the data, developing and keep records of the database structure.

The response gotten from the questionnaires were coded just in order to suit the Statistical Analysis by using Statistical Packages for the Social Science (SPSS) which is to measure the relationship and differences between variables in this research. The SPSS version 21 was used by the researcher for the statistical analysis of the data. Before running an analysis to test the hypotheses, for significant relationship among the drivers the data were examined. Frequency distribution and descriptive analysis was tested Standard deviation, R-Squared one sample T-Test, and also one way ANOVA which showed the level of the difference between the views of the sample of the study, the data were presented through, graphs and charts also. Reliability and validity of the several scales used for this study were tested by running the Cronbach's Alpha and by conducting Factor Analysis using the Principal Component Analysis with the Varimax Rotation respectively. Whether to accept or reject the hypothesis, the correlation test was conducted by using Pearson Correlation Coefficient; which is for analysing the Mediating variable on the relationships between the dependent variable and independent variable/s. and regression tools were all done by the researcher with the use of SPSS version 21.

### **3.14 SUMMARY**

The conceptual framework for this research was presented with a diagram and as well the research methodology that was being used to study the proposed hypothesis. The chapter stated the research design that described the type of study, the sources of the data, population and as well sample size. Another section of this presented the measurement used for all variables and number of items used to measure the variable individually. Research instruments Development of Research Instrument and the descriptive analyses were also presented. In this chapter, Data Collection and Administration, Pilot study examining the reliability and the validity of the questionnaire, and the data analysis techniques, were all presented.

## **CHAPTER FOUR**

### **RESULT AND DISCUSSION**

After computing the data collated from the respondents, this chapter outlines the findings, the results of data analysis and the summary of the result obtained from the initial quantitative analysis conducted as a measure of this research project. The main intent of this research is to study the relationship between E-marketing Mix (4ps) and SMEs Sales Performance mediating by E-price of the (4ps). The result of the analysis aims to answer the research question, accept or reject the hypothesis and also intends to accomplish the objectives of the study as stated in the First Chapter. Data analysis was carried out using the process mentioned in the preceding Chapter

#### **4.1 INTRODUCTION**

This chapter illustrates the Cronbach Alpha for the reliability test. The pilot study result indicated that the designed instruments for all the items had a .897 Cronbach's Alpha reliability level for content and construct validity; hence, the researcher maintained the use of the instrument for the final study. Descriptive analysis was illustrated to describe the profile of respondents and as well, the researcher also made use of Factor Analysis in order to categorize the items into prospective variables.

The Pearson Correlation statistical method is used to find out if there are any relationships between the independent variable "E-Product, E-Promotions and E-Place" and the mediating variable "E-Price" and the dependent variable "SME's Sales performance". In addition, Regression Analysis is conducted to investigate which among the three independent variables (E-Product, E-Promotions and E-Place) has the most significant influence on the SME's Sales performance. In General, this chapter is parted into eight sections which includes; the overview of data collection, profile of respondents, goodness of measure (Cronbach's Alpha reliability, and validity "Factor Analysis"), descriptive analysis, major findings, summary of findings, and lastly conclusion.

The SPSS analysis tool (Version 21) was implemented to make the process effective by generating the analysis and findings of the factors as summarized in this present chapter.

## 4.2 OVERVIEW OF COLLECTED DATA

A total of 217 sets of questionnaires were administered to CEO/Managers of Small and Medium Sized Enterprises in Lagos that serves as the respondent for this research, and 181 were returned to researcher. Unfortunately, the researcher realized that 169 of 181 questionnaires were completely filled by the respondent which represents the response percentage of 78%. Therefor 36 (16.5%) questionnaires were not collected and 12 (5.5%) incomplete questionnaires were being discarded.

**Table 4.1**

*Overview of Collected Data*

	<b>Total</b>	<b>%</b>
Administered Questionnaire	217	100
Uncollected questionnaires	36	16.5
<i>(Collected questionnaires) (181)</i>		<i>(83.5%)</i>
Discarded questionnaires	12	5.5
<b>Usable questionnaires</b>	<b>169</b>	<b>78</b>

## 4.3 THE RESPONDENTS PROFILE

The first segment of the instrument compiled information on background profile of the respondents which comprises of their Age Group, Gender, Academic Qualification, Years of Experience, Firm Size, Number of Staff, Designation and Product/Services n offer. The characteristics of each demographic profile are described below.

**Table 4.2***The Respondents Profile*

<b>Demographic</b>	<b>Category</b>	<b>Frequency</b>	<b>Percentage %</b>
<b>Age Group</b>	18yrs - 25yrs	38	22.5
	26yrs - 35yrs	71	42.0
	36yrs - 45yrs	38	22.5
	46yrs and Above	22	13.0
<b>Gender</b>	Male	77	45.6
	Female	92	54.4
<b>Academic Qualification</b>	Diploma	41	24.3
	Bachelor's Degree	93	55.0
	Master's Degree	27	16.0
	PHd	8	4.7
<b>Years of Experience</b>	1-5yrs	44	26.0
	6-10yrs	72	42.6
	11-15yrs	30	17.8
	16yrs and Above	23	13.6
		102	60.4



<b>Firm Size</b>	Small-Sized		
	Enterprise		
	Medium-Sized		
	Enterprise	67	39.6
<b>Number of Staff</b>	10-49	102	60.4
	50-199	67	39.6
<b>Designation</b>	Sales Manager	68	40.2
	Marketing Manager	63	37.3
	CEO	38	22.5
<b>Product/Services</b>	Product	101	59.8
	Service	68	40.2

**Age Group:** As shown in table 4.2, Thirty eight 38 (22.5%) of the respondents fell within the age range of 18 to 25years, Seventy one 71 (42%) of the respondents fell within the age range of 26 to 35years; respondents within the age range of 36 to 45years also has Thirty eight 38 (22.5%) of the age group; and lastly Twenty two (13%) of the respondents were 46 years or/and above. However, as illustrated by the table Seventy one 71 (42%) of the respondents fell within the age range of 26 to 35years has the highest response.

For this category; just Eight 8 (4.7%) of the Male and Thirty 30 (17.8%) of the Female respondents fell within the age range of 18 to 25years; Forty four 44 (26%) of the Male and Twenty Seven 27 (16%) of the Female respondents fell within the age range of 26 to 35years; Twelve 12 (7.1%) of the Male and Twenty Six 26 (15.4%) of the Female respondents fell within the age range of 36 to 45years; and lastly Thirteen 13 (7.7%) of the Male and Nine (5.3%) of the Female respondents fell within the age range of 46 years or/and above as illustrated on the cross-tabulation table below

**Table 4.3***Age Distribution \* Gender Crosstabulation*

		<b>Gender</b>			<b>Total</b>
			<b>Male</b>	<b>Female</b>	
Age Distribution	18yrs - 25yrs	Count	8	30	38
		% of Total	4.7%	17.8%	22.5%
	26yrs - 35yrs	Count	44	27	71
		% of Total	26.0%	16.0%	42.0%
	36yrs - 45yrs	Count	12	26	38
		% of Total	7.1%	15.4%	22.5%
	46yrs and Above	Count	13	9	22
		% of Total	7.7%	5.3%	13.0%
Total		Count	77	92	169
		% of Total	45.6%	54.4%	100.0%

**Gender:** Table 4.4 illustrated that Ninety two 92 (54.4%) of the respondents were Males while Seventy Seven 77 (45.6%) of the respondents were Females.

For this category; Twenty seven 27 (16%) of the Sales Manager, Thirty four 34 (20.1%) of the Marketing Manager and Sixteen (9.5%) of the CEO's were Male respondents while Forty one 41 (24.3%) of the Sales Manager, Twenty nine 29 (17.2%) of the Marketing Manager and Twenty Two 22 (13%) of the CEO's were Female respondents as illustrated on the cross-tabulation table below.

**Table 4.4***Gender \* Designation Cross-tabulation*

		<b>Designation</b>			<b>Total</b>	
			<b>Sales</b>	<b>Marketing</b>	<b>CEO</b>	
			<b>Manager</b>	<b>Manager</b>		
Gender	Male	Count	27	34	16	77
		% of Total	16.0%	20.1%	9.5%	45.6%
	Female	Count	41	29	22	92

	% of Total	24.3%	17.2%	13.0%	54.4%
	Count	68	63	38	169
Total	% of Total	40.2%	37.3%	22.5%	100.0%

**Academic Qualification:** As illustrated in Table 4.2 above, Forty one 41 (24.3%) of the respondents were Diploma holder, Ninety Three 93 (55%) of the respondents were Bachelor's Degree holders, Twenty Seven 27 (16%) of the respondents were Master's Degree holders, and Eight 8 (4.7%) of the respondents were PhD holders.

**Years of Experience:** As illustrated in Table 4.2 above, Forty four 44 (26%) of the respondent range between 1 to 5 years of experience; Seventy two 72 (42%) of the respondent range between 6 to 10 years of experience; Thirty 30 (17.8%) of the respondent range between 11 to 15 years of experience; Twenty three (13.6%) of the respondent range between 16 years or/and above.

For this category; Thirteen 13 (7.7%) of Diploma holders, Twenty 27 (16%) of Bachelor's Degree holders, Four 4 (2.4%) of Master's Degree holders ranges between 1 to 5 years of experience. Nineteen 19 (11.2%) of Diploma holders, Thirty nine 39 (23.1%) of Bachelor's Degree holders, Eleven 11 (6.5%) of Master's Degree holders and Three 3 (1.8%) of PhD holders ranges between 6 to 10 years of experience. Six 6 (3.6%) of Diploma holders, Sixteen (16%) of Bachelor's Degree holders, Five 5% (3%) of Master's Degree holders and Three 3 (1.8%) of PhD holders ranges between 11 to 15 years of experience. Three 3 (1.8%) of Diploma holders, Eleven 11 (6.5%) of Bachelor's Degree holders, Seven 7 (4.1%) of Master's Degree holders and Two 2 (1.2%) of PhD holders has 16years of experience or/and above. However the cross-tabulation table below illustrates that none of the respondents within the range of 1 to 5 years is a PhD holder.

**Table 4.5***Academic Qualification \* Years of Experience Crosstabulation*

			Years of Experience				Total
			1-5 years	6-10 years	11-15 years	16 years and Above	
<b>Academic Qualifications</b>	Diploma	Count	13	19	6	3	41
		% of	7.7%	11.2%	3.6%	1.8%	24.3%
		Total					
	Bachelor's Degree	Count	27	39	16	11	93
		% of	16.0%	23.1%	9.5%	6.5%	55.0%
		Total					
	Master's Degree	Count	4	11	5	7	27
		% of	2.4%	6.5%	3.0%	4.1%	16.0%
		Total					
	PHd	Count	0	3	3	2	8
		% of	0.0%	1.8%	1.8%	1.2%	4.7%
		Total					
	Total	Count	44	72	30	23	169
		% of	26.0%	42.6%	17.8%	13.6%	100.0%
		Total					

**Firm Size:** As illustrated in Table 4.2 above, One hundred and two 102 (60.4%) of the Firms were Small sized enterprises while Sixty seven 67 (39.6%) of the firms were Medium Sized enterprises. This shows that from the study sample, Small Sized enterprises were much more available and accessible to this research since the questionnaires were randomly administered.

**Number of Staff:** As illustrated in Table 4.2 above, One hundred and two 102 (60.4%) of the Firms were having between 10 and 49 Staff while Sixty seven 67 (39.6%) of the firms were having between 50 and 199 Staff. The researcher added this section to the questionnaire in order to confirm the accuracy of the firm Size, as it was stated in the literature review; Small sized enterprise are enterprise with not less than 10 and not more than 49 employees, while Medium sized enterprise are enterprise with not less

than 50 and not more than 199 employees. The cross-tabulation table below confirms the accuracy of firm size and the number of employees in each firm.

**Table 4.6**

*No. of Staff \* Firm Size Cross-tabulation*

		Firm Size		Total	
		Small-Sized Enterprise	Medium-Sized Enterprise		
No. of Staff	10-49	Count	102	0	102
		% of Total	60.4%	0.0%	60.4%
	50-199	Count	0	67	67
		% of Total	0.0%	39.6%	39.6%
Total		Count	102	67	169
		% of Total	60.4%	39.6%	100.0%

**Designation:** As illustrated in Table 4.2; Sixty eight 68 (40.2%) of the respondents were the sales managers, Sixty three 63 (37.3%) of the respondents were Marketing Managers while Thirty eight 38 (22.5%) of the respondents were the CEO's of the enterprise.

**Product/Services:** As illustrated in Table 4.2; One hundred and one 101 (59.8%) of the Enterprise Provides Product to customers while Sixty Eight 68 (40.2%) of the Enterprises provides services to customers.

For this category; Seventy 70 (41.4%) of Small Sized enterprise and Thirty one 31 (18.3%) of Medium Sized enterprise were Product/Tangible goods providers while Thirty two 32 (18.9%) of Small Sized enterprise and Thirty six 36 (21.3%) of Medium Sized enterprise were service providers.

#### 4.4 NORMALITY TEST

Following the examination of outliers, the normality of distribution was examined. As cited by Othman N. (2014), Normality refers to “the shape of data distribution for an individual metric variable and its correspondence to the normal distribution, the benchmark for statistical methods” (Hair, et al. 2010). In cases where data distribution is non-normal, it makes statistical tests invalid. In order to test the variables for normality, statistical as well as graphical methods were applied

(Tabachnick & Fidell, 2007). In order to assess normality of data distribution for this research, skewness and kurtosis, as well as Kolmogorov-Smirnov and Shapiro-Wilk techniques in SPSS, were followed by the researcher. While skewness provides information about the degree of symmetry of a distribution, kurtosis is a measure of the degree of peakedness or flatness of a distribution (Pallant, 2010). Accordingly, while a positively or negatively skewed variable has a mean not in the centre of the distribution, a distribution with a positive or negative kurtosis score is overly peaked or flat, respectively (Tabachnick & Fidell, 2007; Field, 2009). In the case of normal distribution, values for skewness and kurtosis are zero (which is a rather uncommon occurrence in the social sciences). Kolmogorov-Smirnov and Shapiro-Wilk tests are also both tests as to whether a distribution of scores is significantly different from a normal distribution. If the test is non-significant ( $p > 0.05$ ), the distribution of the sample is not significantly different than a normal distribution (i.e. it is probably normal). If, however, the test is significant ( $p < 0.05$ ), then the distribution is significantly different from a normal distribution (i.e. it is non-normal). A significant value indicates a deviation from normality, but this test is notoriously affected by large samples in which small deviations from normality yield significant results (Field, 2009).

For this study, Table 4.7 in shows descriptive statistics with results of skewness and kurtosis analysis while the normality assessment using Kolmogorov Smirnov and Shapiro-Wilk tests is shown in Table below

**Table 4.7**

*Descriptive statistics with results of skewness and kurtosis analysis*

	N	Minimum	Maximum	Mean	SD.	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
E-Sales	169	2	5	4.0	.928	-.694	.187	-.642	.371
E-Price	169	2	5	4.2	.390	-.514	.187	-.478	.371
E-Product	169	1	5	3.85	.771	-	.187	3.039	.371
E-Promotions	169	1	5	3.9	0.749	-	.187	1.209	.371
E-Place	169	1	5	4.19	0.698	-	.187	8.609	.371

**Table 4.8***Tests of Normality*

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.
ESales	.152	169	.000	.882	169	.000
EPrice	.160	169	.000	.913	169	.000
EProduct	.138	169	.000	.903	169	.000
EPromotion	.149	169	.000	.908	169	.000
EPlace	.189	169	.000	.787	169	.000

a. Lilliefors Significance Correction

In this study, it showed a negative skew, which indicates a clustering of scores at the high end. The kurtosis showed both positive and negative values, which indicates that the distribution is rather peaked with long tails (positive kurtosis) as well as relatively flat (negative kurtosis). According to Tabachnick and Fidell (2007, p.80), given reasonably large samples (in this case n=169), skewness will not “make a substantive difference in the analysis” and t “kurtosis can result in an underestimate of the variance”. In addition, results from both Kolmogorov-Smirnov and Shapiro-Wilk tests indicate that p-values in all variables is less than 0.05 (highly significant), which showed deviation from normality, thus indicating that the distributions are not normal. As the sample size in this study is considered large (n=169), the violation of the assumptions of normality is “quite common in large samples” (Pallant, 2010).

#### 4.5 LEVENE TEST

##### **Hypothesis for Male and Female population**

H<sub>0</sub>: There is no difference in variance between Males and Female populations

H<sub>1</sub>: There is a difference in variance between Males and Female populations

**Table 4.9***Independent Samples Test*

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
										Lower	Upper
E-Sales	Equal variances assumed	.097	.756	-.853	167	.395	-.12233	.14346	-.40555	.16089	
	Equal variances not assumed			-.852	160.926	.396	-.12233	.14365	-.40601	.16135	
E-Price	Equal variances assumed	.177	.675	-.871	167	.385	-.08405	.09647	-.27450	.10641	
	Equal variances not assumed			-.870	161.161	.385	-.08405	.09656	-.27474	.10664	
EProduct	Equal variances assumed	.511	.476	1.003	167	.317	.11959	.11921	-.11577	.35494	
	Equal variances not assumed			1.014	166.528	.312	.11959	.11789	-.11316	.35233	
E-Promotion	Equal variances assumed	1.591	.209	-.575	167	.566	-.06675	.11601	-.29577	.16228	
	Equal variances not assumed			-.567	149.102	.572	-.06675	.11778	-.29949	.16599	



	Equal variances assumed	1.067	.303	-1.247	167	.214	-.13422	.10765	-.34675	.07830
E-Place	Equal variances not assumed			-1.216	138.574	.226	-.13422	.11039	-.35248	.08404

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**Table 4.10***Test of Homogeneity of Variances*

	Levene Statistic	df1	df2	Sig.
E-Sales	.097	1	167	.756
E-Price	.177	1	167	.675
E-Product	.511	1	167	.476
E-Promotion	1.591	1	167	.209
E-Place	1.067	1	167	.303

For this research the Independent Sample Test and Test of Homogeneity variance was used to assess the equality of variances between the population samples. And base on the Decision rules of Levene's test (for  $\alpha = .05$ ): If ( $P < .05$ ) the null Hypothesis should be rejected and accept the Alternative Hypothesis but if ( $P > .05$ ) the null hypothesis which states that "there is no difference in variance between Male and Female populations" should be accepted.

However, result from the Independent Sample Test and Test of Homogeneity variance tables above shows that on each of the dependent variables for levene's test, all the null Hypothesis ( $H_0$ ) which states there is no difference in variance between Male and Female populations was accepted based on all variables having a significant value greater than ( $P > .05$ ).

**Hypothesis for the population of Small and Medium sized enterprise**

$H_0$ : There is no difference in variance between the populations Small and Medium sized enterprise

$H_1$ : There is a difference in variance between the populations Small and Medium sized enterprise

**Table 4.11***Independent Samples Test*

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower		Upper
E-Sales	Equal variances assumed	.681	.410	.693	167	.489	.10135	.14616	-.18722	.38991
	Equal variances not assumed			.685	135.612	.494	.10135	.14790	-.19115	.39384
E-Price	Equal variances assumed	.295	.587	-.062	167	.951	-.00609	.09844	-.20043	.18826
	Equal variances not assumed			-.061	137.309	.951	-.00609	.09926	-.20237	.19019
E-Product	Equal variances assumed	5.358	.022	-.151	167	.880	-.01840	.12173	-.25872	.22193
	Equal variances not assumed			-.164	166.969	.870	-.01840	.11227	-.24004	.20325
E-Promotion	Equal variances assumed	.654	.420	-.296	167	.767	-.03502	.11819	-.26837	.19833
	Equal variances not assumed			-.304	153.030	.762	-.03502	.11519	-.26259	.19255
E-Place	Equal variances assumed	.139	.710	-.183	167	.855	-.02019	.11010	-.23755	.19717

Equal variances not assumed	-188	152.958	.851	-.02019	.10732	-.23221	.19182
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**Table 4.12**

*Test of Homogeneity of Variances*

	Levene Statistic	df1	df2	Sig.
E-Sales	.681	1	167	.410
E-Price	.295	1	167	.587
E-Product	5.358	1	167	.022
E-Promotion	.654	1	167	.420
E-Place	.139	1	167	.710

Base on the Decision rules of Levene’s test (for  $\alpha = .05$ ): If ( $P < .05$ ) the null Hypothesis should be rejected and accept the Alternative Hypothesis but if ( $P > .05$ ) the null hypothesis which states that “There is no difference in variance between the populations Small and Medium sized enterprise” should be accepted.

However, result from the Independent Sample Test and Test of Homogeneity variance tables above shows that four of the five dependent variables for levene’s test which are E-Sales, E-Price, E-Promotion and E-Place are having a significant value greater than ( $P > .05$ ) which makes the researcher accept the null Hypothesis ( $H_0$ ) which states that, there is no difference in variance between the populations Small and Medium sized enterprise. The E-product of the dependent variable for levene’s test has a significant value of .022 which was lesser than value ( $P < .05$ ). Hence null Hypothesis ( $H_1$ ) which states that, there is a difference in variance between the populations Small and Medium for E-product was

accepted while the null Hypothesis ( $H_0$ ) which states that, there is no difference in variance between the populations Small and Medium was rejected.

#### **4.6 Reliability:**

Reliability is the degree to which a technique of measurement can highly be relied upon in order to secure consistent or dependable results upon repeated application (Jonathan & Johns, 2007). Reliability is actually not just an instrument property; it is rather an instrument used has an assured degree of consistency when applied to specific populations under particular conditions.

##### **4.6.1 Cronbach Alpha**

Validation was done by using Cronbach's Alpha through the IBM Statistical Package for Social Sciences 21.0 version (IBM SPSS).

The equation of Cronbach Alpha shall be used in verifying the reliability or the stability of the study. (Hosseini, 2013) it calculate the degree of related items in an instrument. The Cronbach alpha is limited to or has the maximum value of 1. To reflect a stronger relationship between the test items the Values has to be closer to 1.

As cited by Sekaran (2003). The better the reliability coefficient, if it is closer to 1.0. Generally, If reliabilities are less than .60 they are considered to be poor, reliabilities that falls within .70, is acceptable, and those over .80 are considered good.

##### **4.6.1.1 Reliability Output**

**Table 4.13**

*Reliability Statistics*

<b>Cronbach's Alpha</b>	<b>N of Items</b>
.937	34

The reliability coefficient of the Cronbach's Alpha for all the 34 items is 0.937. It includes the overall items of Dependent Variable, Mediator Variable, and Independent Variable. The Output of the Cronbach's Alpha indicates that the reliability is considered very good at 0.937 as it is known that the better the reliability coefficient, if it is closer to 1.0 (Sekaran, 2003).

**Table 4.14***Reliability Statistics of Sales Performance*

<b>Cronbach's Alpha</b>	<b>N of Items</b>
0.945	10

The Output of the Cronbach's Alpha for Ten (10) items of Sales Performance indicates that the reliability is considered very good at 0.945 as it is known that the better the reliability coefficient, if it is closer to 1.0 (Sekaran, 2003).

**Table 4.15***Reliability Statistics E-Price*

<b>Cronbach's Alpha</b>	<b>N of Items</b>
0.756	5

The Output of the Cronbach's Alpha for Five (5) items of E-Pricing which serves as the Mediating Variable, indicates that the reliability is considered acceptable at 0.823 as it is known that the better the reliability coefficient, if it is closer to 1.0 (Sekaran, 2003).

**Table 4.16***Reliability Statistics of E-Product*

<b>Cronbach's Alpha</b>	<b>N of Items</b>
.898	7

The Output of the Cronbach's Alpha for Seven (7) items of E-Product which will serve as 1st independent Variable, indicates that the reliability is considered good at 0.898 as it is known that the better the reliability coefficient, if it is closer to 1.0 (Sekaran, 2003).

**Table 4.17***Reliability Statistics of E-Promotions*

<b>Cronbach's Alpha</b>	<b>N of Items</b>
.866	6

The Output of the Cronbach's Alpha for Six (6) items of E-Promotions which will serve as the 2nd independent Variable, indicates that the reliability is considered good

at 0.866 as it is known that the better the reliability coefficient, if it is closer to 1.0 (Sekaran, 2003).

**Table 4.18**

*Reliability Statistics of E-Place*

Cronbach's Alpha	N of Items
.857	6

The Output of the Cronbach's Alpha for Six (6) items of E-Place which will serve as the 3<sup>rd</sup> and last of the Independent Variables, indicates that the reliability is considered good at 0.857 as it is known that the better the reliability coefficient, if it is closer to 1.0 (Sekaran, 2003).

In conclusion, the reliability coefficient of the Cronbach's Alpha for the variables indicates that that the reliability of Sales Performance (Dependent Variable) considered Good as it is above 0.9, while E-Pricing (Mediating Variable), E-Product, E-Promotions and E-Place E-Product and E-Promotions is considered Good as they are all above 0.8 This result shows that all the variables are reliable to the study.

#### 4.6.1.2 Reliability Statistics

**Table 4.19**

*Overall Summary of the Reliability Statistics*

Variables	Cronbach's Alpha	No Items
Overall Items	0.937	34
Sales Performance	0.945	10
E-Pricing	0.756	5
E-Product	0.898	7
E-Promotions	0.866	6
E-Place	0.857	6

## 4.7 FACTOR ANALYSIS

Factor analysis was carried out to apportion the patent variables into potential variables. It was as well used to extract factors of Electronic marketing mix (4ps) on Sales performance. Factor Analysis is used to measure the reliability and validity of measurement scales (Albright & Park 2009). The researcher effectuated Principal

Component Analysis (PCA) for extraction and data reduction in order to help ascertain the core factors of the items constructed which have more influence on the assessed variable. Kaiser-Meyer-Olkin Measure (KMO) and Barlett's Test of Sphericity (BTS) are other statistical measures that are used with Principal Component Analysis (PCA).

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) is a value that indicates the proportion of variance in the variables that perhaps be caused by underlying factors. KMO with High values (close to 1.0) broadly indicate that a factor analysis could be useful with the data. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value was .83. Researchers like (Pallant 2010) argued that the acceptable value for measuring KMO should be .6 and above, however, the items used in this study is satisfactorily acceptable as good value of KMO. Accordingly, Bartlett's test of Sphericity (BTS) tests the hypothesis ensuring the correlation matrix is an identifiable matrix, which would show that the variables are unrelated and consequently unsuitable for structure detection. Factor analysis data may be useful if the significance level has a Small value (less than 0.05). Herein, Bartlett's Test of Sphericity (BTS) showed a p-value of .001 and so therefor the instrument was accepted for further study.

However, this has subsequently verified that the items measured the supposed variables they were to measure. The KMO and Barlett's Test result is presented in table below.

**Table 4.20**

*KMO and Bartlett's Test*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		<b>.838</b>
Bartlett's Test of Sphericity	<i>df</i>	<b>276</b>
<i>Sig.</i>		<b>.000</b>

The communality value for almost all the items ranged between .6 and .9. According to (Costello & Osborne, 2005), the minimum acceptable value for communality is .6 and above. Since the communality for majority of the items were high, the data is acceptable according to researchers. The method of extraction used was Principal Component Analysis. Varimax was used as the rotation method. As per the Kaiser-Guttman's criterion, factors meant to be extracted have to be equivalent to the number of factors also having an eigenvalue (variance) above 1.0. For this research, 7



items with the cumulative percentage of (78%) actually had eigenvalue above 1. After running the processes for numerous numbers of times, observation was made on the fact that since 10 items were eliminated, the item initial pools reduced from 34 to 24.

However Five (5) items had eigenvalues of above 1 which gave a cumulative percentage of 75.6% which is acceptable in accordance with the Kaiser's rule. The Anti-image of all the 34 items was above 6 and most researchers agrees that Anti-image item above 3 serves as the acceptable level for analysing any data. So therefor, the instruments are in accordance with the anti-image correlation acceptability level. The result for Anti-image, communality and Eigenvalue is illustrated in table 4.15

**Table 4.21**

*Anti-image, communality and Eigenvalue*

S/N	Items	Anti-image	Communalities	Eigenvalue
1	Our staff are much aware of e-marketing adoption	821	.826	11.568
2	We are more competitive in the market because of our qualified and skilled employees	814	.862	4.622
3	The degree of technological advancement in our company improves our Sales Performance	865	.916	3.824
4	The adoption of E-marketing in the company is adequately supported by legal acts	818	.859	2.053
5	The adoption of e-marketing in the company has proved usefulness in the national and international business	873	.918	1.930
6	E-marketing was adopted in the company as a result of the dynamic market trends	865	.904	1.441

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7	We have adequate financial support in the company to compete effectively in the market	811	.686	1.049
8	The use of e-marketing has improved the organizational performance	844	.801	.906
9	marketing has enabled in the increase in sales, profits, attraction of new customers, greater customization of products, and reduction of costs	892	.823	.810
10	Adoption of E-marketing has served as a strong tool in tapping into consumers buying power.	918	.869	.672
11	Adoption of e-marketing has led to reduction of product prices in the company.	966	.638	.614
12	Lower prices of products and services have attracted new customers.	933	.724	.600
13	It is easy and dynamic to set prices under e-marketing.	894	.485	.509
14	The customers involved determine the price of products required.	832	.654	.451
15	That E-product published online is selling based on price stability	822	.815	.427
16	The types of products produced in our company contributed to our adoption of the E-marketing	716	.833	.340
17	The implementation of E-marketing in the company has	696	.671	.325

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	resulted in effective product development			
18	Consumers demands increases whenever a new product is published through the internet	661	.841	.263
19	E-marketing has enabled the company to effectively satisfy customers'' needs, tastes and preferences.	644	.755	.241
20	The adoption of e-marketing has led to production of new and modern products	697	.819	.229
21	The quality of products and services offered by our company has improved due to the implementation of e-marketing	674	.772	.185
22	Through e-marketing the company has been able to offer diverse products in the market.	785	.690	.173
23	E-promotion requires a lot time and commitment which may be a problem in our company	826	.838	.154
24	E-promotion tools like the internet and emails are not trusted by our customers	703	.555	.132
25	E-promotion is cheaper than traditional tools of promotion	786	.707	.098
26	It is easier to use e-marketing tools such as emails and the internet in the business.	849	.711	.081
27	E-promotion helps in connecting a wide range of customers to the business.	721	.838	.072

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28	E-promotion facilitates immediate positive response from consumer when any of our products is advertised.	803	.884	.056
29	The Company has benefited from the e-distribution by reducing the number of brokers and intermediaries during the distribution process.	732	.953	.052
30	E-marketing has made distribution of products and services to customers more efficient.	792	.563	.047
31	E-distribution has assisted in reducing the cost of distribution of goods and services to the end consumer.	877	.809	.033
32	The quality of distribution of goods and services has improved through the adoption of e-distribution.	790	.940	.017
33	Numbers of visitor's on our website increases everyday	617	.764	.016
34	The online platform increases the organization target market and boost sales	756	.766	.009

---

Items with factor loadings higher than .50 were actually retained by the researcher. (Hair, et al 1998b) agrees that the higher the factor loading of an item, the greater the item contribute more to the factor measured, hence, items with factor loadings of .5 and above were retained by the researcher. Moreover, the researcher excluded the items that do not significantly contribute to the factor (>.50). The results indicated that 24 items out of the 34 loaded satisfactorily on five 5 distinctive factors

while 10 items were removed either because of the complex structure of items or items not significantly contributing to factors.

Rotated Component Matrix another form of Factor analysis that is used to authenticate if the instruments are valid or not. After running the processes for numerous numbers of times, observation was made on the fact that since 10 items were removed, the item initial pools decreased from 34 items to 24 items that reached the significant level of .5 which is the acceptable level for rotation component matrix. Item 2, 4, 14, 15 and 33 fell into outliers so were removed. Item 19 and 22 that loaded on two factors were removed; item 7, 24 and 30 which did not load on any factor were also removed because it was against the rule of factor analysis. All the 24 items have factor loading of 50 percent and above which shows that the items rotated well on varimax rotation. Also, this process produced five distinctive factors. These factors are:

- a) Sales Performance
- b) E-Pricing
- c) E-Product
- d) E-Promotions
- e) E-Place.

Statistical result for the Rotated Matrix, Anti Image and Eigen values is shown in Tables below.

**Table 4.22**

*Rotated Component Matrix*

<b>Rotated Component Matrix<sup>a</sup></b>					
	<b>Component</b>				
	<b>Sales</b>	<b>Price</b>	<b>Promotions</b>	<b>Product</b>	<b>Place</b>
Item 5	.914				
Item 3	.913				
Item 6	.909				
Item 10	.891				
Item 8	.839				
Item 9	.806				
Item 1	.787				
Item 11		.787			
Item 12		.766			

Item 13	.591		
Item 28		.868	
Item 27		.858	
Item 23		.828	
Item 26		.770	
Item 25		.714	
Item 16			.900
Item 18			.861
Item 20			.848
Item 17			.806
Item 21			.729
Item 29			.900
Item 32			.861
Item 31			.848
Item 34			.806

**Table 4.23**

*Anti-image and Communalities*

S/N	Items	Anti-image	Communalities
1	Our staff are much aware of e-marketing adoption	858	.682
3	The degree of technological advancement in our company improves our Sales Performance	857	.872
5	The adoption of e-marketing in the company has proved usefulness in the national and international business	860	.874
6	E-marketing was adopted in the company as a result of the dynamic market trends	881	.892
8	The use of e-marketing has improved the organizational performance	893	.767
9	Marketing has enabled in the increase in sales, profits, attraction of new customers, greater customization of products, and reduction of costs	913	.735

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10	Adoption of E-marketing has served as a strong tool in tapping into consumers buying power.	893	.858
11	Adoption of e-marketing has led to reduction of product prices in the company.	958	.636
12	Lower prices of products and services have attracted new customers.	973	.657
13	It is easy and dynamic to set prices under e-marketing.	930	.371
16	The types of products produced in our company contributed to our adoption of the E-marketing	749	.833
17	The implementation of E-marketing in the company has resulted in effective product development	653	.695
18	Consumers demands increases whenever a new product is published through the internet	818	.792
20	The adoption of e-marketing has led to production of new and modern products	674	.784
21	The quality of products and services offered by our company has improved due to the implementation of e-marketing	638	.632
23	E-promotion requires a lot time and commitment which may be a problem in our company	840	.788
25	E-promotion is cheaper than traditional tools of promotion	768	.648
26	It is easier to use e-marketing tools such as emails and the internet in the business.	862	.725
27	E-promotion helps in connecting a wide range of customers to the business.	737	.783
28	E-promotion facilitates immediate positive response from consumer when any of our products is advertised.	808	.870
29	The Company has benefited from the e-distribution by reducing the number of brokers and intermediaries during the distribution process.	749	.936

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31	E-distribution has assisted in reducing the cost of distribution of goods and services to the end consumer.	908	.744
32	The quality of distribution of goods and services has improved through the adoption of e-distribution.	773	.923
34	The online platform increases the organization target market and boost sales	827	.651

**Table 4.24**

*Total Variance Explained*

Compon ent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Varian ce	Cumul ative %	Total	% of Varian ce	Cumul ative %	Total	% of Varian ce	Cumul ative %
1	9.213	38.387	38.387	9.213	38.387	38.387	7.223	30.095	30.095
2	3.752	15.631	54.018	3.752	15.631	54.018	3.888	16.201	46.296
3	3.310	13.793	67.811	3.310	13.793	67.811	3.767	15.694	61.991
4	1.873	7.806	75.617	1.873	7.806	75.617	3.270	13.626	75.617
5	.868	3.617	79.234						
6	.773	3.222	82.456						
7	.589	2.455	84.911						
8	.559	2.329	87.240						
9	.481	2.002	89.242						
10	.476	1.983	91.226						
11	.365	1.523	92.748						
12	.318	1.326	94.074						
13	.271	1.131	95.205						
14	.237	.987	96.192						
15	.186	.773	96.965						
16	.164	.682	97.648						
17	.148	.615	98.262						
18	.130	.542	98.804						



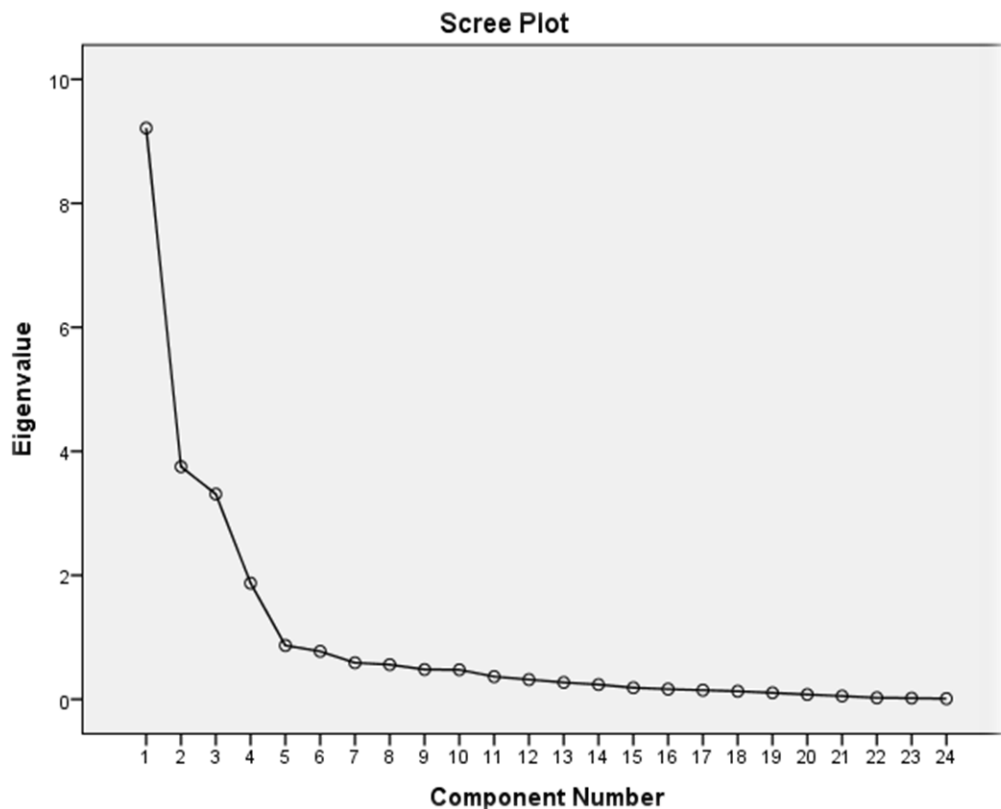
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19	.104	.434	99.239
20	.078	.323	99.562
21	.052	.217	99.779
22	.023	.097	99.876
23	.020	.081	99.957
24	.010	.043	100.00
			0

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Extraction Method: Principal Component Analysis.

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*Figure 4.1:* Scree Plot

The researcher used Eigenvalue of 1 and above to retain the factor and as seen in the above diagram, “scree plot” was used to double-check results. This was done just in order to boost the readability of the data and in other to make factors extracted more meaningful. The instruments used for this research was suitable given that the targeted variables were measured and all requirements for internal consistencies and construct validity were satisfied.

Comparing Chapter three’s pilot study analysis with this chapter’s final study analysis 50 SME’s were used and analysed for the pilot study while 217 SME’s were

used for the final study, 181 responses were received in which 12 responses were incompletely filled while 169 responses were filled completely and were being analysed. The result for Cronbach's Alpha reliability test of all items for the pilot study was .897 while that of the final study was .937. The KMO value for the pilot study was .76 and the BTS df was 210 and p-value of 0.001 while the KMO for final study was .838 and the BTS df was 276 and p-value of 0.001.

For pilot study and final study, five 5 factors were retained. 19 items were extracted from the pilot study while 24 items were extracted from the real study. Items 2, 5, 6, 8, and 9 measured the variable *Sales Performance* in pilot study while items 1, 3, 5, 6, 8, 9, and 10 measured the variable *Sales Performance* in final study i.e this shows that 4 out of the 5 items in pilot study in addition with 3 other items makes up the items in the final study. In pilot study, the variable *E-Price as a mediating variable* was measured by items 11, 13 and 15 while the final study was measured by almost the same variables 11, 12, and 13 except for item 15 of the pilot study which was replaced by item 12 in the final study. The variable *E-product* was measured by items 16, 17, 20 and 21 in the pilot study while item 16, 17, 18, 20 and 21 measured the same variable in the final study i.e. this shows that all the items in pilot study in addition with 1 other item makes up the items in the final study. Items 25, 26, and 27 measured the variable *E-promotions* in pilot study while items 23, 25, 26, 27, and 28 measured the variable *E-promotions* in final study i.e. this shows that all the items in pilot study in addition with 2 other items makes up the items in the final study. The final variable *E-place* was measured by items 29, 32, 33, and 34 in the pilot study while the final study was measured by almost the same variables 29, 31, 32, and 34 except for item 33 of the pilot study which was replaced by item 31 in the final study. The slight variations in the pilot and real study could be as a result of the large increase in population that prompted more variability of opinions.

*Sales Performance* variable comprised of seven items in which all items had factor loadings greater than .50. Item 5, 3 and 6 had the highest factor loading respectively and so are very significant to the *Sales Performance* while item 1 had the lowest factor loading. *E-price* as the mediating variable consisted of three 3 items and all items had factor loadings greater than .50. All the three items 11, 12 had high factor loading while 13 was having the lowest loadings. *E-Product* consisted of five items with the factor loadings greater than .50. Item 16 had the highest factor loading while item 21 had the lowest loadings. *E-Promotions* consisted of five items whose factor

loading are greater than .50. Item 28 had the highest factor loadings while item 25 had the lowest factor loading. *E-Place* consisted of four items whose factor loading are greater than .50. Item 29 had the highest factor loadings while item 34 had the lowest factor loading. From Factor Analysis result, it can be seen that all variables have very close correlation with each other. It should be noted that researchers like Pallant (2010) explained that items of not less than 3 should load on a factor and in this study, it can be seen that more than three items loaded on each factor. This implies that the items measured all what they were supposed to measure.

#### 4.8 DESCRIPTIVE ANALYSIS

Descriptive analysis which includes the mean and standard deviation for the Independent, Mediating and Dependent variables are attained and recorded in Table 4.25

**Table 4.25**

*Mean and standard deviation*

<b>Variables</b>	<b>Mean</b>	<b>Std. Deviation</b>
Sales Performance	3.9248	1.10008
E-Price	4.2032	.77929
E-Product	3.8746	.80940
E-Promotions	3.9432	.83557
E-Place	4.2544	.78702

All variables evaluated were based on a 5-point scale. The outcome of the results shows that the mean of Sales Performance (3.9), Electronic Price (4.2), Electronic Product (3.87), Electronic Promotions (3.94), and finally, for Electronic Place (4.25).

The Standard Deviation for Sales Performance is 1.1 and for Electronic Price 0.77 follows by first Independent Variables; Electronic Product which is 0.8. Then the 2nd independent variable which is Electronic Promotions is 0.83 while the standard deviation for the last independent variable Electronic Place is .78. Most of the respondents are agreed with the distributed questions.

#### 4.9 PEARSON CORRELATION COEFFICIENT

A correlation coefficient is a statistical measure of association between two variables or a statistical measure on the extent to which a change in one variable is systematically affected or caused by a change in another variable (Zikmund et al., 2009).

According to Sekaran (2003), for a research project that has a few numbers of variables, aside knowing the means and standard deviations of the Dependent, Mediating and Independent variables, the author would actually like to know how a particular variable is related to another I.e. the author would like to ascertain the nature, the direction and the significance of the bivariate relationship of the variables used in the study (that is, the relationship between Sales performance, E-Price, E-Product, E-Promotion and E-Place). This information will be provided by “Pearson correlation matrix”, which stands to indicate the direction, the strength and the significance of the bivariate relationships of Sales performance, E-Price, E-Product, E-Promotion and E-Place in this study.

Saunders et al. (2009) this coefficient is generally represented by the letter R and it takes on any value between -1 and +1. A perfect positive correlation is represented by a value of +1. This implies that the two variables are undeniably related which actually indicates that, as values of one variable increase, the values of the other variable will increase as well.

By contrast, a perfect negative correlation is represented by a value of -1. Again, this signifies that the two variables are quite related; on the other hand, as the values of one variable increases that of the other variable decreases. Correlation coefficients between -1 and +1 signify weaker positive and negative correlations, and a value of 0 which means the variables are perfectly independent.

A probability of 0.05 ( $P=0.05$ ) denotes that there is only a five percent 5% chance of the data occurring by chance alone, and it is however termed significant statistically. Therefore, a probability of 0.05 or smaller ( $P<0.05$ ) means a researched can at least be 95 percent (95%) certain that the relationship between the two variables possibly will not have occurred by chance only. It should also be noted that due to statistical rounding up of numbers a probability of 0.000 does not mean a complete zero (0), but that it is less than 0.001.

(Davis 1997) proposed the rules of thumb that need to be used in interpreting the r-value obtained from this analysis

**Table 4.26***Davies 1997 R-Value*

R-value	Relationship
Above 0.70	Very strong relationship
0.50 – 0.69	Strong relationship
0.30 -0.49	Moderate relationship
0.10 - 0.29	Low relationship
0.01 – 0.09	Very low relationship

The correlation matrix between Dependent, Mediating and Independent Variables are explained in the below table

**Table 4.27***Correlation matrix between Dependent, Mediating and Independent Variables*

		Correlations				
		Sales	Price	Product	Promotions	Place
Sales	Pearson Correlation	1	.844**	.173*	.405**	.332**
	Sig. (2-tailed)		.000	.024	.000	.000
Price	Pearson Correlation		1	.183*	.310**	.299**
	Sig. (2-tailed)			.017	.000	.000
Product	Pearson Correlation			1	.262**	.037
	Sig. (2-tailed)				.001	.634
Promotions	Pearson Correlation				1	.468**
	Sig. (2-tailed)					.000
Place	Pearson Correlation					1
	Sig. (2-tailed)					

**\*\*.** Correlation is significant at the 0.01 level (2-tailed).

The finding from this analysis was compared against the hypotheses developed in this study

#### **4.10 REGRESSION ANALYSIS**

Regression analysis is the statistical determinant of a relationship between two or more variables.

The model explained the variance or the coefficient of determination or R Squared in the effect of control variables relations (Sekaran, 2003). The coefficient of determination  $R^2$  takes on any value between 0 and +1.  $R^2$  measures the proportion of variation of a dependent variable (Sales performance) that can be statistically explained by the mediating variable (E-Price) or independent variable variables (E-Product, E-Promotions and E-Place.). The coefficient of multiple determinations  $R^2$  indicates the level of the goodness of fit for projected multiple regression. It can be taken as how good a predictor of researcher's multiple regression equation could possibly be. The adjusted  $R^2$  statistic takes into account the amount of independent variables in a research regression equation. Some researcher's preferred the adjusted  $R^2$  statistic as it helps to avoid overestimating the effect of increasing an independent variable on the sum of variance explained by the estimated regression analysis (Saunders, et al., 2009). F-test of a regression is a process used to determine whether more variance is explained by the regression or unexplained by the regression (Zikmund et al., 2009).

##### **4.10.1 Linear Regression Analysis**

For simple regression, there are only two variables; one variable is defined as independent or mediating variable which is the root cause of the behaviour of the one other variable which is the dependent variable (Kothari, 2004). Simple/Linear Regression Analysis is a measure of linear association that directly investigates relationships between a constant dependent variable and an independent or mediating variable that is usually continuous.

###### ***4.10.1.1 Correlation and Regression analysis***

###### ***Hypothesis 1 Correlation and Regression analysis***

***H<sub>0</sub>***: E-Product has no significant effect on Sales Performance

***H<sub>1</sub>***: E-Product has significant effect on Sales Performance

###### ***Correlation***

Thus, the correlation table; shows that the correlation between the Electronic Product and Sales Performance is 0.173\*. This coefficient indicates the occurrence of a fairly weak but positive relationship between the Electronic Product and Sales Performance. The (\*) highlights that the correlation coefficient's probability of this occurring by chance only is less than 0.05 (5 per cent).

In accordance with Davis (1997) R-Value table, the coefficient ( $r = .173^*$ ,  $p < .05$ ) indicates there is a statistically significant but low relationship between the Electronic Product and Sales Performance. However the correlation coefficient for E-Product and Sales Performance is therefore statistically significant.

### ***Regression Analysis***

**Table 4.28**

#### *E-Product Model Summary*

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.173 <sup>a</sup>	.030	.024	1.08668

a. Predictors: (Constant), E-Product

Information about the regression analysis is provided by the model summary table above. First, the column 'R' is the correlation between the dependent variable (predicted variable) and the actual independent variables (observed variable). The square of R (R square) is same as the 'coefficient of determination'. It shows the proportion or the percentage of the variation in the dependent variable which can be attributed to the independent variable(s). Additional description is given in the below Table

**Table 4.29**

#### *E-Product ANOVA*

<b>Model</b>		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
1	Regression	6.104	1	6.104	5.169	.024 <sup>b</sup>
	Residual	197.205	167	1.181		
	Total	203.309	168			

a. Dependent Variable: Sales Performance

b. Predictors: (Constant), E-Product

In this study 3% variation in Sales Performance. The null hypothesis which stated that "There is no relationship between E-Product and Sales Performance" was rejected at  $R=0.173$ ,  $R^2=0.03$ ,  $F(1, 168) = 5.169$ ;  $p < .05$ . Therefore the null ( $H_0$ ) hypothesis is rejected. This implies that the 2<sup>nd</sup> hypothesis is accepted which states that E-Product has a significant effect on Sales Performance.

**Table 4.30**

*E-Product Coefficients*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.012	.410		7.348	.000
	E-Product	.236	.104	.173	2.274	.024

a. Dependent Variable: Sales Performance

**Hypothesis 2 Correlation and Regression analysis**

$H_0$ : E-Promotion has no significant effect on Sales Performance.

$H_1$ : E-Promotion has significant effect on Sales Performance.

**Correlation**

The relationship between Electronic Promotions is tested against Sales Performance. The coefficient ( $r = 0.405^{**}$ ,  $p < .001$ ) indicates there is a statistically positive and moderate relationship between the Electronic Promotions and Sales Performance. However the correlation coefficient for E-Promotions and Sales Performance is therefore statistically significant.

**Regression Analysis**

**Table 4.31**

*Model Summary of E-Promotions on Sales Performance*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.405 <sup>a</sup>	.164	.159	1.00903

a. Predictors: (Constant), E-Promotions



The model summaries table above shows the proportion or the percentage of the variation in the dependent variable which can be attributed to the independent variable(s). Additional description is given in the below Table

**Table 4.32**

*ANOVA of E-Promotions on Sales Performance*

	<b>Model</b>	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
	Regression	33.279	1	33.279	32.686	.000 <sup>b</sup>
1	Residual	170.030	167	1.018		
	Total	203.309	168			

a. Dependent Variable: Sales Performance

b. Predictors: (Constant), E-Promotions

In this study 16.4% variation in Sales Performance. The null hypothesis which stated that "There is no relationship between E-Promotions and Sales Performance was rejected at  $R=0.405$ ,  $R^2=0.164$ ,  $F(1, 168) = 32.686$ ;  $p < .001$ . Therefore the null ( $H_0$ ) hypothesis is rejected. This implies that the 2<sup>nd</sup> hypothesis is accepted which state that E-Promotions has significant effect on Sales Performance.

**Table 4.33**

*Coefficients of E-Promotions on Sales Performance*

	<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized</b>	<b>t</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Coefficients</b>		
				<b>Beta</b>		
1	(Constant)	1.824	.375		4.859	.000
	E-Promotions	.533	.093	.405	5.717	.000

a. Dependent Variable: Sales Performance

***Hypothesis 3 Correlation and Regression analysis***

***H<sub>0</sub>***: E-Place (Distributions) has no significant effect on Sales Performance

***H<sub>1</sub>***: E-Place (Distributions) has significant effect on Sales Performance

### ***Correlation***

The relationship between Electronic Place is tested against Sales Performance. The coefficient ( $r = .332^{**}$ ,  $p < .001$ ) indicates there is a statistically positive and moderate relationship between the Electronic Place and Sales Performance. However the correlation coefficient for E- Place and Sales Performance is therefore statistically significant.

### ***Regression analysis***

**Table 4.34**

#### *E- Place Model Summary*

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.332 <sup>a</sup>	.110	.105	1.04064

a. Predictors: (Constant), E-Place

The model summaries table above shows the proportion or the percentage of the variation in the dependent variable which can be attributed to the independent variable(s). Additional description is given in the below Table

**Table 4.35**

#### *E- Place ANOVA*

<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
1	Regression	22.458	1	22.458	20.738	.000 <sup>b</sup>
	Residual	180.851	167	1.083		
	Total	203.309	168			

a. Dependent Variable: Sales Performance

b. Predictors: (Constant), E-Place

In this study 11% variation in Sales Performance. The null hypothesis which stated that "There is no relationship between E-Place and Sales Performance" was rejected at  $R=0.332$ ,  $R^2=0.110$ ,  $F(1, 168) = 20.738$ ;  $p < .001$ . Therefore the null ( $H_0$ ) hypothesis is rejected. This implies that the 2<sup>nd</sup> hypothesis is accepted which states that E-Place (Distributions) has significant effect on Sales Performance.

**Table 4.36***E- Place Coefficients*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.948	.441	4.415	.000
	E-Place	.465	.102	.332	.000

a. Dependent Variable: Sales Performance

***Hypothesis 4 Correlation and Regression analysis******H<sub>0</sub>***: E-Price has no significant effect on Sales Performance***H<sub>1</sub>***: E-Price has significant effect on Sales Performance***Correlation***

The relationship between Electronic Price is tested against Sales Performance. The coefficient ( $r = .844^{**}$ ,  $p < .05$ ) indicates there is a statistically positive and a very strong relationship between the Electronic Price and Sales Performance. However the correlation coefficient for E- Price and Sales Performance is therefore statistically significant.

***Regression analysis*****Table 4.37***Model Summary of E-Price on Sales Performance*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844 <sup>a</sup>	.713	.711	.59145

a. Predictors: (Constant), E-Price

The model summaries table above shows the proportion or the percentage of the variation in the dependent variable which can be attributed to the independent variable(s). Additional description is given in the below Table

**Table 4.38***ANOVA of E-Price on Sales Performance*

	<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
	Regression	144.890	1	144.890	414.195	.000 <sup>b</sup>
1	Residual	58.419	167	.350		
	Total	203.309	168			

a. Dependent Variable: Sales Performance

b. Predictors: (Constant), E-Price

In this study 71.3% variation in Sales Performance. The null hypothesis which stated that "There is no relationship between E-Price and Sales Performance was rejected at  $R=0.844$ ,  $R^2=0.713$ ,  $F(1, 168) = 414.195$ ;  $P < .001$ . Therefore the alternative ( $H_1$ ) hypothesis is accepted. This implies that the 1<sup>st</sup> hypothesis is rejected which state that E-Price has no significant effect on Sales Performance

**Table 4.39***Coefficients of E-Price on Sales Performance*

	<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	(Constant)	-1.084	.250		-4.332	.000
	E-Price	1.192	.059	.844	20.352	.000

a. Dependent Variable: Sales Performance

***Hypothesis 5 Correlation and Regression analysis******H<sub>0</sub>***: E-Product has no significant impact on E-Price***H<sub>1</sub>***: E-Product has significant impact on E-Price***Correlation***

The relationship between Electronic Product is tested against Electronic Pricing. The coefficient ( $r = .183^*$ ,  $p < .05$ ) indicates there is a statistically positive but fairly weak relationship between the Electronic Product and Electronic Pricing. However the correlation coefficient for E- Product and E-Pricing is therefore statistically significant.

***Regression analysis***

**Table 4.40***Model Summary of E-Product on E-price*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.183 <sup>a</sup>	.033	.028	.76844

a. Predictors: (Constant), E-Product

The model summaries table above shows the proportion or the percentage of the variation in the Mediating variable which can be attributed to the independent variable(s). Additional description is given in the below Table

**Table 4.41***ANOVA of E-Product on E-price*

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.410	1	3.410	5.775	.017 <sup>b</sup>
1 Residual	98.615	167	.591		
Total	102.025	168			

a. Mediating Variable: E-Price

b. Predictors: (Constant), E-Product

In this study 3.3% variation in E-Price. The null hypothesis which stated that "There is no relationship between E-Product and E-Price was rejected at  $R=0.183$ ,  $R^2=0.033$ ,  $F(1, 168)=5.775$ ;  $p < .05$ . Therefore the null ( $H_0$ ) hypothesis is rejected. This implies that the 2<sup>nd</sup> hypothesis is accepted which state that E-Product has significant impact on E-Price.

**Table 4.42***Coefficients of E-Product on E-price*

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
	B	Std. Error	Beta	
1 (Constant)	3.521	.290	12.146	.000

E-Product	.176	.073	.183	2.403	.017
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a. Mediating Variable: E-Price

***Hypothesis 6 Correlation and Regression analysis***

***H<sub>0</sub>***: E-Promotions Tools has no significant impact on E-Price

***H<sub>1</sub>***: E-Promotions Tools has significant impact on E-Price

***Correlation***

The relationship between Electronic Product is tested against Electronic Pricing. The coefficient ( $r = .310^{**}$ ,  $p < .001$ ) indicates there is a moderate and statistically positive relationship between the Electronic Price and Sales Performance. However the correlation coefficient for E-Promotions Tools and E-Pricing is therefore statistically significant.

***Regression analysis***

**Table 4.43**

*Model Summary of E-Promotion on E-price*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.310 <sup>a</sup>	.096	.091	.74302

a. Predictors: (Constant), E-Promotions

The model summaries table above shows the proportion or the percentage of the variation in the Mediating variable which can be attributed to the independent variable(s). Additional description is given in the below Table

**Table 4.44**

*ANOVA of E-Promotion on E-price*

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	9.827	1	9.827	17.799	.000 <sup>b</sup>
1 Residual	92.198	167	.552		
Total	102.025	168			

a. Dependent Variable: E-Price

b. Predictors: (Constant), E-Promotions

In this study 9.6% variation in E-Price. The null hypothesis which stated that” There is no relationship between E-Promotions and E-Price was rejected at  $R=0.310$ ,  $R^2=0.096$ ,  $F(1, 168) = 17.799$ ;  $P < .001$ . Therefore the alternative ( $H_1$ ) hypothesis is accepted. This implies that the 2<sup>nd</sup> hypothesis is accepted which state that E-Promotions Tools has significant impact on E-Price.

**Table 4.45**

*Coefficients of E-Promotion on E-price*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.062	.276		11.073	.000
	E-Promotions	.289	.069	.310	4.219	.000
a. Mediating Variable: E-Price						

***Hypothesis 7 Correlation and Regression analysis***

***H<sub>0</sub>***: E- Place (Distributions) has no significant impact on E-Price

***H<sub>1</sub>***: E- Place (Distributions) has significant impact on E-Price

***Correlation***

The relationship between Electronic distribution/place is tested against Electronic Pricing. The coefficient ( $r = .299^{**}$ ,  $p < .05$ ) indicates there is a statistically positive but fairly weak relationship between the Electronic Price and Sales Performance. However the correlation coefficient for E- Place (Distributions) and E-Price is therefore statistically significant.

***Regression analysis***

**Table 4.46**

*Model Summary of E-Place on E-price*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.299 <sup>a</sup>	.089	.084	.74597

a. Predictors: (Constant), E-Place

The model summaries table above shows the proportion or the percentage of the variation in the Mediating variable which can be attributed to the independent variable(s). Additional description is given in the below Table

**Table 4.47**

*ANOVA of E-Place on E-price*

	<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
	Regression	9.095	1	9.095	16.345	.000 <sup>b</sup>
1	Residual	92.930	167	.556		
	Total	102.025	168			

a. Dependent Variable: E-Price

b. Predictors: (Constant), E-Place

In this study 8.9% variations in E-Price. The alternative hypothesis which stated that "There is a positive relationship between E-Place and E-Price was accepted at  $R=.299$ ,  $R^2=0.089$ ,  $F(1, 168) = 16.345$ ;  $P < .001$ . Therefore the null  $H_0$  hypothesis is rejected. This implies that the 2<sup>nd</sup> hypothesis is accepted which state that E- Place (Distributions) has significant impact on E-Price

**Table 4.48**

*Coefficients of E-Place on E-price*

	<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	(Constant)	2.945	.316		9.310	.000
	E-Place	.296	.073	.299	4.043	.000

a. Mediating Variable: E-Price

#### 4.10.2 Collinearity diagnostics

(Saunders M et al 2009) cited that according to (Hair et al. 2006), the criterion is that the occurrence of high correlations (in general 0.90 and above) signifies substantial collinearity. Other consistent measures include the variance inflation factor (VIF) and its inverse which is the tolerance value. (Hair et al., 1998b) recommend that



a large VIF value (10 or above) or a very small tolerance value (0.10 or below) indicates high collinearity. The data for the dependent variable and independent variables are usually distributed.

Presented below is Multiple Collinearity of the independent variables

**Table 4.49**

*Coefficients of Multiple Collinearity of the independent variables*

	Model	Collinearity Statistics	
		Tolerance	VIF
1	E-Promotions	.922	1.085
	E-Product	.721	1.388
	E-Place	.773	1.294

a. Dependent Variable: Sales Performance

Collinearity diagnostics on variables without Mediating Variable also shows that one of the independent variables (E-promotion) Tolerance value is grater (R =.9) while the other two independent variables (E-Product and E-place) Tolerance value is less than (R =.9), and all the variables VIF is above (R =.10). (Pallant 2010) states that; is good enough to confirm that multicollinearity assumption has not being jeopardized. An indicator of multicollinearity is the Variance Inflation Factor (VIF).

Presented below is Multiple Collinearity of mediating and independent variables

**Table 4.50**

*Coefficients of Multiple Collinearity of mediating and independent variables*

	Model	Collinearity Statistics	
		Tolerance	VIF
1	E-Price	.858	1.165
	E-Product	.906	1.104
	E-Promotions	.702	1.425
	E-Place	.743	1.346

a. Dependent Variable: Sales Performance

Collinearity diagnostics on variables without Mediating Variable also shows that one of the independent variables (E-Product) Tolerance value is greater ( $R = .9$ ) while the other three independent variables (E-price, E-promotion and E-place) Tolerance value is less than ( $R = .9$ ), and all the variables VIF is above ( $R = .10$ ). (Pallant, 2010) states that; is good enough to confirm that multicollinearity assumption has not being jeopardized. An indicator of multicollinearity is the Variance Inflation Factor (VIF).

#### 4.10.3 Multiple Regression Analysis

It is an analysis of association in which a simultaneous investigation is done on the effects of two or more independent variables on a single dependent variable (Zikmund et al., 2009).

The Multiple Regression Analysis treated the dimension of independent variables and dependent variables separately. It is actually a way to recognize if there is or there is no significant relationship between dependent variables and independent variables.

Multiple Regression Analysis is used to recognise the significance of the three independent variables (E-Product, E-Promotions and E-Place) recognized in this research on the dependent variable is illustrated below.

#### Results of Regression Analysis without using mediating variable

**Table 4.51**

*Coefficients of Multiple Collinearity of mediating and independent variables*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.444 <sup>a</sup>	.197	.183	.99452

*a. Predictors: (Constant), E-Product, E-Promotions and E-Place*

**Table 4.52**

*ANOVA of Regression Analysis without using mediating variable*

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	40.111	3	13.370	13.518	.000 <sup>b</sup>
1 Residual	163.197	165	.989		
Total	203.309	168			

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a. Dependent Variable: Sales Performance

b. Predictors: (Constant), E-Product, E-Promotions and E-Place

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**Table 4.53**

*Coefficients of Regression Analysis without using mediating variable*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.795	.558		1.425	.156
E-Product	.122	.099	.090	1.238	.217
1 E-Promotions	.383	.108	.291	3.537	.001
E-Place	.270	.111	.193	2.431	.016

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a. Dependent Variable: Sales Performance

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The Multiple R tables above shows a substantial correlation of  $R = .444$ ;  $R^2 = .197$  (19.7%);  $F(3, 168) = 13.518$ ;  $P < .001$  between the three independent or predictor variables and the dependent variables which is Sales performance. The R-square value determines the portion of the variance estimated for by the independent variable which is approximately 19.7% of the variance in the Sales performance is accounted for by E-Product, E-Promotions and E-Place. This value indicates that those three factors explained sales performance by 19.7%. The other 80.3% are explained by other factors. The F change the model summary also shows the value of 13.518 and with this; it shows that all the independents variables are significantly correlated to sales performance with coefficient alpha  $< .001$ .

The Adjusted  $R^2$  is considered as a better population estimate and it is useful when comparing an R Square value which is between models with independent variables of different number. The obtained value of Adjusted R Square is .183, illustrate that 18.3% changes of dependent variable which is the sales performance can be explained by the three independent variables which are E-Product, E-Promotions and E-Place. The other 81.7% are explained by other factors.

The result obtained also indicated that *E-promotions* variable has the strongest unique contribution to the *sales performance* with Beta value of ( $b = .291$ ) followed E-

place with Beta value of (b =.193). *E-product* had the least contribution to the *Sales performance* with Beta value of (b =.09). Beta coefficients are the estimated value that results from a multiple regression equation carried out on independent variables that have been standardized and has variances lesser than 1. It indicates which independent variable is having greater effect on the dependent variable.

### Result of Multiple Linear Regression Analysis after using mediating variable

**Table 4.54**

*Model Summary of Multiple Linear Regression Analysis after using mediating*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858 <sup>a</sup>	.736	.729	.57222

a. Predictors: (Constant), E- Price, E-Product, E-Promotions and E-Place

**Table 4.55**

*ANOVA of Multiple Linear Regression Analysis after using mediating variable*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	149.609	4	37.402	114.226	.000 <sup>b</sup>
	Residual	53.700	164	.327		
	Total	203.309	168			

a. Dependent Variable: Sales Performance

b. Predictors: (Constant), E- Price, E-Product, E-Promotions and E-Place

**Table 4.56**

*Coefficients of Multiple Linear Regression Analysis after using mediating variable*

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.646	.348		-4.734	.000

E-Price	1.118	.061	.792	18.287	.000
E-Product	-.016	.057	-.012	-.278	.781
E-Promotions	.197	.063	.150	3.122	.002
E-Place	.037	.065	.026	.564	.573

a. Dependent Variable: Sales Performance

The Multiple R tables above shows a substantial correlation of  $R = .858$ ;  $R^2 = .736$  (73.6%);  $F(4, 168) = 114.226$ ;  $P < .001$  between the three independent or predictor variables and the dependent variables which is Sales performance. The R-square value determines the portion of the variance estimated for by the mediating and the independent variable which is approximately 73.6% of the variance in the Sales performance is accounted for by E-price, E-Product, E-Promotions and E-Place. This value indicates that these four factors explained sales performance by 73.6%. The other 26.4% are explained by other factors.

The F change the model summary also shows the value of 114.226 and with this; it shows that both the mediating and the independents variables are significantly correlated to sales performance with coefficient alpha  $< .001$ .

The obtained value of Adjusted R Square is 0.729, illustrate that 72.9% changes of dependent variable which is the sales performance can be explained by the mediating variable "E-price " and the three independent variables which are E-Product, E-Promotions and E-Place. The other 27.1% are explained by other factors.

The result obtained also indicated that E-price variable has the strongest unique contribution to the *sales performance* with Beta value of ( $b = .792$ ) followed by *E-promotions* with Beta value of ( $b = .150$ ), *E-place* also has a Beta value of ( $b = .026$ ) and E-product had the least contribution to the *Sales performance* with Beta value of ( $b = -.012$ ).

#### 4.11 SUMMARY

This chapter illustrates the Cronbach Alpha for the reliability test. Descriptive analysis was illustrated to describe the profile of respondents, cross-tabulation and as well for the data gathered; Factor Analysis was used to categorize the items into prospective variables.

The respondents profile shows that majority of the respondents (42%) are within the age of 26yrs to 35years, Most of them were female (92 of 169), 42.6% of the

respondents which is the highest has at least 6years-10years working experience and majority of the responses were gathered from the Small sized enterprises. The reliability coefficient of the Cronbach's Alpha for the variables indicates that that the reliabilities were all above 0.75. Factor Analysis was used to explore and extract five typical variables which are Sales Performance, E-price, E-Product, E-Promotions and E-Place.

The Pearson Correlation statistical method is used to find out relationships between the independent variable "E-Product, E-Promotions and E-Place" and the mediating variable "E-Price" and the dependent variable "Sales performance". The Pearson Correlation statistical method and the Simple Regression analysis indicates that the three independent variable (E-Product, E-Promotions and E-Place) were statistically significant to the Dependent variable (Sales Performance) and the Mediating variable (E-price) was also statistically significant to Sales Performance and finally, E-Product, E-Promotions and E-Place of the independent variable was statistically significant to the mediating variable (E-Price).

Multiple Regression Analysis was conducted to investigate the significance of the three independent variables (E-Product, E-Promotions and E-Place), and the mediating variable (E-Price) on the Dependent variable which is the sales performance. The outcome shows that both the mediating and the independents variables are significantly correlated to sales performance with coefficient alpha  $<.001$ .

Hence, the next chapter will present the implications of the result of the Electronic 4Ps. The Summary, Recommendations and Suggestion for other studies will also be presented.

## **CHAPTER FIVE**

### **DISCUSSION, CONCLUSION AND RECOMMENDATION**

#### **5.1 INTRODUCTION**

The research is in regards to study the impact of Electronic marketing Mix on Sales performance of small and medium sized enterprises in Nigeria. This chapter presents summary of the results that came out in reference to the research questions, conclusions, and recommendations then followed by the limitations and suggestions for further research.

#### **5.2 DISCUSSION OF RESULTS**

Conclusion can be made from the findings of the study that the key causes inducing Small and Medium sized enterprise's Sales performance are, Electronic price, electronic product, electronic promotion and Electronic place/distribution methods. From the analysis, confirmation has been made that the SME's Sales performance has been moved to a greater and a promising level as more entities seeks modern techniques which are integrated with e-marketing to develop their customer bases in other to increase their sales. Due to continuous innovation in technology many of the entrepreneurs are not relenting or relying on just the traditional method, which is why they seek for consultation from market research firms (more like attending training organized by google Nigeria) in order to have a conversant idea about online marketing i.e. knowing the most regular way of using electronic marketing to reach and tap from many potential customers as possible in order to maximize sales profit. The research was successfully able to meet the core objectives mentioned in chapter one which was to find out the effect of factors of the e-marketing mix on sales performance within the small and medium sized enterprises in Lagos Nigeria. For SMEs in Nigeria, E-marketing is vital as it mostly helps in reaching as many customers as possible at any point in time with low cost advantage and Provide a multiplicity of products and services, The study is also required to analyse which among the marketing mix factors E-product, E-pricing, E-promotion, and E-place/distribution that majorly affect the sales performance of small and medium sized enterprises in Nigeria.

As a method of sustaining new found customers more or less firms had been pushed to make available modern products and different services. Other entrepreneurs

also specified that they had enhanced the quality of their products and services as they had started dealing with global customers.

Furthermore, the existence of e-marketing had remarkably facilitated some firms in dwelling into new product development, new brand, commodity diversification and as well modern ways and means of supplying their clients so as to initiate and satisfy a large pool of consumers. For the fact that various pricing levels are made available, customers are free to make the choice of purchasing a product with an affordable price tag.

In the following discussion, answers were given to the four questions of this research through the tested hypothesis which also aids the review and the achievement of the research objectives.

### **5.2.1 Research Question: Does Electronic-product influences sales performance of Small and Medium Sized Enterprise in Nigeria**

*The research Objective One* also stated that; to examine the relationship between Electronic-product and sales performance of Small and Medium sized Enterprise in Nigeria.

According to the tested *hypotheses No 1*, we found there is a statistically significant but low relationship between the Electronic Product and Sales Performance which brings about the rejection of the null hypothesis from Hypothesis No1. However the Response obtained from the respondents, answers the “*Research Question*” and affirms to the *Objective*” that there is a significant relationship between E-Product and Sales Performance which simply means that Electronic-product as a factor of the Electronic Marketing mix has a positive and direct influence on Sales Performance of Small and Medium sized enterprise in Lagos Nigeria.

The findings shows that the adoption of E-marketing by majority of the small and medium sized enterprise in Lagos Nigeria is as a nature of the products produced by their company, the nature of the product part-takes in the success of marketing the product online. The implementation of E-marketing also resulted to the effective product development in such a way that modification of an existing product, new product/service or an already existing product will influence the increase in consumers demand once the product is published on the internet. Examples of E-product are Electronic books, digital photographs, e-tickets and online bill paying.



Research finds that the advancement of technology for firms will bring about the improvement and availability of quality product and/or services to consumers in such a way that the digital platforms permit comparison of products based on their quality and the freedom of ordering a customer's choice without stress.

However, E-product which is characterized based on the advancement of technology has helped in improving the sales performance of most SME's in Lagos Nigeria.

### **5.2.2 Research Question: Is Electronic-price strong enough to maximize sales of Small and Medium Sized Enterprise in Nigeria?**

*The research Objective two* also stated that; to analyse the level at which Electronic price helps in maximizing sales performance of Small and Medium sized Enterprise in Nigeria.

According to our analysis of *hypotheses No 4*, indicates there is a statistically positive and a very strong relationship between the Electronic Price and Sales Performance which nullifies the null hypothesis. However the Response obtained from the respondents, answers the "*Research Question*" and affirms to the *Research Objective*" that there is a significant relationship between Electronic Price and Sales Performance which simply means that Electronic Price as a mediating factor of the Electronic Marketing mix has a positive, strong and direct influence on Sales Performance of Small and Medium sized enterprise in Lagos Nigeria.

The findings shows that the adoption of E-marketing by majority of the small and medium sized enterprise in Lagos Nigeria has ease the setting of a firms product prices, it has so far helped in cutting some essential cost that could hype the price of a traditional product.

Research finds that most adoption of E-marketing as helped in attracting many (new and current) customers due to less product prices and the ease of the payment provided by the company on internet. However, due to the cost reduction E-marketing has enabled in the increase in sales and profits of most SME's in Lagos Nigeria.

### **5.2.3 Research Question three: Can Electronic-promotion improve the sales performance of Small and Medium Sized Enterprise in Nigeria?**

*The research Objective three* also stated that; to describe the extent at which Electronic-promotion influences sales performance of Small and Medium Sized Enterprise in Nigeria.

According to our analysis of *hypotheses No 2*, indicates there is a statistically positive and moderate relationship between the Electronic Promotions and Sales Performance which facilitates the rejection of the null hypothesis. However the Response obtained from the respondents, give answers to the “*Research Question*” and affirms to the *Research Objective*” that there is a significant relationship between Electronic Promotion and Sales Performance which simply means that Electronic promotion as a factor of the Electronic Marketing mix has a positive, moderate and direct influence on Sales Performance of Small and Medium sized enterprise in Lagos Nigeria.

The findings shows that the adoption of E-marketing by majority of the small and medium sized enterprise in Lagos Nigeria has made the usage of the e-marketing tools such as emails and the internet easier and takes lesser time and lesser stress in promoting a firms product/service and such tools also makes the Electronic method of promotion more cheaper than that of the traditional method.

Research finds that the adoption of Electronic market has helped in connecting a wider range of customers with the awareness of a firms products, its brand, variety and characteristics of a firm’s product, the price offered at the promotion period etc. there is also an immediate and positive response from consumers once the firm’s product is advertised online as retrieved from the findings, thus, these facilitates Electronic Promotion in having a positive impact on Sales performance.

### **5.2.4 Research Question four: Does Electronic-place (distribution) have an effect of on sales performance of Small and Medium Sized Enterprise in Nigeria?**

*The research Objective four* also stated that; to examine the effect of Electronic-place (distribution) on sales performance of Small and Medium Sized Enterprise in Nigeria

According to our analysis of *hypotheses No 3*, indicates there is a statistically positive and moderate relationship between the Electronic Place/Distribution and Sales Performance which facilitates the rejection of the null hypothesis. However the Response obtained from the respondents, give answers to the “*Research Question*” and

affirms to the *Research Objective*” that there is a significant relationship between Electronic Place/Distribution and Sales Performance which simply means that Electronic Distribution as a factor of the Electronic Marketing mix has a positive, moderate and direct influence on Sales Performance of Small and Medium sized enterprise in Lagos Nigeria.

The findings shows that the quality of distribution of goods and services has improved through the adoption of E-marketing by majority of the small and medium sized enterprise in Lagos Nigeria. This E-distribution method has assisted the company in lessening the cost of distribution of goods and services to the end consumer.

Research finds that the adoption of Electronic market has helped the company in cutting the cost of distribution by downsizing the number of intermediaries and brokers during the distribution process and with the existence of the online platform, the organizations target market increases which will however boost the organisations Sales performance.

### **5.3 CONCLUSIONS**

The aim of every business organization is to increase their sales volume, revenue and to make profits so as to maintain a progressive sales performance. In order to achieve this aim, organization must carry out effective various marketing tools.

The research objectives in this study have been achieved whereby the results had obviously shown that E-Product, E-Promotion, E-Place / Distribution and E-Price has a significant relationship with impact on Sales Performance. All the independent and mediating variables abovementioned have impact on Sales Performance within Small and Medium Sized Enterprises in Lagos State, Nigeria. Therefore, SME’s in Lagos State Nigeria, should focus more resources and dwell into the areas of E-Product, E-Promotion, E-Place / Distribution and E-Price since they have a significant relationship and great impact in enhancing SME’s Sales Performance.

As shown in the previous chapter, The Multiple R tables without the mediating variable shows a substantial correlation between the three independent or predictor variables, and the dependent variables which is Sales performance ( $R = .444$ ). The R-square value determines the portion of the variance estimated for by independent variable which is approximately 19.7% of the variance in the Sales performance is accounted for by E-Product, E-Promotions and E-Place. Furthermore; the Multiple R tables with the mediating variable shows a substantial correlation between the three

independent or predictor variables, the mediating variable and the dependent variables which is Sales performance ( $R = .858$ ). The R-square value determines the portion of the variance estimated for by the mediating and the independent variable which is approximately 73.6% of the variance in the Sales performance is accounted for by E-price, E-Product, E-Promotions and E-Place.

However the R squared without mediating variable is approximately 19.7% while R squared with mediating variable is approximately 73.6% this thus, indicates that the presence of E-price place a positive mediating and major role between the independent (E-product, E-promotion and E-distribution) and Sales Performance of Small and Medium Sized Enterprise in Lagos Nigeria.

For this reason; the owner/manager of Small and Medium Sized Enterprise was set up to play a very vital role in sales performance as they are responsible in making strategical marketing decision. Once the owner/manager is able to set-up E-marketing mix which involves “Market Penetration, Product Development, and diversification” i.e. introduction of existing, modified, and new products; promoting the product on the websites, search engines or by e-mail; creating a direct sale which is from the company to the final consumer once order is made; cutting the cost of intermediaries and brokers; gaining easy access to diverse product and features irrespective of the customers location; and also with the outcome of this study, the company’s objective could easily be achieved towards, “Increasing the” Sales volume, Sales profit, and Revenue generation so as to maintain a progressive Sales performance which could also foster the company having a competitive advantage over other related companies.

Price can be less due to E-business automating process, easy comparison of price through the company website which serves as a great transparency to the firm, price could be change as well to reflect demand, and finally online platform would aid easy access to the firms product auction. The Creation of promising and positive heavy online traffic by the owner/manager through the E-marketing mix will surely positively impact Sales performance.

#### **5.4 LIMITATIONS OF THE STUDY**

The limitation of the study is enumerated below:

**Geographical Limitations:** This research is focused on small and medium sized enterprises with an online platform in Lagos Nigeria.

**Timeline Limitations:** From February 2015 to October 2016 along the research duration.

**Human resources Limitations:** Selection of a sample of CEO, marketing supervisors marketing managers, and salesmen (Middle Management) in small and medium sized enterprises.

**Co-operation from the Respondents:** Also, the research could not get accurate information needed from the few of the Small and Medium Sized Enterprise while some were not released because they believes that the documents and information are too vital and confidential to be released to students.

**Scientific limits:** The study of the effect of E-marketing mix (E- Product, E-Pricing, E-promotion, and E-Place/distribution) is limited to Sales Performance only.

#### **5.5 RECOMMENDATIONS**

In the list of the findings of this study, the researcher recommends the following.

- a. Due to the competitive nature of the industry the Owners or marketing managers of Small and Medium Sized Enterprise must develop and formulate additional marketing programmes that will fit-in with their firms Online platform. It is recommended that for a more distinguished and effective response from the customer, other forms of a sound, strong and effective Online marketing should also be used.
- b. Government should provide a stable and circulated electricity, less price of fuel and a good road so it would enhance an effective and efficient operations for SME's with online platform.
- c. More and often professional training programs like that organized by Google Nigeria which are related online marketing strategy fields that are connected to the practical business realities.
- d. Small and Medium Sized enterprise has to pay more attention and look into enhancing their website with creative, informative and persuasive information.
- e. There are more likely potentials of having a stronger relationship if the organization tends to relates to the consumers by understanding more of their needs and demands through studying the level of traffic and query search they have on the website.

- f. Enhancement of internet banking services, especially electronic method of making payment.
- g. The usage and the availability of internet today in Nigeria is increasing; Organizations needs to examine and identify more promotional tool that will fit-in the online Advertising in other to improve their sales and productivity.
- h. More attention as to be paid to trending social Medias like Facebook, YouTube and some other music websites needs.
- i. Service providers should try to reduce the cost of internet connections, particularly for those with experience in the e-marketing field.

### **5.6 Suggestions for further Study**

Based on this study, just a small portion of idea as regards the impact of E-marketing mix (E-product, E-price, E-promotion, and E-Distribution) on Sales Performance has been offered in the context of Small and Medium Sized Enterprise in Lagos state, Nigeria. Hence, this would be of immense benefit for future researchers to consider the following suggestions:

Future researchers should endeavor to extend their research into other industries in order to enhance the consistency of the research results.

The other 3ps of the 7ps of marketing mix are also needed to be included in order to measure E-Product, E-Price, E-Promotions and E-Place so that these will fuel the accuracy of understanding and identifying the drivers that may perhaps impact Sales Performance and as well other variables related to electronic marketing as Supply chain and Total quality management (TQM) holds clear picture of what is comprises of online marketing and advertising

Extend the frame work by using another mediating variables between the independent variables (E-Product, E-Price, E-Promotions and E-Place) and dependent variable (Sales Performance) so as to discover why or how a particular relationship or effect occurs.

### **5.7 Practical Implication**

Considering the numbers of SME's compared to SME's with Online platform (10%) in Nigeria, Google Nigeria and as well Other Social media companies like Facebook Nigeria, Twitter Nigeria and etc. should organize more and often professional training programs that are related online marketing strategy fields that are connected to the practical business realities. These training programs for SME's owners within Lagos

and those in all other states in Nigeria would facilitate understanding some tips on how best to utilize the presence of websites and other social media platforms in marketing their product and their firms and as well maximize and increase their sales performance.

The more the training giving to these SME's the more the exposure and the ease giving to the firm and its customers. The companies would generate more revenue from the advertising carried out for the SME's and in return also, the SME's would generate revenue as a result of advertising their products.

Presentation of "considerable and reasonable price" to customers even when after all necessary fixed cost (E-product cost, cost of E-promotion, and cost of Distribution) and important variable cost have being incurred, in other to achieve a quick response by tapping into their pockets.

## **5.8 THEORETICAL IMPLICATION**

O'Connor and Galvin (1997) assumed that the paradigm for the traditional marketing mix needs to evolve; they suggest that the digital technologies can be of a great value to improve the marketing mix's functionality upholding the 4Ps as the essential instrument for Internet marketing. For this study however, the current trends of digital technologies has helped in enhancing the functionality of the 4Ps in the Sales aspect of Small and Medium Sized Enterprises in Lagos Nigeria which in other words, maintains the suggestion of (O'Connor & Galvin, 1997).

In spite of this, it would be beneficial to introduce an external variable outside the marketing mix e.g. "government policies like (Tax, Laws, exchange rate etc.) that can mediate the effect of the marketing mix on other variables. (Dominici, 2009) also stated that, adjusting the marketing mix to the continuous changes in the society and mostly the market as a result of the diffusion of the Internet/digital technologies is impossible to ignore. In line with this Dominic, Micro or/and multinational companies with online presence needs to carry out research base on the 4ps and as well extending the samples to other geographical zones in Nigeria in other to confirm the suggestion made on E-marketing 4Ps.

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