

## Investigating the Impact of E-Marketing Adoption on Marketing Success of Small Business Enterprises in Abia State, Nigeria

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### ABSTRACT

This study was embarked upon to unearth the impact of E-Marketing adoption on marketing success of Small Business enterprises in Abia State, Nigeria. Primary and secondary sources of data were extensively employed. A sample size of 369 was determined using proportion method and was used for the study. The stated hypotheses were tested at 0.05 level of significance with simple regression in SPSS version 20. The paper revealed that e-marketing significantly impacts marketing performance and marketing effectiveness of SMEs in Abia, especially in the areas of profitability, market share, customer satisfaction, sales turnover, return on investment, reduction of sales cost, increased brand equity. The paper recommended that small business enterprises should imbibe the culture of training their staff periodically concerning e-marketing tools applications in their day to day activities. It further recommended that government should assist small business enterprises in the provision of basic amenities like steady power supply, internet facilities, conducive environment etc, so that they can compete favourably with their counterparts in the developed economies of the world, among others.

### INTRODUCTION

E-marketing refers to business activities enabled by the internet. Right from the inception of e-marketing activities, there has been a notable proof that it an opportunity to reach more customers than usual retail stores, as can be witnessed in its ability to market and sell products online. The purpose of e-marketing is to give the possibility for online businesses to create cost-effective opportunities, stimulate, strengthen and enhance relationships with stakeholders and customers. In these circumstances e-marketing has to be innovative (Jelena, 2010). According to Riyad and Hatem (2013), academic and managerial interest in e-marketing (EM) has been increasing in recent years. Electronic Marketing (E-Marketing) can be viewed as a new philosophy and a modern business practice involved with the marketing of goods, services, information and ideas via the internet and other electronic means (Hatem, 2010). Organizations in Nigeria commenced adoption of e-marketing in the 1990s, when Nigeria linked to the internet (Adekeye, 2007 in Eze and Obikezie, 2017).

However, the use of e-marketing in the 1990s was mostly by large organizations, financial institutions and publishing houses. It was until the early 2000 that small and medium scale enterprises started adopting e-marketing (Ibene and Obi, 2001 as cited by Eze and Obikezie, 2017). In the words of Paulus, Andreki & Rashad (2014), E-marketing is growing at a dramatic pace and is significantly impacting customer and business market behaviours.

Furthermore, Small Business Enterprises (SBEs) play a strategic, significant and important role in today's world economy, and they have been recognized world over as one of the key

contributors to economic development and employment growth. According to Mulhern (1995) as quoted by Hatem (2010), 99% of all European companies are small and medium sized (SME) and from 1985-1995 it provided 66% of the employment in Europe. It is noteworthy that the revolution in information technology (IT) communications has changed the way people conduct business today. Given the e-marketing dynamism, many SMEs in Nigeria adopt at least one its aspects.

### **Statement of problem**

Electronic marketing is a new philosophy and a modern business practice and its attendant benefits are grossly under-tapped by Nigerian small business enterprises. This is as a result of unavailability of the needed infrastructure (steady power supply, internet facilities etc) that could expose the target market of these small business enterprises to their various online platforms. Hence, the marketing success (marketing performance and marketing effectiveness) are hardly achieved optimally. Therefore, this paper becomes expedient in order to unveil the benefits of e-marketing and the need to provide the appropriate facilities for small business enterprises to compete with their counterparts in the developed economies of the world.

### **Objectives of the study**

The major objective of this study is to investigate the impact of e-Marketing adoption on marketing success of Small Business Enterprises in Abia state, Nigeria. However, the specific objectives are:

1. To ascertain the extent of the relationship that exists between e-mail marketing and marketing success
2. To assess whether there is any significant relationship between banner advertisement and marketing success
3. To determine if there any strong and positive relationship existing between viral marketing and marketing success.
4. To examine the extent of the relationship that exists between blog marketing and marketing success

### **Research Hypotheses**

**H01:** There is no relationship existing between e-mail marketing and marketing success.

**H02:** There is no significant relationship between banner advertisement and marketing success.

**H03:** There is no strong and positive relationship that exists between viral marketing and marketing success.

**H04:** There is no significant relationship existing between blog marketing and marketing success.

## **REVIEW OF RELATED LITERATURE**

### **Concept of E-marketing**

E-marketing deals with "moving elements of marketing strategies and activities to computerized and networked environment such as the Internet. It entails the process of building and maintaining customer relationships through online activities to fast-track the exchange of ideas, products and services that satisfy the goals of both the buyer and the seller. E-Marketing can be seen as the combination of all the activities of advertising, promotion, publicity, deciding the look and feel of the product, how it will be sold and sent to the customer etc (Joseph, 2012 in Parminder et al, 2015). These technologies include the Internet media and other digital media such as wireless mobile media, cable and satellite. Marketing is the management process responsible for identifying, anticipating and satisfying customers. The

internet technology can be used to support and actualize these tasks (Kaur , 2012 in Parminder, Ashutosh, & Karamjeet, 2015).

### **E-Marketing Methods:-**

**Search Engine Market (SEM) , which** allows firms to target consumers by placing adverts on search engines, and this has proven to be an effective audience acquisition strategy.

**Online PR:-** PR stands for “public relations” and public relations is all about creating a favourable image or mutual beneficial understanding between an organization and its publics of interest. Therefore, Online Public Relations deals with managing publicity about an organization, its brands, and products or web sites through its online platform and third party web sites and other digital media.

**E-Mail Marketing:-** Email marketing consists of a method of distributing information about product or service or for soliciting feedback from customer about a product or service through E-mails. Email addresses of customers and prospective customer may be collected or purchased. There are two major types of e-mail marketing. They are; Opt-in email and Opt – out email.

**Banner Advertisement:-** This has to do with the placement of adverts on website for a fee which is relatively expensive. Banner advertisements are normally graphical presentations placed on web pages with the intention of attracting customers to click on the advert and be spurred to visit the advertised website.

**Viral Market:-** This method uses email to transmit a promotional message to potential customers. It is very useful in reaching a large number of people rapidly. However, the contents of email can be a video clip, a TV advert, a cartoon, a funny picture, a poem, a song, a political message or a news item which must be so interesting and amazing that makes people pass it on. In comparison to the traditional marketing, viral marketing equals that of a "word of-mouth".

**Blog Market:-** Blog marketing encompasses the process of reaching a business prospects through the use of a blog. Blog market entails the act of positioning comments, expressing opinions or making announcement in a discussion forum and it can be accomplished either by hosting your own blog or by posting comments and URL in other blogs related to your product or service online.

### **Benefits of E-marketing:-**

The benefits of E-marketing are the following:

- Extremely low risk,
- Reduction in costs through automation and. use of electronic media,
- Faster response to both marketers and the end users ,
- Increased ability to measure and collect data,
- Opens the possibility to a market of one through personalization,
- Increased interactivity,
- Increased exposure of products and services and boundless universal accessibility.

The limitations are:

- a) Dependability on technology
- b) Security, privacy issues

c) Maintenance costs due to a constantly evolving environment

### **The challenges of SMEs in Nigeria**

The challenges faced by our SMEs are very many. These challenges have been responsible for the slow growth of SMEs in Nigeria. Some of the major challenges include:

#### ***Poor managerial skills***

Majority of the SMEs especially the one-man business owners, have the common problem of poor leadership. And this is traceable to lack of training and poor capacity building.

#### ***Poor or inadequate infrastructure***

The poor state of infrastructure in the country has been a major obstacle to the growth of SMEs over the years, with unrealizable promises of fixing these infrastructures by every Government that comes into office in Nigeria. Evidently, the epileptic or irregular power supply has given rise to the high cost of doing businesses in the country. Apart from power, lack of good access roads and other social amenities have also impeded the growth of SMEs.

#### ***Lack of access to funds***

Most Nigerian banks do not support businesses that are starting up and even the existing businesses do not have the required collateral to access loans or capital from these Nigerian banks. And for SMEs that go to non-conventional banks, the high interest rate is always a burden.

The various governments at different levels in their capacities have helped a lot in addressing this issue of access to fund by businesses. Such as the various grants by Federal Government, low interest loan from Bank of Industry (BOI) of Nigeria and Bank of Agriculture (BOA) of Nigeria, Central Bank of Nigeria (CBN) SMEs Initiatives through the banks. In the same vein, Lagos State is also trying through the Lagos State Entrepreneurial Trust Fund (LETF).

#### ***Unfair competition***

Categorically, most SMEs in Nigeria do not have the wherewithal to compete favourably with items or products from other countries especially China and other Asian tigers whose SMEs have sophisticated technologies and conducive environment. With the high cost of production in the country, locally made goods can hardly compete in the area of pricing.

#### ***Government Bureaucracy***

Bureaucratic bottle neck of various government agencies like CAC, NAFDAC, and Customs etc pose another great challenge to SMEs in Nigeria. For instance, getting NAFDAC approval for food items or drugs can take months, if not years which is unhealthy to businesses.

#### ***Low Demand***

In Nigeria, people still prefer imported goods to locally made goods. As a result of this little or no patronage, many of the SMEs close down within the first few years of operation

#### ***Multiple Taxes and Levies***

The SMEs that are struggling to survive are also being subjected to so many taxes and levies. So many agents forcefully collect these taxes and levies from these SMEs. This gives room for unauthorized levies and taxes without considering the plight of these SMEs. And, the devastating impact of this on the operational costs of these SMEs cannot be overemphasized.

## **Empirical Review**

Ogbonna (2018) conducted a study on the relationship between e-marketing and marketing performance Among SMEs in Abia State. 140 staff of Udeagbala Holdings, thirty-nine (39) from Star-line Nigeria, Zan Cosmetics and Iheakason Group were conveniently used. Correlation and descriptive statistics were used in analyzing data obtained. The findings of the study show that a positive correlation exists between e-marketing and sales volume, social media marketing and market share. Also, factors such as security, technological factors, environmental, organizational and energy supply affect the adoption of e-marketing and marketing performance in Abia State. The study recommended that the management of SMEs should encourage e-marketing platform in order to increase sales volume, government should help in the availability of power supply.

Ejiofor (2017) carried out a study on challenges to online shopping in a typical emerging market using selected online shoppers in Asaba, Nigeria. 140 respondents were involved. Results of the multiple regressions show that three of the four factors negatively affect and reduce the frequency with which consumers visit online shops. The study discovered that there are some implications for online marketers and policy makers. Network security and reliability need to be addressed. The study therefore recommended that online marketers need to present attractive websites with well-structured information to delight online shoppers. The study further recommended the need for sensitization of potential customers on the safety and convenience of online shopping, among others.

Udodirim (2017) conducted a study on e-marketing adoption among small and medium enterprises (SMEs) in Nigeria. The paper is built on a structured literature review to the field of e-marketing. The study also considered the challenges of SMEs in the adoption of E-marketing. The study suggested that SMEs should be sensitized on low cost of acquisition of e-marketing platform and government should assist through the provision of central web.

## **RESEARCH METHODOLOGY**

The study is basically quantitative in nature, as the survey research design was adopted in order to elicit information from the respondents of interest to this study. A self-developed questionnaire was designed using the five point likert scale (Strongly Agree, Agree, Disagree, Strongly disagree and undecided). The instrument has two sections; Section A consists of the demographic profile of the respondents, while section B sought the views of respondents on relationship between E-marketing (E-mail marketing, banner advertisement, viral marketing, internet marketing, blog marketing, e-commerce) and marketing performance and marketing effectiveness (customer satisfaction, service quality, profitability, and sales turnover). A total of three hundred and sixty-nine (369) copies of questionnaire were distributed to the target respondents using the convenience sampling technique. The copies of questionnaire were self-administered to respondents with the aid of three trained research assistants to ensure adequate compliance to questions of the questionnaire. The data analysis was carried out with the aid of SPSS (Statistical Package for Social Sciences) Version 20. The stated hypotheses of this study were tested using the simple regression at 0.005 level of significance.

## **DATA ANALYSIS AND RESULTS**

In view of the respondents' category, respondents to this survey consist of 45 students representing 12.7%, 27 business persons representing 7.6%, 96 civil servants representing 27%, 111 lecturer representing 31.3% and 76 self-employed respondents representing 21.4%. 197 respondents representing 55.5% are males while 158 respondents representing 44.5% are females. 72 respondents representing 20.3% are within the age range of 18yrs – 25yrs, 81

respondents representing 22.8% are within the age range of 26yrs – 35yrs, 58 respondents representing 16.3% are within the age range of 36yrs – 45yrs, 81 respondents representing 22.8% are within the age range of 46yrs – 55yrs and 63 respondents representing 17.7% are within the age range of 56yrs and above. Similarly, 185 respondents representing 52.1% are married, 113 respondents representing 31.8% are single, and 45 respondents representing 12.7% have divorced their marriages while 12 respondents representing 3.4% are widowed. The qualifications of the respondents are; 38 respondents representing 10.7% have FSLC, 119 respondents representing 33.5% have WAEC, 69 respondents representing 19.4% have OND, 104 respondents representing 29.3% possess B.Sc/HND while 25 respondents representing 7% have masters degree and above.

The four hypotheses of this study were tested at 0.05 level of significance using the simple regression method of analysis, as stated in the research methodology. The analysis was done with the aid of SPSS (Statistical Package for Social Sciences) version 20.

### **Research Hypothesis One**

**H01:** There is no relationship existing between Email marketing and marketing success (customer satisfaction).

**Interpretation:** The SPSS output shows that the  $R^2$  value is positive (0.041), the Fvalue is (15.090) and Tvalue is (14.431) are all in the positive form. This indicates that there is a strong relationship between the dependent variable (customer satisfaction) and the independent variable (Email marketing). The Durbin Watson (1.600) is within the acceptable limit.

**Decision:** Since the values of  $R^2$ , F and T are in positive but weak form and pvalue (0.000) is less than alpha (0.05), Fvalue computed (15.090) is greater than Fvalue critical (9.28), we reject the null hypothesis and accept the alternate hypothesis. This implies that there is a relationship between Email marketing and marketing success (customer satisfaction).

### **Research Hypothesis Two**

**H02:** There is no significant relationship between banner advertisement and marketing success(service quality).

**Interpretation:** The SPSS output indicates that  $R^2$  value is (0.005), the Fvalue is (1.723) and Tvalue is (17.615) are all in positive but weak form. This indicates that there is a weak and positive relationship between the dependent variable (service quality) and the independent variable (banner advertisement). The Durbin Watson (1.933) is within the acceptable limit.

**Decision:** Since the values of  $R^2$ , F and T are in positive but weak form and the Pvalue (0.190) is greater than alpha (0.05), Fvalue computed (1.723) is less than Fvalue critical (9.28), we accept the null hypothesis and reject the alternate hypothesis. This shows that there is no significant relationship between banner advertisement and marketing success (service quality).

### **Research Hypothesis Three**

**H03:** There is no strong and positive relationship that exists between viral marketing and marketing success (profitability).

**Interpretation:** The SPSS output shows that the  $R^2$  value is (0.001), the Fvalue is (0.313) and Tvalue is (17.515), are all positive but weak in form. This indicates a weak and positive

relationship between the dependent variable (profitability) and the independent variable (viral marketing). The Durbin Watson (1.730) is within the acceptable limit.

**Decision:** Since the values of  $R^2$ , F, and T are positive but weak and the Pvalue (0.576) is greater than alpha (0.05), Fvalue computed (0.313) is less than Fvalue critical (9.28). Therefore, we accept the null hypothesis and reject the alternate hypothesis. This implies that there is no strong and positive relationship between viral marketing and marketing success (profitability).

#### **Research Hypothesis Four**

**H04:** There is no significant relationship existing between blog marketing and marketing success (market share).

**Interpretation:** The SPSS output shows that the  $R^2$  value is (0.003), the Fvalue is (1.132), and Tvalue is (17.644) all in positive but weak form. This implies that there is a weak and positive relationship existing between the dependent variable (market share) and the independent variable (blog marketing). The Durbin Watson (2.033) is within the acceptable limit.

**Decision:** Since the values of  $R^2$ , F, and T are in positive but weak form, and Pvalue (0.288) is greater than alpha (0.05), Fvalue computed (1.132) is less than Fvalue critical (9.28). Therefore, we accept the null hypothesis and reject the alternate hypothesis. This implies that there is no significant relationship existing between blog marketing and marketing success (market share).

### **CONCLUSION**

E-Marketing has become a part and parcel of modern marketing and it is growing at a dramatic pace and is significantly impacting customer and business behavior. The opportunities that is inherent in E-Marketing operation increases different levels of risks for marketing. The adoption of E-marketing enhances marketing performance of small business enterprises especially in the area of their profitability, market share, customer satisfaction, sales turnover, return on investment etc and their marketing effectiveness, as it affects the reduction of sales cost, increased brand equity etc. The adoption of E-marketing by small business enterprises can as well improve marketing performance and increase the marketing effectiveness through cost reduction resulting from the use of technology and E-marketing tools (eg. The internet, e-mail, mobile phones etc) to carry out traditional marketing activities. This cost reduction resulted from the E-marketing usage to improve the company profitability which will lead to better marketing effectiveness.

### **RECOMMENDATIONS**

The recommendations are as follows:

1. The small business enterprises should imbibe the culture of training their staff periodically concerning E-marketing tools applications in their day to day activities.
2. Irrespective of their financial capacity, small business enterprises should map out greater part of their budget to E-marketing platforms, as attractive platforms, attract customers who are the king and decides who to patronize especially when the offer and experience is satisfactory to them.
3. Government should assist small business enterprises, in the provision of basic amenities like steady power supply, internet facilities, conducive environment etc, so that they can compete favourably with their counterparts in the developed economies of the world.

4. There should be an organized body among small business enterprises that will be saddled with the responsibility of ensuring that there is adoption of E-marketing among the enterprises due to the benefits therein.
5. There should be periodic performance appraisal within the small business enterprises to ascertain the impact of the adoption of E-marketing as it relates to marketing performance and marketing effectiveness.

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### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.202 <sup>a</sup>	.041	.038	1.24758	1.600

a. Predictors: (Constant), EmailMarketing

b. Dependent Variable: Marketing success

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.487	1	23.487	15.090	.000 <sup>b</sup>
	Residual	549.431	353	1.556		
	Total	572.918	354			

a. Dependent Variable: Marketing success

b. Predictors: (Constant), EmailMarketing

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.738	.190		14.431	.000
	EmailMarketing	.210	.054	.202	3.885	.000

a. Dependent Variable: marketing success



**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.070 <sup>a</sup>	.005	.002	1.22195	1.933

a. Predictors: (Constant), BannerAdvertisement

b. Dependent Variable: marketing success

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.572	1	2.572	1.723	.190 <sup>b</sup>
	Residual	527.090	353	1.493		
	Total	529.662	354			

a. Dependent Variable: marketing success

b. Predictors: (Constant), BannerAdvertisement

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.638	.207		17.615	.000
	BannerAdvertisement	-.075	.057	-.070	-1.313	.190

a. Dependent Variable: marketing success

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.030 <sup>a</sup>	.001	-.002	1.23174	1.730

a. Predictors: (Constant), ViralMarketing

b. Dependent Variable: marketing success

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.475	1	.475	.313	.576 <sup>b</sup>
	Residual	535.564	353	1.517		
	Total	536.039	354			

a. Dependent Variable: marketing success

b. Predictors: (Constant), ViralMarketing

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.372	.193		17.515	.000
	ViralMarketing	-.030	.053	-.030	-.560	.576

a. Dependent Variable: marketing success

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.057 <sup>a</sup>	.003	.000	1.40703	2.033

a. Predictors: (Constant), BlogMarketing

b. Dependent Variable: marketing success

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2.241	1	2.241	1.132	.288 <sup>b</sup>
Residual	698.847	353	1.980		
Total	701.087	354			

a. Dependent Variable: Marketing success

b. Predictors: (Constant), BlogMarketing

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.120	.177		17.644	.000
	BlogMarketing	-.088	.083	-.057	-1.064	.288

a. Dependent Variable: Marketing success

**Frequency Table****Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	197	55.5	55.5	55.5
Female	158	44.5	44.5	100.0
Total	355	100.0	100.0	

**Qualification**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid FSLC	38	10.7	10.7	10.7
WAEC	119	33.5	33.5	44.2
OND	69	19.4	19.4	63.7
B.Sc/HND	104	29.3	29.3	93.0
Masters/Above	25	7.0	7.0	100.0
Total	355	100.0	100.0	

**Marital Status**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Married	185	52.1	52.1	52.1
Single	113	31.8	31.8	83.9
Divorced	45	12.7	12.7	96.6
Widowed	12	3.4	3.4	100.0
Total	355	100.0	100.0	

**Age Range**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25yrs	72	20.3	20.3
	26-35yrs	81	22.8	43.1
	36-45yrs	58	16.3	59.4
	46-55yrs	81	22.8	82.3
	56yrs and Above	63	17.7	100.0
	Total	355	100.0	100.0

**Occupation**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	45	12.7	12.7
	Business person	27	7.6	20.3
	Civil Servant	96	27.0	47.3
	Lecturer	111	31.3	78.6
	Self Employed	76	21.4	100.0
	Total	355	100.0	100.0

**Email Marketing**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undecided	47	13.2	13.2
	Strongly disagree	38	10.7	23.9
	Disagree	86	24.2	48.2
	Agree	133	37.5	85.6
	Strongly Agree	51	14.4	100.0
	Total	355	100.0	100.0

**Banner Advertisement**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undecided	35	9.9	9.9
	Strongly Disagree	25	7.0	16.9
	Disagree	98	27.6	44.5
	Agree	140	39.4	83.9
	Strongly Agree	57	16.1	100.0
	Total	355	100.0	100.0

**Viral Marketing**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undecided	43	12.1	12.1
	Strongly Disagree	32	9.0	21.1
	Disagree	80	22.5	43.7
	Agree	134	37.7	81.4
	Strongly Agree	66	18.6	100.0
	Total	355	100.0	100.0

**Marketing performance**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	42	11.8	11.8	11.8
Strongly disagree	56	15.8	15.8	27.6
Disagree	72	20.3	20.3	47.9
Agree	134	37.7	37.7	85.6
Strongly Agree	51	14.4	14.4	100.0
Total	355	100.0	100.0	

**Blog Marketing**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	112	31.5	31.5	31.5
Strongly Disagree	195	54.9	54.9	86.5
Disagree	17	4.8	4.8	91.3
Agree	24	6.8	6.8	98.0
Strongly Agree	7	2.0	2.0	100.0
Total	355	100.0	100.0	

**Marketing effectiveness**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	72	20.3	20.3	20.3
Strongly Disagree	81	22.8	22.8	43.1
Disagree	58	16.3	16.3	59.4
Agree	81	22.8	22.8	82.3
Strongly Agree	63	17.7	17.7	100.0
Total	355	100.0	100.0	