



Impact of Electronic Marketing on the Performance of Some Selected Small and Medium Enterprises of Northern Nigeria

Muhammad Abubakar

Marketing Department, SMS, Kano State Polytechnic, Kano, Nigeria.

Received: 20.01.2026 | Accepted: 05.02.2026 | Published: 08.02.2026

*Corresponding author: Muhammad Abubakar

DOI: [10.5281/zenodo.1852436](https://doi.org/10.5281/zenodo.1852436)

Abstract

Case Studies

SME'S performance has become the major area of research for scholars across the globe, given the fact that, it has become a contemporary apparatus of everyday business life. Electronic marketing however is something that businesses simply can't do without it. That makes Electronic marketing to become Transformation Avenue for establishments to connect, market, and withstand their processes. Its capability to improve commercial performance has pinched important consideration from intellectuals and experts globally. Investigation shows that e- marketing offer unique prospects for small and medium- enterprises (SME's) to improve value creation, build business connections, and enhance sustainability outcomes (Bruce et al., 2022). This study discovers the impact of e-marketing usage and strategies in improving the performance of some selected SME'S on some part of Northern Nigeria. underwriting to increasing the frame of works that try to find and report gaps on how e-marketing influences SME'S performance in Northern Nigeria. Past literatures indicated few studies where done to examined social media in develop and under develop Nations. The population of this study consisting 516 SME'S and was divided in to three (3) states (kano, kaduna and jigawa states). The study adopted the use of the stratified sample of 600 questionnaire that are distributed to the SME'S. 494 questionnaires have retuned and were usable for data analysis using SPSS 23.0 Version of reliability tests and the Cronbach alpha coefficient test. The finding reveals that the practice of e-marketing is significant on performance of SME'S IN northern Nigeria. Further findings were significant to SME'S and small business owners in enhancing the practicability / usage in practicing Electronic marketing. The study recommends and suggest that SME'S should improve and expend e-marketing practices that will help them achieve their objectives, and increase market share in order to increase and boost their performance. Key Terms; E-marketing, Marketing Performance, SMEs, profitability, market share, and Company.

Keywords: E-marketing, Marketing Performance, SMEs, profitability, market share, and Company Image.

Copyright © 2026 The Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution-Non Commercial 4.0 International License (CC BY-NC 4.0).

1.0 INTRODUCTION

The global attention to SME'S is borne out of the fact that they are driving force for development.

The concept of SME'S s as old as our society. In spite of the operational challenges, many have thrived while others have failed. Many have been



Abubakar, M. (2026). Impact of electronic marketing on the performance of some selected small and medium enterprises of Northern Nigeria. *SSR Journal of Economics, Business and Management (SSRJEBM)*, 3(2), 18-33.

seeing them as a tool for only employment generation, economic development and poverty eradication, but the effectiveness of SME'S is much more than that without looking at their contribution in strategizing economic development at all level across the globe. Abiola and Udo (2017), opined that SME'S have been growing faster in the past decades, which makes researchers and government and its agencies concerned, given their role in growing the economic activities of the Nation.

Nigeria is naturally endowed with different Entrepreneurs (SME'S) opportunities and creativity; however the realization of the full potentials of these opportunities has been hampered by the introduction of tools, devices, and resources used to communicate, create, and share information. This includes hardware(computers, modems, and mobile phones), software(computers programs, mobile phone applications) and networks (wireless communications, internet). Akpore (1999) stated that of all the technological changes that have been influencing our lives in recent years , ICTs which electronic marketing is part of it has had the greatest impact. They are increasingly a necessary part of daily life and are crucially important for sustainable development in developing countries (Crede and Mansell, 1988). For the past decade's most developing countries have witnessed the buying and selling of goods and services, through the possibilities of ICTs *in Electronic marketing practices to promote trade and commerce through wider access to prospective customers from anywhere on the globe for product and services (Thioune, 2003).*

Objectives of the Study

The general objective of this study would be to examine the relationship between *Electronic marketing* and the Performance of SMEs in northern, Nigeria. The precise objectives of the study, would also be to:

1. Examine the impact of WhatsApp on the SMEs Performance in northern, Nigeria.
2. Evaluate the impact of Facebook page on the SMEs Performance in northern, Nigeria.

3. Appraise the impact of Twitter Handle on the SMEs Performance in northern, Nigeria.

4. Investigate the impact of YouTube on the SMEs Performance in northern, Nigeria.

Research Questions

The following research questions shall be formulated to achieve the objectives of the study:

1. What is the effect of WhatsApp on the SMEs Performance in northern, Nigeria?

2. What is the effect of Twitter Handle on the SMEs Performance in northern, Nigeria..?

3. What is the effect of Tiktok on the sustainability of SMEs in Kano metropolis, Nigeria?

4. What is the effect of YouTube on the SMEs Performance in northern, Nigeria.

Research Hypotheses

The following hypotheses shall also be developed to guide the study:

H01: WhatsApp has no significant positive effect on the SMEs Performance in northern, Nigeria.

H02: facebook has no significant positive effect on the SMEs Performance in northern, Nigeria.

H03: Twitter Handle has no significant positive effect on SMEs Performance in northern, Nigeria

H04: youtube has no significant positive effect on SMEs Performance in northern, Nigeria

2.0 REVIEW OF RELATED LITERATURE

Concept of e- marketing

E-Marketing (Electronic Marketing): Chaffey & Ellis-Chadwick, (2019) sees Electronic Marketing as “ Promoting products/services via digital channels like email, websites, social media, and mobile apps “.

Electronic marketing involves using digital technologies to reach customers, build relationships, and drive sales (Kotler & Keller, 2016) **Electronic -Marketing**



Karolina (2013), Uford, Charles and Etuk (2022), viewed electronic marketing as a “modern business practice associated with buying and selling goods, services, information and ideas via the Internet and other electronic means”. Yet, besides being a new platform for buying and selling, the internet has also become a new intermediary for companies to promote their businesses. Chaffey (2007) defined it as “achieving marketing objectives through the use of electronic communications technology”. McDonald & Wilson (1999), defined electronic marketing as “any use of technology to achieve marketing objectives”. , Reedy & Schullo (2004), defined electronic marketing as “the process aimed at facilitating and conducting business communication and transactions over networks”. Smith and Chaffey (2005), defined electronic marketing as “achieving marketing objectives through applying digital technologies”. Strauss and Frost (2001) electronic marketing as “the use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational objectives”.

Chaffey (2007), “e-marketing involves the use of the internet and other digital technologies to conduct marketing activities”.

Electronic marketing as *”what measured the main elements of e-marketing, as well as, the different types of products. And they also portrays the major objective of marketing which is primarily the creation of exchanges that satisfy both customer and organizational needs”*. Accordingly, *“e-marketing involves the use of electronic data or electronic applications to conduct marketing activities”* Strauss & Frost’s (2001).

Kotler & Keller, (2016) E-marketing involves using digital technologies to reach customers, build relationships, and drive sales.

e-marketing is the promotion of product /services via digital channels like email, websites, social media and mobile application.(Kotler,P.,&Keller,K.L,2016;Chaffey,D.,&Ellis-Chadwick,F,2019).

E-marketing is importance as a tool for attractiveness worldwide. Businesses seek to mound their existence worldwide. Embracing of e-marketing approach allows SMEs increase global prominence supported by information and communication strategy.

Reedy and Schullo (2004), defined e marketing as “the process aimed at facilitating and conducting business communication and transactions over networks”.

Electronic marketing is referred to those strategies and techniques which utilized online ways to reach target customers. Singh, Krishnamurthy, Sheth, & Sharma, (2005). Electronic marketing was defined by Strauss and Frost (2000), Electronic Marketing is the process of marketing a product, service or brand using the Internet. We can say that Electronic marketing is every activity that is done on the Internet to reach a potential or target customer, to market a product, service, or content and achieve the highest level of sales, to gain the highest level of profits as a process, whereby electronic data and applications are utilized for the purpose of planning, organizing, coordinating, controlling product ideas, pricing and distribution in an efficient and effective manner. (Hempel & Kwong, 2001; Molla & Licker, 2005). Stated that “Electronic Marketing acceptance just like other technologies contribute to the advancement of businesses in developing countries which is driven by the perceived potential of the Internet and communication technologies in reducing transaction costs by bypassing some, if not all, of the intermediary and facilitating linkages to the global e-business”. Watson, Loiacono, & Goodhue, (2002), added that “businesses implementing Electronic Marketing as a strategy can create interactions by customizing information for individual customers that allow customers to design products and services that meet their specific requirements”. Also, Singh et al, (2005).added that “the marketing firm can provide unlimited information to customers without human intervention. This is an advantage over other forms of contact because the amount of information that can be provided is much greater than other forms of communication”. Therefore we can say that



Firms that respond to these trends have been found to improve their performance.

2.1 E-marketing methods

According to (Kotler, P., & Keller, K. L., 2016; Chaffey, D., & Ellis-Chadwick, F., 2019).

E-marketing methods includes

E-mail marketing

Social Media marketing (face book, Instagram, twitter)

Content Marketing (blogs, video)

SEO (Search Engine optimization)

PPC(Pay-Per-Click) Ads

Affiliate Marketing

Mobile Marketing (SMS, apps)

Influencer marketing

Electronic marketing can boost SME'S Performance in Northern Nigeria by;

- 1- Increasing reach by accessing wider audience, beyond SME'S local market
- 2- Cost effective and cheaper than traditional marketing (e.g, radio, and print media)
- 3- Targeted by reaching specific customers via social media, email.
- 4- Improved engagement by interacting with customers online (e.g., WhatsApp, Facebook)
- 5- Boost sales by having online presence plus digital ads drive sales.

E-MARKETING STRATEGIES

E-marketing strategies have a significant impact on SME performance in Nigeria. Studies show that using digital marketing tactics like social media marketing, email marketing, and search engine optimization can boost sales, customer retention, and market share.

Studies show that SMEs using e-marketing strategies like social media, email marketing, and SEO tend to have better sales, customer

engagement, and growth (Ayo & Ukpabi, 2019; Chaffey & Ellis-Chadwick, 2019).

Kotler & Keller, (2016). Increased reach, cost-effectiveness, and customer insights drive SME performance.

E-marketing strategies Includes

- 1- content marketing: creating engaging content (blogs, videos) to attract customers
- 2- social media marketing : leverage platforms like Facebook, Instagram, twitter
- 3- Email marketing : targeted campaigns to subscribers
- 4- SEO (Search Engine Optimization) boost website visibility on search engines

Benefits E-marketing strategies

Increased Reach: E-marketing helps SMEs access a wider audience, beyond local markets.

Cost-Effective: Digital marketing is often cheaper than traditional methods.

Improved Engagement: Social media and email marketing enable direct interaction with customers.

Better Insights: Digital tools provide data to refine marketing strategies.

2.2 Social Media Marketing (SMM)

Is part of Electronic marketing method that uses online communities, social networks, blog marketing and more to conduct marketing practices that enables companies to achieve a better understanding of customers' needs to build effective relationships (Mozammel et al., 2018; Cox, 2012). Social media marketing (SMM) takes advantage of social networking to help a company increase brand exposure and broaden customer reach. The goal is usually to create content compelling enough that those users will share it with their social networks (Cox, 2012).

Social Media, Use WhatsApp Business for customer engagement (Ayo & Ukpabi, 2019). It uses Hootsuite, Buffer for scheduling posts.

2.3 relationship between electronic



marketing and SME performance

Positive correlation by using E-marketing (social media, email, SEO) boosts SME performance (sales, engagement, and growth) (Ayo & Ukpabi, 2019).

Increased reach, cost-effectiveness, customer insights (Chaffey & Ellis-Chadwick, 2019; Kotler & Keller, 2016).

2.4 Electronic Marketing and SME's Performance

The studies of (Brodie et al., 2007; Dholakia & Kshetri, 2004; Mehrtens, Cragg, & Mills, 2001; Sadowski et al., 2002; Wu, Mahajan, & Balasubramanian, 2003), presented positive relationships between e-marketing implementation and firm performance. Among these studies, only Brodie et al. (2007), studied the penetration of e-Marketing and firm performance. Their study operationalized marketing performance to include new customer gained, sales growth and market share. This study operationalized performance to include, profitability, market share, and Company Image.

2.4.1 PERFORMANCE

Performance is a very common concept in the academic circle but it has universally acceptable definition especially because it is a multidimensional concept that could be dependent on factors such as objectives, goals, culture, mission and prevailing circumstances.

Firm performance, defined as the “outcomes of a firm’s business activities” (Kotane et al., 2017), has been conceptualized through two main perspectives: financial and operational measures. While financial metrics such as Economic Value Added and free cash flow analysis focus on profitability (Adam & Alarifi, 2021), operational measures emphasize efficiency using tools like Activity-Based Costing and Quality Management systems. Performance is seen as the achievement of objectives that align with stakeholder interests, accomplished by utilizing resources efficiently in internal and external contexts (Sani et al., 2015; Wu, 2009). Firm performance is closely tied to a company’s ability to achieve growth and profitability goals, with indicators such as sales, workforce, profit, assets, and equity serving as key metrics (Haghbinasab et al., 2015; Shepherd &

Wiklund, 2009). Neely et al. (1995) argue that “performance reflects how well firms meet objectives and exceed customer requirements”, stating the importance of outperforming competitors to attain sustainable success.

2.6 Electronic Marketing and SMEs Performance

Embracing e-marketing as a strategy enables SMEs gain global visibility as aided by information technology. Krishnamurthy and Sing (2006) postulate that “the international acceptance of the internet and the web increases the scope of e-marketing”. (Asikhia, 2009). Following studies showed positive relationships between e-marketing tools and firm performance (Mehrtens, Cragg, & Mills, 2001; Sadowski, Maitland & Van 2002; Wu, Mahajan, & Balasubramanian, 2003; Dholakia & Kshetri, 2004; Brodie, Winklhofer, Covello & Johnston, 2007; Shemi & Proctor, 2013). Their study operationalised marketing performance to include new customer gained, sales growth and market share. In this study we operationalise marketing performance to include financial: return on investment, return on sales, net profit and non-financial: customer satisfaction, customer loyalty, conversion of visits to sales and e-Marketing sales value. Barwise and Farley’s (2005) posit that organizations are increasingly adopting e-marketing and integrating it with other marketing practices for better customer engagement and feedback as a way to enhance performance.” In this study, we operationalize marketing performance to include market share, profitability and company image.

For the purpose of this study, the researcher define e-marketing tools as WhatsApp, YouTube, Twitter, Facebook that uses the application of social medium platforms and company websites to attract and retain customers, and enhance sales and company image of businesses. It entails the marketing of goods, services and ideas through the internet which facilitates the reach of a wide range of customers.

2.6.1 .0 Social Media Platforms

Social media is defined as “a group of internet-based applications such as blogs, social



networking sites, content communities, collaborative projects, virtual game worlds and social worlds that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010). (Ryan & Jones, 2009) posit that "social media is seen as a strong e-marketing tool."

2.6.1.1 Social media

Parveen, Jaafar & Ainin, (2015) stressed that "most businesses use social media marketing in their marketing strategy as a means of developing good corporate image". Effective social media usage impacts positively on organizational performance by improving customer communication, customer service, brand visibility, wider information sharing, accessibility of information about the customers and competitors and reduced cost of advertising. For the purpose of this paper, the study hereby define social media as an e-marketing tool that enables a firm promote its goods and services online and as well interact effectively and efficiently with its customers through social media channels or handles. It consists of several components such as WhatsApp, Facebook page, Twitter handle and YouTube which are platforms that visual, textual, and vocal/audio interactions and exchanges take place for the purpose of making profitable transactions.

2.6.1.2 Company Website

Hossain & Rahman (2017) defined website as "a collection of product related web pages that are published on a web server with a specific domain name". Websites are the most important tool of an online marketing system". "Trustworthiness of the sources of information on a website was found to significantly influence a person's choice and utilization of that source". And "information accessed from a company's website are trusted by consumers and as such influence positively their decision to patronize such a company thereby increasing sales volume of such firms". Loda, Teichmann & Zins (2009).

An e-marketing website can boost a company's image by "Enhancing visibility to reach more customers online, ((Chaffey & Ellis-Chadwick, 2019).

Building credibility by Professional design, user experience (Kotler & Keller, 2016).

By Focusing on social media (Facebook, WhatsApp), email marketing, or SEO. It will increase the sales of the firm and help in reaching more customers with more engagement, by Sharing products, offers, or useful info in local languages in Hausa, English and Using analytics to refine strategies. This can be done by SME'S showcasing their company brand values by Sharing mission, products, and customer testimonials, and also engaging customers via Blog, social media integration, and interactive features.

2.7 Small and Medium Enterprises (SMEs)

Hayford, Sydney (2012) sees small and medium enterprises as "having fewer than 500 employees, although for some purpose firms with fewer than 100 employees may be taken as representatives ". The importance is that for a certain purposes, it is convenient to think of small and medium enterprises as one in which all effective decision are taken by one individual particularly those of potential suppliers of capital. This definition in its view lacks qualitative measures which range from floor concepts (such as turnover, income measures and various profit etc.) to stock concept (such as various assets, measures, employment etc.) he further explained that" it does not matter which size measure one choose, as some measure are less than ideal and certain measures are undoubtedly best for certain purpose" .

2.8 marketing effectiveness and marketing performance

2.8.1 Marketing Performance

(Sani, et al., 2015, cited in Ekong, Mfon and Ibok, 2023), "performance in relation to the efficiency of SMEs is how companies value their stakeholders like customer, society and even government." While Akpan, Mfon & Ibok (2022), marketing performance is "the effectiveness and efficiency of an organization's marketing activities with regard to market-related goals, such as revenues, growth, and market share" Homburg; Grozdanovic, and Klarmann, (2007),.



Etim & Uford, (2019) posit that “Marketing performance will measure the effectiveness of the use of marketing to reach, engage and satisfy customers in favourable exchanges”.

Electronic marketing (e-marketing) boosts SME performance by:

Increasing reach, Access wider audiences online (Chaffey & Ellis-Chadwick, 2019).

Enhancing engagement through “Social media, email interactions” (Kotler & Keller, 2016). Driving sales: Targeted ads, promotions (Ayo & Ukpabi, 2019). Reducing costs: Cheaper than traditional marketing (NITDA guidelines).

SMEs can boost performance by integrating e-marketing methods like: Social Media Marketing : Leverage platforms like Facebook and WhatsApp to engage customers (Ayo & Ukpabi, 2019). Email Marketing: Send targeted campaigns to subscribers (Chaffey & Ellis-Chadwick, 2019). Content Marketing: Create valuable content to attract customers (Kotler & Keller, 2016). Email Marketing , Send personalized campaigns with Mailchimp (Chaffey & Ellis-Chadwick, 2019). Can be done through the “ Use Google Analytics to track website performance” (Kotler & Keller, 2016).

2.8.2 Marketing effectiveness

Ambler; Kokkinaki; Puntoni and Riley (2001), sees marketing as “*marketing effectiveness is the extent to which marketing actions have helped the company achieve its business goals, while marketing efficiency is the minimum condition for survival after success has been achieved*”.

2.8.3. Marketing related performances

“Measures that could predict how marketing activities will result in the achievement of the goals of the marketing plan”. As seen by (Gunday et al., (2012; Rashid, 2008; Sullivan & Dooley, (2009). “market performance is measured using market share, total sales, customer satisfaction, and customer acquisition “.However, it can be observed that the most

common indices adopted by scholars in measuring marketing performance include; market share, sales volume, profit margin, customer satisfaction and customer acquisition(Gunday et al., 2012; Grawe, Chen, & Daugherty, 2009; Rashid, 2008; Sullivan & Dooley, 2009).

2.9 Market Share

Market share is the percentage of a market that was defined in terms of either units or revenue accounted for by a specific entity of product or services sold. Marketers should translate and include sales targets into market share as it will validate whether forecasts are to be attained by growing with the market or by capturing share from competitors this assertion is supported by Benson, (2005). The end will almost always be more difficult to achieve. While Young, (2005), stated that Market share is closely monitored for signs of change in the competitive landscape, and it frequently drives strategic or tactical action.

Market share represents the percentage of an industry or market's total sales that can be earned by a particular company over a specified period of time. According to Migiro SO & Adigun MO. (2005), they stated that Market share is calculated by taking the company's sales over the period and dividing it by the total sales of the industry's over the same period. Therefore this metric can be used to give a general idea of the size of a company in relation to its market and its competitors. As was posit by Mutula, S.M., & van Brakel, P. (2007), A company's market share is its portion of total sales in relation to the market it operates within.

2.10 Profitability

Nkuah, K.J., Tanyeh, P.J. & Gaeten, K. (2013). Have classified profitability business performance” as an aspect of successful”. Profitability is the hallmark of every business and it is that which ensures sustainability and growth.

2.11 Company Image

Abratt & Mofokeng, (2001), Stated that “one of the most valued assets of a company that needs proper management is its company image which enhances a firm's sales through increased



customer satisfaction and loyalty as well as attract both investors and potential customers”.

2.12 Empirical Review

Eid and El-Gohary (2013), investigated the impact of electronic marketing use on small business enterprises' marketing success in the United Kingdom. The findings revealed that electronic marketing tools and budget have positive effect on small business enterprises' pre-sale activities, after sale activities, marketing performance and marketing effectiveness.

Wanjuki (2014), conducted a study on the growth of digital marketing and its impact on customer service at Barclays Bank of Kenya, Meru branch. The findings of the study revealed that digital marketing was used as a strategy to improve customer service. Findings from the study established that, there is a relationship between the electronic marketing strategies and the performance of commercial banks and that the influence of electronic product, electronic pricing, electronic promotion and electronic distribution help in improving the performance of the banks. They determined that technology is the driver of competitive companies in the dynamic marketing

Akroush, et al., (2009) examined the relationship between e-marketing mix strategies and organizational performance in international companies. The result of the study showed that there is a positive and significant relationship between the e-marketing mix strategies, namely, electronic product, electronic pricing, electronic promotion and electronic distribution channels, and the overall performance of organizations through both financial and non-financial performance indicators.

2.13 Theoretical Framework

Underpinning theory

Schumpeter Theory of Innovation Stated that economic development is driven by structural changes fueled by innovation, rather than by consumer preferences, which play a passive role in this process, Schumpeter (1934). He branded innovation into five types: introducing new products or variations, employing revolutionary production or sales methods, establishing new markets, sourcing new materials, and restructuring industries, such as creating or dismantling monopolies.

Schumpeter also stated that this process involves industrial transformation, continuously abolishing old economic structures and creating new ones. He also emphasized the importance of diffusion and imitation over invention in shaping the economy. (Freeman, 1987; Burton-Jones, 1999). While fundamental innovations initially have restricted macroeconomic impact, their widespread adoption and imitation expressively drive economic growth, investment, and employment. This stage, marked by the recognition of profitable prospects by copiers, leads to substantial investments in new technologies, further transforming the economic landscape.

3.0 Methodology

The study adopted survey research on five point liker scale, questionnaire was prepared in English and it was distributed among 600 respondent's small business owners in the mentioned three states of Northern Nigeria. Involved in wholesale internet cape, transportation, manufacturing, tailoring, health, hospitality, agriculture, and education. For data analysis purpose SPSS 23.0 version was used.

Table 1: population of the study of states

State	Frequency	Percentage
KANO STATE	180	36.43
KADUNA STATE	190	38.46
JIGAWA STATE	120	24.29



Total	494	100
-------	-----	-----

Table 2: questionnaire distributed according to enterprises

Scale of operations	Frequency	Percent
Small scale enterprises	364	72.87
Medium enterprises	130	27.12
Total	494	100

Table 3: frequency of response rate

Part of operation	Frequency	Percentage	Rank
Wholesale and retail	79	16.0	1 st
Artisans(carpentry, tailoring, hairdressing, brick layers, shoe makers, technician	76	15.4	2 nd
Internet cafe	68	13.7	3 rd
Transportation	63	12.8	4 ^{rt}
Manufacturing	62	12.6	5 th
Health	55	11.1	6 th
Hospitality / restaurant services	54	1.09	7 th
Agriculture	50	10.1	8 th
Education	33	6.7	9 th

Source: Field Survey, 2025

Table 4: Reliability Test

Independent Variables	Items	Cronbach Alpha
WhatsApp (WHA)	WHA1 WHA2 WHA3 WHA4	0.841
Facebook Page (FCP)	FCP1 FCP2 FCP3 FCP4	0.860
Twitter Handle (TWH)	TWH1 TWH2 TWH3 TWH4	0.843
YouTube (YUT)	YUT1 YUT2 YUT3	0.865



	YUT4	
Performance of SMEs (PSMEs)	PSMEs1 PSMEs2 PSMEs3 PSMEs4	0.841

All the variables under the study reached the benchmarking.

Table 5: Correlation matrix

	WhatsApp (WHA)	Facebook Page (FCP)	Twitter Handle (TWH)	YouTube (YUT)	Performance of SMEs (PSMEs)
WhatsApp (WHA)	1				
Facebook Page (FCP)	.490**	1			
Twitter Handle (TWH)	.376**	.588**	1		
YouTube (YUT)	.369**	.424**	.207**	1	
Performance of SMEs (PSMEs)	.419**	.731**	.618**	.721**	1

Table 6: summary of Regression result

Variable Regressed	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
	Beta	Std. Error				Tolerance	
							VIF
(Constant)	2.346	.385		6.087	.000		
WhatsApp (WHA)	.213	.091	.223	2.340	.021	.748	1.336
Facebook Page (FCP)	.332	.091	.371	3.404	.001	.570	1.754
Twitter Handle (TWH)	-.077	.083	-.095	.354	.354	.644	1.553
YouTube (YUT)	.213	.091	.223	2.340	.021	.748	1.336



R	R ²	Adj. R ²	R ² Change	F. Change	Sig.
.469 ^a	.220	.200	.220	12.082	0.000 ^b

a. Dependent Variable: **PERFORMANCE OF SMES**

The results of regression analysis presented in table 6 implies that predicting variables (WhatsApp, Facebook Page, Twitter Handle and YouTube) under the study were able to account or explain 22% variance in the dependent variable performance of SMEs, while the remaining 78% was not captured by this study. The results also shows adjusted R² of .220 which implies that WhatsApp, Facebook Page, Twitter Handle and YouTube) were able to explain 22% variation in performance of SMEs. The significant F.test of (12.082, p<0.000) signifies that the overall significant prediction of independent variables to the dependent variable, this further implies that, p value of 0.05 the model fitness in regressing the relationship between WhatsApp, Facebook Page, Twitter Handle and YouTube impact performance of SMEs, therefore, F.statistics value measure the strength of regression model with a value of 10.082.

4.0 DISCUSSION OF FINDINGS

The present study observed gap. Conversely four (4) WhatsApp, Facebook, Twitter Handle, and YouTube, determinants of SME'S performance in some selected SME'S in Northern Nigeria impliedly, Improving Electronic marketing methods and techniques equally, will help to improve SMEs performance in Northern Nigeria

Hypothesis of the study shows SME'S should increase electronic marketing methods in northern Nigeria, and they should clarify the impact of each method.

This study's reveals that SMEs should have strong and positive performance, and also SME'S should continue to be Using search

engine marketing and electronic mail to explore more strategies of electronic marketing.

The present study's result have significant contributions and implication for managers, entrepreneurs and stake holders. Again Small and medium enterprises and entrepreneurs should focus on the impact clarification of each of the strategies to be understood clearly.

5.0 CONCLUSION AND RECOMMENDATION

This study explores the impact of electronic marketing on SME'S performance in northern Nigeria. The main motivation of this study is to improve the SME's performance concerning the Small and medium enterprises in the northern Nigeria.

Small and medium enterprises performance is still a significant problem that impact on northern Nigeria, previous studies highlighted this issues in other nations, but this study, particularly focuses on SME'S in some selected states in northern Nigeria, with the view it will enables the SME'S to have an improvement in their performance and also to compete with develop nations. Due to the importance of Electronic marketing and especially SME'S performance current study analysed important variable Electronic marketing. The result found that electronic marketing has a significant impact on small and medium enterprises performance. This study has designed the research to capture / measure the most relevant and most researched construct, exclusion of other variables does not distract the study from the valuable research findings. Future research can seek to address some of these interesting issues. Finally, this study recommends the use of the structural



equation models (SEM) for data Analysis in the future studies.

5.2 RECOMMENDATION

The major findings of this study portrayed that SME'S should continue to use electronic marketing in marketing their products in order to increase performance.

SME'S should continue to use electronic marketing in communication their products in order to increase performance.

SME'S in Northern Nigeria should continue using email marketing to communicate their offerings so as to improve their performance for the future. So that it will be of benefit to identifying most of the challenges faced by their organization in e-marketing as well as proffer ways out on the challenges identified to help them achieve their stated objectives, and increases market share.

To succeed with these tools, SMEs in northern Nigeria can:

- 1- Set clear goals by Defining targets for engagement, sales, or website traffic.
- 2- Create engaging content by Sharing relevant, valuable info (Ayo & Ukpabi, 2019).
- 3- Track performance by using analytics to refine strategies (Chaffey & Ellis-Chadwick, 2019).
- 4- Engage customers by Responding to queries, build relationships (Kotler & Keller, 2016).
- 5- Building a targeted list by collecting emails from customers and prospects.
- 6- Sending personalized offers that Shared discounts, new products via Mailchimp.
- 7- Using segmentation that Targeted emails based on customer interests.
- 8- Tracking results by adjusted campaigns based on open rates, clicks.

REFERENCES

Adede, O. A., (2017). Electronic marketing, corporate culture and organizational

performance. International Journal of Business and Social Science, 8 (4), 1933 – 2219.

Adede, O. A., Kibera, F. N., & Owino J. O. (2017). Electronic marketing practices and performance of Communications Companies in Kenya. European Journal of Business and Management, 18 (9), 22- 35.

Akpan, A. O., Mfon, A. A. & Ibok, N. I. (2022). Disruptive innovations and marketing performance of online marketers in Uyo, Akwa Ibom State. World Journal of Advanced Research and Reviews (WJARR), 16(2),181-192.

<https://doi.org/10.30574/wjarr.2022.16.2.1026>

Ambler, T., Kokkinaki, F., Puntoni, S., & Riley, D. (2001). Assessing market performance: The current state of metrics. London Business School, Centre for Marketing Working Paper. 01-903.

Asikhia, O. U. (2009). The moderating role of emarketing on the consequences of market orientation in Nigerian firms. International journal of business and information, 4(2), 243-270.

Ayo, C. K., & Ukpabi, D. (2019). E-Marketing Strategies in Nigeria.

Bajpai, V., Pandey, S., & Shriwas, S. (2012). Social media marketing: Strategies and its impact. International Journal of Social Science & Interdisciplinary Research, 1 (7), 214-223.

Barwise, P., & Farley, J. U. (2005). The state of interactive marketing in seven countries: Interactive marketing comes of age. Journal of interactive marketing, 19(3), 67-80.

Brodie, R. J., Winklhofer, H., Coviello, N. E., & Johnston, W. J. (2007). Is e-marketing coming of age? An examination of the penetration of emarketing and firm performance. Journal of Interactive Marketing, 21(1), 1-22.



Chaffey, D. (2007) E-business and e-commerce management: Strategy, Implementation and Practice. Financial Times: Prentice Hall.

Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing.

Cretu, A. E., & Brodie, R.J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230-240.

Dholakia, R. R., & Kshetri, N. (2004). Factors impacting the adoption of the internet among SMEs. *Small Business Economics*, 23(4), 311-322.

Ekong J. E., Mfon A. A., & Ibok N. I. (2023) Innovative marketing skills and business performance of Small and Medium Scale Enterprises (SMEs) in Akwa Ibom State, Nigeria. *International Journal of Business and Management Review*, 11(3), 48-64,

Etim, G. S. & Uford, I. C. (2019). Measuring the Contributions of Sources of Employee-Based Brand Equity (EBBE) to the Market Performance of Deposit Money Banks in Nigeria. *Business and Management Studies*, 5(2), pp. 21-33.

Ferrer, E., Bousoño, C., Jorge, J., Lora, L., Miranda, E., & Natalizio, N. (2013). Enriching social capital and improving organizational performance in the age of social networking. *International Journal of Information, Business and Management*, 5(2), 94

Folasade, A. A., Ogunrinade, R. & O. Ayanleke, S. (2018). E-marketing and organizational performance: A study of five manufacturing companies in Oyo State, Nigeria. *South Asian Journal of Social Studies and Economics*, 1 (4), 1-9.

Grave, S. J., Chen, H. & Daugherty, P. J. (2009). The relationship between strategic orientation, service innovation, and performance. *International Journal of Physical Distribution & Logistics Management*, 39 (4), 282-300.

Gunday, G., Ulusoy, G., Kilic, K. & Alukan, (2012). Effects of innovation types on firm performance. *Science Direct*.

Homburg, C., Grozdanovic, M., & Klarmann, M. (2007). Responsiveness to customers and competitors: The role of affective and cognitive organizational systems. *Journal of Marketing*, 71, (3), 18-38.

Hossinpour, M., Hasanzade, M., & Feizi, M. (2014). The impact of e-marketing on life and investment insurance sales with emphasis on internet. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 3(8), 235-245.

Ibok, N. I. & Udofot, P O. (2012). Customers' retention in Micro Fianace Bank: An analysis of drivers and inhibitors. *International Journal of Marketing Studies*, 4(5), 74-80

Iddris, F. & Ibrahim, M. (2015). Examining the relationships between e-marketing adoption and marketing performance of small and medium enterprises in Ghana. *Journal of Marketing and Consumer Research*, 24 (10), 84 95.

Kaplan, A. & Haenlein, M. (2010). Users of the world unite. The challenges and opportunities of Social Media. *Business Horizons*, 53, 59-68.

Kotler, P., & Keller, K. L. (2016). *Marketing Management*.

Kotane, I., Berzina, S., & Olevsky, G. (2017). Business performance measurement models. *Economic Science for Rural Development*, 44, 12-21.

Karolina, P. (2013). Effectiveness of online marketing tools. *Master's Degree thesis in*



Management from the NOVA – School of Business and Economics. Access from: <https://www.semanticscholar.org/author/Karolina-Pura/120426918>

Krishnamurthy, S. & Singh, N. (2006). The international e-marketing framework (IEMF): Identifying the building blocks for future global e-marketing research. *International Marketing Review*, 22 (20), 605 - 610. [38] Leverrin, A. & Liljander, V. (2006). Does relationship marketing improve customer relationship, satisfaction and loyalty? *International Journal of Bank Marketing*, 24 (4), 232-251

Loda, M., Teichmann, K. & Zins, A. (2009). Destination websites' persuasiveness. *International Journal of Culture, Tourism and Hospitality Research*, 3(1), 70-80.

Lowenstein, M. W. (2001). The customer loyalty pyramid. Westport, CT: Greenwood. Mascareigne, J. (2009). Customer retention - Case studies of agencies in the professional service sector. Lulea: Lulea University of Technology.

McDonald, M. & Wilson, H. (1999). Emarketing improving marketing effectiveness in a digital world. Harlow Financial Times: Prentice Hall.

McIlroy, A. & Barnett, S., 2000. Building customer relationships: Do discount cards work? *Managing service quality: Journal of Service Theory and Practice*, 10 (6), 347-355.

Mehrtens, J., Cragg, P. B., & Mills, A. M. (2001). A model of internet adoption by SMEs. *Information and Management*, 39(3), 165-176.

Michael, O. O., & Isaac, I. A., (2016). Emarketing adoption and performance in the Nigerian Paints Industry. *International Journal of Economics, Commerce and Management*, 4(2), 235- 252

Mielach, D. (2012). What's social media marketing's No. 1 Challenge? *Business News*.

Moriarty, R.T. & Swartz, G.S. (1989). Automation to boost sales and marketing. *Harvard Business Review*, 67 (1), 10-18

Negedu, G., & Isik, A. (2020). Importance of whatsapp and facebook advertisement on small business start-ups in Nigeria: A case study of Abuja Municipal Area NITDA (Nigerian IT Development Agency) guidelines

Council. *Journal of Marketing*, 2(1), 75-92.

Olomu, M. O., & Irefin, A I., (2016). Emarketing adoption and performance in the Nigerian Paints Industry. *International Journal of Economics, Commerce and Management*, 4 (2), 235 -252.

Parveen, F., Jaafar, N.I. & Ainin, S. (2015). Social media usage and organizational performance: Reflections of Malaysian social media managers. *El Sevier*, (32), 67-78.

Rashid, S. (2008). Impact of organizational culture on customer satisfaction: A study of practitioners in public relation and corporate communication industry in Malaysia. Unpublished Thesis International Islamic University Malaysia, Kuala Lumpur.

Reedy, J. & Schullo, S. (2004). *Electronic marketing, integrating electronic resources into marketing process*. Ohio: Thompson Publishing

Reichheld, F. F. & Sasser, W.E., (1990). Zero defections: Quality comes to services. *Harvard Business Review*, Available through: Isik University Library website <http://ezp.isikun.edu.tr:2067/bsi/pdfviewer>

Rodriguez, M., Peterson, R. M., & Ajjan, H. (2015). CRM/social media technology: Impact on customer orientation process and organizational sales performance. *Journal of Marketing Development and Competitiveness*, 8(1) 636-638.



Rust, R. & Zahorik, A., 1993. Customer satisfaction, customer retention and market share. *Journal of Retailing*, 69 (2), 193-215.

Ryan, D. & Jones, C. (2009). Understanding digital marketing: Marketing strategies for engaging the digital generation. London: Philadelphia, Kogan Page.

Sadowski, B. M., Maitland, C., & Van D. J. (2002). Strategic use of the internet by small-and medium sized companies: An exploratory study. *Information Economics and Policy*, 14(1), 75-93.

Shemi A. P. & Proctor, C. T. (2013). Challenges of e-commerce adoption in SMEs: An interpretive case study of Botswana. *Journal of Business*, 6 (1), 20 - 25.

Lim, W. S., & Yazdanifard, R. (2014). Relationship marketing vs. internet marketing; which one contributes to gain higher level of consumer loyalty. *Global Journal of Management and Business Research: E Marketing*. 14(7), 41-48.

Smith, P. R. & Chaffey D. (2005). E-marketing excellence: At the heart of e-business. Oxford: Butterworth Heinemann.

Sani, M. B., Adeoti, M., & Yusuf, A. O. (2015). Efficiency in Nigerian firms: A performance measure analysis. *African Business Studies Review*, 10(2), 34-45

Shepherd, D. A., & Wiklund, J. (2009). Entrepreneurial behavior and firm performance: Elucidating the complex relationships. *Journal of Management Studies*, 46(3), 583-610.

Strauss, J. & Frost, R. (2001). E-marketing. New Jersey: Prentice Hall.

Sullivan, O. D. & Dooley, L. (2009). Applying Innovation. Los Angeles: Sage Publication.

Tiago, M. T. B. & Tiago, F. G. B (2012). Revisiting the impact of integrated internet marketing on firms' customer retention: European evidences. *Procedia Technology*, 5:418-426

Timothy, L., Bruce, K., Larzan, A. T., & Jao, W. (2007). The value of different customer satisfaction and legality matrices in predicting customer retention, recommendation and share of wallet. *Journal of Service Quarterly*, 17(4), 361 – 384.

Uford, I. C. & Joseph, U. (2019). The Effect of Electronic Banking on the Marketing of Deposit Money Bank's (DMB) products in Uyo Metropolis. *Journal of Business Sciences (JBS)*, (3)1, pp. 53-74.

Uford, I. C., Charles, I. I. & Etuk, A. J. (2022). Effectiveness of e-marketing platforms and consumer buying behaviour of Akwa Ibom State University students towards selected online products. *AKSU Journal of Management Sciences (AKSUJOMAS)*, 7 (1& 2), 1-28

Ukpong, E. G. (2022). Integration of Artificial Intelligence Applications for Financial Process Innovation by Commercial Banks in Nigeria. *AKSU Journal of Administration and Corporate Governance (AKSUJACOG)*, 2(1), 125-137.

Unam, M. J., Akinola, G. O., Olognenla, P. & Aladeraji, O. K. (2015). Strategic management and firm performance: A study of selected manufacturing companies in Nigeria. <https://www.researchgate.net/publication/304414299>

Villanova, L., Zinkhan, G. M. & Hyman, M. R. (2000). On defining and measuring store image. *Academy of Marketing Science*, 466-470.

Walker, J. O. & Ruekert, R. W. (1987). Marketing's role in the implementation of business strategies: A critical review and conceptual framework. *Journal of Marketing*. 51 (23), 15-33.



Wanjuki, C. W. (2014). The growth of digital marketing and its impact on customer service at Barclays Bank of Kenya, Meru Branch. Unpublished MBA Project, University of Nairobi.

Wu, F., Mahajan, V. & Balasubramanian, S. (2003). An analysis of e-business adoption and its impact on business performance. *Journal of the Academy of Marketing Science*, 31(4), 425-447

