

**IMPACT OF E-MARKETING ON THE DEVELOPMENT OF ENTREPRENEURSHIP SKILLS IN LAGOS STATE**

**BY**

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**Abstract**

*This study examined impact of e-marketing on the development of entrepreneurship skills in lagos state. One research question guided the study. The study adopted descriptive survey design. A total of 50 entrepreneurs in Ojo business axis of Ojo local government area of Lagos State formed the population for this study and the entire population was studied, this is owing to the small number of the subject involved in the study. Twenty (20) items structured questionnaire validated by three (3) experts was used for data collection. The pilot study conducted yielded reliability co-efficient of 0.87 using Cronbach alpha which was high enough for the instrument to be considered reliable. Mean and standard deviation were used to analyze the research questions. The findings revealed among others that that, e-marketing impact positively on business in a number of important ways. It was recommended among others that Customer-orientated - entrepreneurs must be committed to creating customer value through the provision of innovative products / services.*

**Keywords: Electronics, E-marketing, Entrepreneurship and Skills**

**Introduction**

Recently, the concept of e-marketing has gained considerable interest among academics, researchers, and management practitioners across the globe and has become a new paradigm in the field of marketing research (Eid& El-Gohary, 2013). Research suggests that small and Medium-sized Enterprises (SMEs) are likely to obtain an array of business benefits such as increased profits, reduced costs and convenient services for business clients through the adoption of e-marketing (Ainin et al., 2015). Although within the strategic orientation, the influence of both entrepreneurial and market orientation on SME performance has remained the core center of research in the findings of prior studies (Buli, 2017; Laukkanen et al., 2013; Keh et al., 2007). The development of e-marketing has been one of the most important and influential trends in the field of business, marketing, and Information Technology offer the past decade. It has revolutionized the manner in which certain businesses market their products and the advent of social media offers the potential to revolutionize the manner in which businesses and consumers interact in the future.

The practical use of various online tools by business leaders leads to new opportunities (Gaikwad& Kate, 2016). The Internet is a trusted source that consumers turn to before purchasing products and services (Smith, 2017). Business leaders use the Internet as a marketing tool for financial success and to aid in fostering communication with the visibility and channels of online sales and social media advertising becoming robust ways to reach various markets for business expansion (Banica, Brinzea, &Radulescu, 2015). In 2013, there were 28.8 million small businesses, representing 99.7% of all organizations. According to Jones, Borgman, and Ulusoy (2015), consumers are using Internet technologies in increasing numbers, which presents opportunities for businesses to reach and connect with more people through websites and social media sites. Smith (2017) discovered 69% of consumers use social media to share information about products and services. However, succeeding with online marketing requires resources to create quality content and build followers.

The benefits of online marketing include economic pricing, the targeting of diverse demographics at once, providing products and services allowing customers to easily research products and services to expedite the purchasing decision (Durmaz & Efendioglu, 2016). Online marketing provides opportunities for businesses to gain economic value via collaboration with stakeholders, customers, and employees (Purkayastha& Sharma, 2016). Small retail business leaders must incorporate online marketing strategies into their business plans to decrease the possibility of failure, grow their business, and become more profitable. E-marketing is a general term used to denote a wide array of different Internet-related activities. These include website building and promotion, consumer communications, e-mail marketing and newsgroup advertising. However, the term e-marketing has developed enormously over the past decade and today it encompasses a far wider range of activities and one of the most important of these is the use of social media in order to advertise online. E-marketing referring to the strategic process of creating, distributing, promoting and pricing products for targeted customers in the virtual environment of the Internet. E-marketing is best understood as a broad concept and one that has gained additional platforms in recent years with the advent of smart phones and tablets such as the iPad. As a result, the notion of e-marketing is defined most clearly when it is understood as referring to the creation,

distribution, promotion, pricing and communication of products across the entirety of the Internet and the wide variety of platforms that constitute the Internet in a modern context.

E-marketing helps businesses reach their customers in a wide variety of different ways. Boone claims that the Internet offers businesses the chance to reach their customers in a number of unique ways and that one of the most important of these is the global reach of the consumer base that the Internet is able to provide. According to Boone (2011) “the net eliminates geographic protections and limitations of local businesses and it gives smaller firms a wider audience” (Boone 2011: p.105). It is for this reason that the Internet is often seen as being inextricably linked to the wider force of economic globalisation, which some economists see as being responsible for the increasing retrenchment of the nation state and the rising power of non-state actors such as multinational corporations (MNCs). Online marketing provides and distributes information about the business faster, anywhere, and anytime. Online business has grown immensely. There are millions of websites on the internet trying to reach prospective customers. The Internet has reached every corner of the world. Nearly 80% of the world population seeks the Internet for information. The market reach has expanded. The number of e-commerce websites has risen in a short span. Online shopping has become a trend. With online marketing, both businesses and buyers are getting benefitted. Hence, online marketing relies upon websites or emails to reach users and it is combined with e-commerce to facilitate business transactions. In online marketing, you can promote products and services via websites, blogs, email, social media, forums, and mobile Apps.

Simultaneously, Small and Medium-sized Enterprises (SMEs) have undoubtedly been regarded as potential contributors to a country’s overall economic development (Yousaf & Majid, 2016). For Nigeria, SMEs have played a salient role in accelerating economic growth over the years, and approximately 50 percent of Nigeria’s industrial output comes from around 6 million SMEs (Raihan et al., 2016). However, the recent advancement in the Information Technology (IT) sector has gradually transformed the landscape of traditional businesses, even though this is also applicable to SMEs too. But little research has been done to determine the effect of e-marketing, learning capability, and technology orientation on online SME performance in developing countries. Since online SMEs are increasingly growing in Nigeria, it has become a research urgency to investigate the determinants of the performance of SMEs in Nigeria. Thus, this study attempts to examine the impact of e-marketing (EMO), technology orientation (TO), and learning capability (LC) on online SME performance in Nigeria.

### **Statement of the Problem**

Looking at e-marketing, it has a link which assists in the growth and development of entrepreneurship skills in Nigeria economy. Here we see that e-marketing have great impact on the growth and development of Entrepreneurship skills in the Lagos State. E-marketing also continuing to assist in boosting the state of the economy or advancing beyond their present status. Moreover, the impact of e-marketing tends to have greater entrepreneurship skills to the growth and development of the economy. Entrepreneurship development has remained a serial problem bedeviling the Nigerian state since independence as several efforts geared toward economic recovery have failed to yield significant results. Some small business retail leaders struggle to implement social media marketing strategies for advertisement, employee recruitment, and communication for increased revenue (Schaupp & Belanger, 2014). In 2015, 31.8% of small retail businesses had websites to leverage online marketing, yet 67.4% could not grasp opportunities offered by online marketing, which resulted in a loss of opportunities in online markets (Cesaroni & Consoli, 2015). The general business problem was that small retail business leaders encounter difficulty using online marketing to increase the quality of communication with customers and to increase derivative sales. The specific business problem was that some small retail business leaders lack strategies to implement online marketing to increase derivative sales. The objective of this study is to examine impact of e-marketing on the development of entrepreneurship skills in Lagos State.

### **Research Questions**

To address the objective, the research question was developed:

1. What is the effect of e-marketing strategies on entrepreneurship skill?

### **Methodology**

Survey research design method was adopted for this study for a logical and best analysis of its result. The population of the study comprised online marketing companies such as Amazon, Jumia and Opay companies within Ojo Business Axis of Ojo Local Government Area of Lagos State. Therefore, the actual population of this study is basically online marketing agents within Ojo Local Government Area, Lagos State. Respondents from this study consist of marketers/suppliers of online demanded goods that were met on transit while oral interview was conducted. Hence, they stand to say more on online marketing products. For the purpose of this research, six respondents representing 50 were randomly selected from three marketing companies.

**Results**

**Table 1: E-marketing strategies on entrepreneurship skill**

Items	N	Mean
E-marketing makes it possible for clients to complete transactions precisely.	50	4.65
E-marketing website contains sufficient information.	50	4.67
E-marketing has proven successful in providing answers to commonly asked queries.	50	4.78
E-marketing raises more questions about privacy and security.	50	4.23
E-marketing provides clients with high-quality service.	50	4.37
E-marketing is dependable in terms of operation.	50	4.93
E-marketing improves the security of information.	50	2.56
E-marketing has provided a consistent and better customer experience	50	2.30
E-marketing has proven effective in providing potential customers with information on particular subjects pertaining to the company's products.	50	3.50
<b>Mean Average</b>	<b>50</b>	<b>4.00</b>

Source: Field Survey, 2023

The descriptive analysis of effect of e-marketing strategies on entrepreneurship skill items as shown in table 1 reveals that the mean scores range from 2.30 to 4.93. On the average, the average mean score of 4.00 shows that majority of the respondents agreed with the questionnaire items. This indicates effect on e-marketing on the development of entrepreneurship skill. These findings are similar to Oyakhire (2020). Who emphasized that e-marketing is an important on entrepreneurship skill

**Discussion of Findings**

The findings of this study show that, e-marketing impact positively on business in a number of important ways. The outcome from the test of hypothesis shows that e-Marketing has no significant effect on e-marketing on the development of entrepreneurship skill. ( $P=0.000<0.05$ ). This finding is found to be consistent with evidence found in previous studies Chukwudi, Chukwuemeka, & Okafor (2023). It revealed that e-marketing offers more benefits than traditional marketing through content and ads that best matches consumer interests. More importantly, it provides a new means to reach customers and promote products and services via e-mails, display advertisements, and online content as well as effective in mitigating increase competition. Finally, findings show that e-marketing has the strongest effect on the development of entrepreneurship skill.

**Conclusion**

When used effectively, e-marketing campaigns and strategies have the potential to reach customers in a speedy and low-cost manner and can provide promotion for a wide range of products and services. E-marketing also offers businesses the opportunity to garner data about their consumer base to an extent that has hitherto been very difficult to achieve via traditional marketing methods. The development of e-marketing and social media advertising has led businesses in recent years that appear to little more than categorise and filter information relating to products and services on the Internet, taking a small cut from any transaction that may occur as a result. However, despite the global reach, speed and the extent of information that can be gained from e-marketing there are a number of important disadvantages to this type of marketing that businesses must bear in mind. The technology driven approach of e-marketing leaves certain businesses vulnerable and overly-dependent upon technology. It also empowers dissatisfied consumers to a far greater extent than ever before and can lead to bad reviews that have the potential to greatly destabilize certain e-marketing campaigns and operations. Despite these problems, it is reasonable to conclude that e-marketing is on the whole positive development for businesses and that despite certain dangers, its impact upon businesses has been largely positive.

**Recommendations**

The following recommendations were made based on the findings in the study

1. Customer-Orientated - Entrepreneurs must be committed to creating customer value through the provision of innovative products / services; also, Strategic Development - Entrepreneurs should learn how to select from a number of market strategies that can influence their chances of success (for example Choice of Market, Customer Driven, Constantly Innovate, Differentiation/Focus, Highest Quality, Exporting);
2. Financial Management – Entrepreneurs must learn the skills required to access additional venture capital (for example how to structure a proposal); Human Resource Management - Entrepreneurs need to understand and appreciate the need to enhance the HR practices of the firm and to offer financial incentives to employees (share the rewards).

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