

ELECTRONIC MARKETING AND ITS IMPACT ON THE MARKETING PERFORMANCE IN SMALL BUSINESS ENTERPRISES IN JORDAN

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Abstract

E-marketing is one of the most fastest growing fields in e-business which has the potential to become a platform for small business companies to compete with big business even though although they lack infrastructure and resource. Although small business companies have an opportunity to compete with big players, there are numerous factors that lead them to ignore e-marketing. A small business company can survive in e-market only if it uses and monitors resources carefully. The objective of this research is to examine e-marketing and its impact on the marketing performance in small business enterprises by examining four of its factors: website, electronic advertising, electronic email, and social media. To do so, this research employed a quantitative method using a survey to carry out the research. Data was gathered from 400 customers within small businesses in Irbid City and was analyzed using multiple regressions. Finally, the results of the research indicated that the four factors (website, electronic advertising, E-mail, and social media) were all significant.

Keyword: e-Marketing, Marketing performance, Small Business Enterprises in Jordan

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1. Introduction

Small Business Enterprises (SBEs) play a main and vital role in today's economy, and they are recognized as one of the major contributors to economic and employment growth. According to Saymeh, and Sabha, (2014), 98% of all Jordanian companies are small or medium sized and provided about 90% of the employment in Jordan between the years of 2010-2016. However, the revolution in information technology and communications change the way everyone conducts business nowadays. In recent years, more and more businesses are using the internet and other electronic media in carrying out their marketing efforts, provide an opportunity to Electronic Marketing (as a new marketing phenomenon and philosophy) to grow in a very dramatic and dynamic. Furthermore, small businesses play a vital role in the Jordanian economy, representing 85% of all employer companies in the Jordan.

Furthermore, the prosperity of small enterprises is important for the health of the economic system, but only 50% of small businesses make it to 10 years (Saymeh, A, & Sabha, 2014). Also, availability of financial resources is an important reason that contributed to Small Business Success (Halibi & Lussier, 2014). However, researchers have agreed that marketing is also significant to the success of small companies and can increase their chances of survival (Cronin-Gilmore, 2012; Halibi & Lussier, 2014; Jazra, Khan, Hunjra, Rana Aziz, & Rauf, 2011; Walsh & Lipinski, 2009). Moreover, there are ways consumers find and use information changes with growing Internet adoption rates and advances in technology. Zickuhr and Smith (2012) found that 92% of consumers search online for products and services.

Additionally, small business owners need to embrace e-marketing in order to reach a target audience across different devices. E- Marketing offers several benefits when compared to traditional media channels. E- Marketing strategies can develop customer relations, operational efficiency, marketing effectiveness, and firm performance when implemented correctly (Dlodlo & Mafini, 2014; Eid & El-Kasswawy, 2012; Hamidi & Safabakhsh, 2011; Huang & Tsai, 2011). From the authors suggest, implement E-Marketing by small business enterprises can change both

the shape and nature of its business worldwide. Because of the increasing use of Internet and other Electronic Marketing tools (i.e: website design, E- advertising, social media, and E-mail) in electronic transaction might create opportunities not only for companies but also small businesses can eliminate a lot of threats it. Finally, because of this, the internet and other electronic media tools are playing large roles in using marketing activities within businesses regardless of the type and size.

2. Significance of the study

The main motivation behind research in e-marketing is to notice the way it enhances the performances of the small enterprises. It has become a critical point in the success of any company, no matter the size. Furthermore, E-marketing has been very successful among small-medium enterprises. Also, the most important fact about e-marketing is that the rate at which it has improved a business is substantial in a short period of time (AL-madi et al., 2012.). Even though internet has been in use for some time, the concept of e-marketing has only recently started shaping and has risen to new heights each year. Several people have started to trust the internet for online purchases and believe that it is safe and secure to do business via the internet and the product delivered to their homes instead of going to the shops and buy the product. However, electronic marketing has made life easy for both customers and the service providers. Furthermore, E-marketing not only provides opportunities for small businesses, it also gives customers more choice and variety of products all over the world. In traditional marketing customers are limited to a few different brands to choose from but they could after the emergence of e-marketing customers can choose from a variety of brands and products worldwide (Shergil, & Chen, 2005). In addition to, it gave customers more power and made business more competitive. Finally, in order to attract customers and retain existing customers small and medium businesses have had to reduce prices to be competitive and get suggestions from customers and sell products online and it creates customer relationship management and creates value for every customer.

3. Problem statement

Small business owners need to use Internet marketing to compete successfully in a business environment (Eida & El-Gohary, 2013). As of December 2016, 70% of Jordanian adults and

90% of Jordanian teenagers use the Internet (Saymeh, A, & Sabha, 2014). Furthermore, 90% of teenagers use search engines to find information, 85% use e-mail, and 95% use social networking sites (Al smeerat, 2009). Also, businesses that are choosing not to leverage Internet marketing risk losing their competitive edge because some consumers search for information and make purchases online. Additionally, general business problem is that small business enterprises owners often face challenges with applying Internet marketing to promote products or services. Specific business problem is that some small business owners do not have the knowledge of how to improve and implement Internet marketing strategies. Finally most studies demonstrated that the use of E- marketing among small business enterprises was limited to e-mail, social media, newsletters, and websites (Al smeerat, 2009, Saymeh, A, & Sabha, 2014, Spinelli et al., 2013, Harrigan et al., 2012).

4. Research Objectives

- 1.** To explore the effect of website design on marketing performance in the Jordanian small business enterprises.
- 2.** To identify the effect of electronic advertising on marketing performance in the Jordanian small business enterprises
- 3.** To examine the effect of electronic emails on marketing performance in the Jordanian small business enterprises
- 4.** To determine the effect of Social media on marketing performance in the Jordanian small business enterprises

5. Hypothesis

H1: There is a significant and positive effect between website designs and marketing performance in small business enterprises

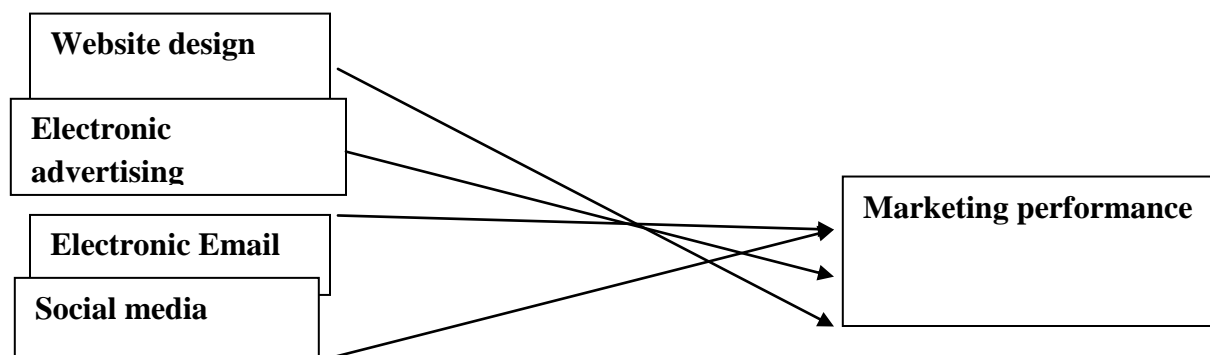
H2: There is a significant and positive effect between electronic advertising and marketing performance in small business enterprises

H3: There is a significant and positive effect between electronic email and marketing performance in small business enterprises

H4: There is a significant and positive effect between social media and marketing performance in small business enterprises

6. Framework

Hair et al., (2007) indicated that, a theoretical framework is gathering theories and models which are founded in the literature that support the research study. According to an extensive literature review that we propose a framework of research based on the study of literature related to key areas of electronic marketing and marketing performance in small business enterprises. In our study, the researcher focuses on two principal characteristics of electronic marketing and its Impact on the marketing performance small Business Enterprises in Jordan. Finally, figure (1) shows an overview of the proposed study framework.



7. Literature Review

A review of the related literature on the acceptance and use of electronic marketing in developing small business enterprises in Jordan, in order to facilitate the improvement of knowledge on the phenomenon, uncover new study areas and justify the need for this research. In order to better understand and place this study in the right perspective, the researcher will take a look at literature on electronic marketing and marketing performance in small business enterprises in the literature that support the subject in order to expand a framework that provides a thorough clarification of the diverse concepts in the study.

7. 1. Small Business Enterprises in Jordan

Small businesses represent the most significant supports of economic growth of the most nations of the world; these companies account for the highest percentage among all kinds of enterprises that sharing to the economic productivity (Abdesamed, 2014). Additionally, small business become the focus and attention of most governments in developing nations due to their role in raising production and employment as well as their active sharing in raising the rate of economic

growth and national income and their support of the GNP of several countries (Abdesamed, 2014). However, a small business enterprise includes between five and 100 officially employed persons, and employees are worked on a full-time basis (Rajarithnam, 2010). According to the Ministry of Trade and Industry, successful small business owner; registered with the business activities of local authorities and carried out of the fixed premises (MOTAI, 2016). On the other hand, Medium business enterprises comprise between 100 and 300 official employees (Cronje *et al.*, 2004). Such businesses have great potential of growing into big businesses, should capital injections be acquired. Frequently they are characterized by a decentralization of power to a new management layer (Johnston,& Wright, 2004) between the small business operator and employees. Furthermore, SMEs offer a diversity of goods and services for consumers to select from, some of which might if not is offered by great businesses (Jackson, 2004). However, SMEs act as a catalyst for economic growth and for the improvement of arts, human resources, manufacturing and sports sector. Finally, in the Jordan, small companies represent 90% of all employer companies and employ half of Jordanian workers (Saymeh, & Sabha, 2014). From 2010 to mid-2016, 70% of the net new jobs in the Jordanian came from small businesses (Saymeh, & Sabha, 2014). Additionally, to creating the most of new jobs, small business also shared to innovation, entrepreneurship, and creativity. However, most studies, indicates that small business plays an important role in the economic prosperity of all countries and serves as the main drivers of job creation, income generation and poverty reduction (Notta, & Vlachei, 2012, Kim et al., 2013, Kriechbaumer, & Christodoulidou, 2014).

7. 2. E marketing

E - Marketing is described as internet marketing, digital marketing, online marketing or web marketing and it is the marketing of products and services over the internet. E marketing is regarded to be extensive in scope because it not only indicates to marketing on the internet, but also contains marketing done through e mail and social media, website design (Wahito,2011). Furthermore, Electronic Marketing is seen as a contemporary business practices related to buying and selling of goods, services, information and ideas through the Internet and other electronic means. A review of relevant literature shows that the concepts of e-marketing differ according to each person from a viewpoint and background. Akaba, (2015) describes e-marketing as the use of electronic data and applications for planning and executing the

conception, distribution and the pricing of ideas, goods and services to develop relations that satisfy individual and organizational aims. Moreover, Molenaar (2012) suggested that e-marketing as “an integral strategy based on consumer behavior. On the other hand, Wisdom (2015), in his study defines e-marketing as utilize both the internet and those technologies which are associated with the internet to help in the accomplishment of marketing objectives in amalgamation with other marketing communication methods.

7.3. Website design

According to Merriam (2012), she defines the websites as a group of worldwide pages usually containing hyperlinks to each other and made available online by customers, business, educational institution, government, or firms. Firms of all kinds have seen what advantages it offers to their customers can find the information and services online and therefore have started using the internet as a medium to broadcast their message on the website. Furthermore, Firms of all kinds have demonstrated what benefits it offers to their customers to be able to discover information and services online and therefore have started using the internet as a medium to broadcast their message on the website (Droplaug, 2013). In addition to the websites is that becoming or in fact has become the first point of contact with consumers. Moreover, If the firm's website is the first thing customers witnesses on the firm, the site has become a very attractive and good to catch their eye long enough to even consider the idea of letting them buying firms service. On the other hand, Website is really acting as expand firm offices, open 24 hours and representing the quality of services and products offered by the firm (Droplaug, 2013).

7.4. Electronic advertising

Nowadays, competition among small business enterprises has grown stiffer as every firm seeks to accomplish their main objective, which is to improve performance which can be translated through accomplishing greater sales and profits, as a result, most of the small business enterprises in the current society are turning to electronic advertising in an effort to boost their profits (Siong, 2010). Furthermore, advertising plays a vital role in marketing communication and it is appeared as an efficient method of promotion, may it be in the services or products because customers are bombarded with all types of media are used to deliver messages, including television, radio, cinema, magazines, newspapers, video games, the internet and

billboards (Naidoo, 2011). Therefore, small business enterprises believe that advertising is beneficial in the form of building awareness. A successful advertisement is able to develop the firm's performance in several aspects, improved market share, improved sales which in turn generate higher profit, construction reputable brand image. Advertising has the power to persuade, the power to influence the mind and to shape destiny. It has the power to change markets and improve profit margins. The general objective of advertising is to persuade potential customers to purchasing or influence the mind, or change markets and improve profit margins (Grabara & Okwiet, 2011).

7.5. Social media

The increasing significance of the utilize of social networks such as Facebook, Twitter and Instagram, among others in small business enterprises need a scientific study to put the relationship forward on how this type of technology tools bring better business decisions. In current years, there are changes in the nature of the content published on the internet, particularly in terms of socialization, both in the relationship between staff and customers through what is known as online social networks, as well as the develop aspects, with individuals users is now the leading content providers on the internet (Assis et al 2012). Furthermore, Knowledge about users of social networks continues to grow while managing to maintain contact with members of their existing, and attract other members who share similar interests (Akaba, 2015). This allows small business enterprises to develop a routine, allowing their members to improve values and sharing knowledge based on their experiences (Becker, 2010). Furthermore, firms are becoming more and more interested in the views spoken by users through social networks, given that in most cases potential customers give more credibility to the views of unidentified users, from all the information they can provide about a particular product. Akaba (2015) said that social networks offer the chance to connect with the audience drifting away from traditional media such as print, television and radio. Social networking media is an economic sector that seems to grow fast in the midst of economic challenges.

Neti (2011) noticed that firms are using customer information on social media to carry out direct messages that matches the customer's personal style and preference. However, social networking tools serve to direct marketing when they combine interesting content with a focus on something

of interest to groups that can be identified by demographics such as age and personal or business interests'. Finally, Marketers are trying to harness the power of social networking to promote their products and construct customer relationships. In place of throwing more ads one way for users tired of the ad, they expect to use social networks to interact with the user and be part of the conversation and their lives (Kotler and Armstrong 2010).

7.6. Electronic Mail

Electronic mail is a significant medium of marketing communication especially for Small business looking for to construct and maintain closer relationships with consumers (Qi et al., 2010; Ellis-Chadwick & Doherty, 2012). Furthermore, the widespread use of e-mail as a way to distribute promotional messages to potential and obtainable consumers has the advantage of lower distribution costs (El-Gohary, 2012). The Internet offers firms with several different ways to which they can gather customer information, which they can use to target specific audiences. In addition to through personal e-mail conversation with existing and potential customers, small business can collect customer information in exchange for free information or services by signing up box on their small business website. That Small Business for direct marketing can consequently use this information. However, E-mail is the solution for any small business that seeks to quickly and easily send information about their products to multiple recipients. Automated e-mail responses to customer questions with answers to differentiated keywords and immediately respond to common questions. This service saves valuable time for the small business and help customers with their questions accurately and cost-effective (Akaba,2015).

7.7. E-Marketing and Marketing Performance

The current study discussed the review of the literature as it relates to marketing performance. In addition, the research tried to connect the application of e-marketing to improved marketing performance in considering the research question: How have the small business perceptions towards e-marketing influenced their marketing performance? However, most of researchers and managers have enhanced high level of interest in financial performance and marketing performance (Morgan, 2012), marketing manager working to develop marketing performance through consumer satisfaction and consumer loyalty. Performance metrics can be categorized into financial and non-financial (Hacioglu & Gök, 2013). Also, market share, sales and cash flow

and profitability is marketing several financial performance metrics, and marketing of non-financial performance metrics including customer satisfaction, customer loyalty, and brand equity (Iddris, & Ibrahim, 2015). However, the following researches demonstrated positive relationships between e-marketing adoption and firm performance (Dholakia & Kshetri, 2004; Iddris, & Ibrahim, 2015). Among these researches, only Rajarathnam, (2010) who has studied the penetration of E-marketing: The Utilization of E Marketing in Small Business Enterprises. Finally, Also, this study emphasized on marketing performance to include new customer gained, sales growth and market share, customer satisfaction, and customer loyalty,

8. Research methodology

Research methodology can be defined as the method in which data is gathered for the study performed. Hair et al., (2007) define it as a logical whole common strategy or the basic plan of the method used to get and analyze information; these include the way of choosing subjects studied phenomenon. In any research, it is important to start by defining the study area because it reveals areas where the target population has been provided.

8.1 Research design

The research design is the overall plan for the ways to be used to collect and analyze research data (Hair et al., 2003). Determining the appropriate study design is the objective of the research and information needs of the study. Most of the study aims can be achieved by using three types of research design, namely: exploration, descriptive or causal research. Causal study design was used for this research because the researcher's intention was to gather raw data and develop data structures and information that will permit the researcher to model cause-and-effect relationship between two or more factors. Hair et al., (2007) also shows that the method of quantitative research directly related to the study design casual exploration of the design. Within the scope of research design causal researchers used survey research methods. Sekaran (2007) mentions that the survey method involves interacting with people to get the facts and views or research procedures to gather large amounts of raw data using a question and answer format, and is associated with an investigation of the causes.

8.2 Data collection method

In this research, the key instrument used for gathering data is a closed questionnaire including questions increased based on theoretical studies, the study conceptual model, and the quintuple Likert scale to survey the sample. Furthermore, in order to distribute the questionnaires, self-administrated method is applied in this research. Finally, the questionnaire contains 38 questions that 6 of them are related to the marketing performance and 30 of them are related to electronic marketing dimensions.

8.3. Population and Sample size

Graziano and Raulin (2013) define the target population as a population study in which researchers are hoping to take a broad view of the findings. Furthermore, the target population indicates to all individuals, events, or things that a researcher intends to study them (Pallant, 2010). In Jordan, businesses with employees numbering between 5 to 50 employees with investments below US\$150,000 are classified as small businesses. Using a simple random sampling, we selected 400 customers from the list of 50 SMEs that employ less than 40 workers, and the target population in this study is small medium-sized enterprises in clothes industries in Irbid city. Finally, SMEs were selected at random from the population so that each unit has the same population of non-zero chance to be selected enabling statistical conclusions to be made (Bradley, 2007).

8. 4. Data analysis

Data obtained from the questionnaires analyzed and organized to generate findings and produce theory. Furthermore, the analysis of the data are organized, reduced and described according to the hypotheses of the study, with the aim of drawing conclusions. Moreover, when analyzing our data, we will recognize a pattern, which will be in accordance with our hypothesis. Moreover, Saunders et al., (2007), indicated a “Pattern matching involves predicting a pattern of outcomes based on theoretical propositions to explain what you expect to find”. By using this method we can be convinced that, if the pattern from the data relates our proposed framework then a theory will be developed. To conclude, as mentioned, this study applied different types of statistical method as appropriate. Non-parametric methods were examined to analyze the data, such as: reliability analysis, frequencies and percentages, and mean score; and parametric method, such

as, multiple regression analysis to investigate if there is an impact (or not) between e-marketing and the marketing performance in small business enterprises in Irbid City.

9. Result

9.1 Descriptive Analysis

Coakes (2013) states that descriptive statistics is used to investigate, analyze and visualize the data collected. Furthermore, descriptive statistics such as frequencies and percentages were used to describe the characteristics of the respondents. The aim was to present a descriptive analysis of the raw data is transformed into a form that will make them easier to understand and interpret. In this study, a descriptive method has been utilized to organize, clarify, and summarize data to obtain an overview of the varied characteristics of the sample structure and distribution. However, Descriptive statistics for the final list of variables of the study are showed in Table 1. For ease of interpretation, the range of five point Likert- scales was categorized in to equal sized categories of low, moderate, and high. Hence, scores of less than 2.5 is considered as low; scores of 2.5 to 3.5 is considered as moderate, and scores more than 3.5 is considered as high. Table 1 demonstrated the findings.

Table: 1. Means and standard deviations

Component	Mean	Std. Deviation
Website design	3.36	1.003
Electronic advertising	3.11	.875
Electronic Email	3.94	.613
Social media	3.72	.712
Marketing performance	3.80	.760

Based on Table 1 above, 400 valid answers' mean and standard deviation for each factor were analyzed. The finding is derived from the highest mean score of variables of marketing performance based on the respondents' answers. The finding demonstrates that electronic email is the most important variable. It seen that, there is no low level of mean scores. The high mean scores entail that respondents agree that these factors influence on marketing performance. This result demonstrated a strong relationship to marketing performance.

9.2 Regression Analysis

In this research, multiple regression analysis was applied to identify the impact between the independent variables and dependent variable. Furthermore, multiple regression analysis is a flexible ways that may be suitable whenever a dependent variable is to be investigated in relation to any other variables (independent variable). In this study, multiple Regression analysis was applied to explore the E marketing that influence the marketing performances in small business enterprises. Finally, to evaluate the hypotheses, multiple regression analysis is performed. The result demonstrated in table (2).

Table: 2. Result of Multiple Regressions between Website, E advertising, E-mail, Social media, and marketing performance

Model	Dependent variable: marketing performance		
Independent variable	B	Beta	Sig
Website design	.317	.419	.000
Electronic advertising	.032	.037	.045
Electronic Email	.362	.292	.000
Social media	.347	.325	.000

R Square=.880, R=.938, Adjust r square = .879, F statistics= 999.664

As demonstrated in Table 2, the R^2 was statistically significant with $F = 999.664$ and $p < .05$. As an finding, the common expression of the regression equation is stated as follows: Website design = $-.084 + .419$ Electronic advertising + $.037$ Electronic Email + $.292$ Social media + $.325$. The four predictor factors were observed to have a positive correlate with marketing as demonstrated by the positive R value of .938 in Table 2.

9.3. Scale Reliabilities

To evaluate the reliability of the research, Cronbach's alpha is applied for measuring the internal consistency, and thus of reliability (Pallant, 2007). A according to Hair e.t.al., (2006), found the reliability values less than .60 is considered to be poor and those in the .70 are acceptable and those over .80 are good. In this study, Cronbach's alpha has been used to measurement the

reliability of the items. As it is shows below, the calculated Cronbach's alpha is between .706 and .839 which is a very good result.

Table: 3. Reliability Analysis

Variables	Number of items	Alpha
Website design	7	.821
Electronic advertising	6	.761
Electronic Email	7	.778
Social media	7	.706
Marketing performance	6	.839

9.4 Correlation of Analysis

Correlation analysis is the test the relation between two metric variables. Moreover, the strength of the relation is measured through the correlation coefficient. The Pearson correlation measures the linear relation between two metric factors. Additionally, Pearson correlation is indicated to as a correlation coefficient. Correlation can be either affirmative or negative, depending upon the directions of the relationship between factors (Hair et al., 2007). Finally, The correlation in this research was applied to analyze the relationship between dependent variable is marketing performances and independent variables are Website design, Electronic advertising, Electronic Email, and Social media. Table: 3. Pearson Correlation for Independent Variables and Dependent variable

	Marketing performance	Website design	Electronic advertising	Electronic Email	Social media
Marketing performance	1				
Website design	.840 (**)	1			
Electronic advertising	.533(**)	.375 (**)	1		
Electronic Email	.813(**)	.646(**)	.562(**)	1	
Social media	.834(**)	.675(**)	.540(**)	.706(**)	1

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

From the four variables identified, the findings demonstrated that website design and marketing performance were positively related. In addition, the result demonstrated that Electronic advertising, Electronic Email, Social media and marketing performance had a positive relationship.

10. Conclusion

The main objective of this study is to evaluate the impact of electronic marketing on marketing performance of small business enterprises in Jordan. Furthermore, E marketing is an instrument that appears to offer new and exciting chance to marketers. Also, Marketers can easily reach at customers, communicate with them and directly obtain their feedback at low cost compared to other tools. However, the market appears to be open to technology and, if utilized properly, E-marketing can be a great benefit to marketers. Specifically, most small business customers are familiar with e marketing services but the most popular platforms are website design and electronic email. Furthermore, this tends to recommend that the market is open to e marketing services but most small firms have not exploited them yet they appeared to be very affect means of communicating and cooperate with customers. Also, the small firms' task is to try and improve these platforms that customers enjoy and seem to be interested in and at the same time increase the revenue streams from these platforms. According Braun (2002) referred; firms suffer from a lack of a strategic sense of how to move forward in the e-marketplace. Considering e-marketing instruments in this research (emails, website and social media, advertising), some of the small firms web sites allowed electronic payment. The overall, the results showed that hotels use their web sites primarily to provide information and transaction, rather than for interacting with customers. Finally, it was firstly indicates that the e-marketing tools affect on marketing performance in small business in Jordan. The result is consistent with that reported by previous studies such as (Abdesamed,2014, Akaba, 2015,Grabara, & and Okwiet, 2011,). Hence, it is needed to provide special attention to this dimension in small business and effort to use it for acquiring the necessary information about small firms. The feedbacks derived from consumer surveys can be used to develop and extend the small fir

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