

TITLE PAGE

**AN OVERVIEW OF IMPACTS OF ELECTRONIC MARKETNING ON
PROFITABILITYOF DEPARMENTAL STORES**

(A STUDY OF JUMIA)

BY

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**BEING A PROJECT SUBMITTED TO THE DEPARTMENT OF
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DECLARATION

I hereby declare that this project was carried out by me under the guidance and supervision of **MAL. YAKUBU ABDULLAHI** of the Department of Marketing, Kaduna polytechnic. All authors whose work has been referred to in this project have been duly acknowledged.

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APPROVAL PAGE

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DEDICATION

This research work is dedicated to Almighty God.

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All praise is to Almighty God the most beneficial the most merciful, who in His infinite blessing inspires me the knowledge of writing this project work and completion of Higher National Diploma programme successfully.

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CHAPTER ONE

1.0 Introduction

This chapter discuss background of the study, statement of the problem, objectives of the study, research questions, significance of the study, scope of the study, limitation of the study and definition of terms.

In the present age, advertisement media and electronic communications have been grown a lot. Introduction of information master gates has revolutionized commerce and e-marketing allows sellers to represent their products and allows buyers to look for information, recognize what they need or want and place orders using credit cards. Products are delivered at customer's house or office, or it can be delivered electronically using computers. Marketing in simple words is identification of market systems and needs, wants, expectations and preferences of customers and quick responses to satisfy them through satisfactory transactions which lead to a stable relationship. Considering the development of communications and new technologies and developing competition in global markets, the exporting approach of Iranian industries has been changed compared with past. In the past, exporting industries dictated their products to their customers but now they are competitive and customer-oriented. A part of international commerce is export. In fact, one way to increase foreign currency and consequently economic development is products and service export. Export development has also other positive influences. Country's industries can increase their production level and therefore receive lower costs and higher efficiency.

1.1 Background to the Study

Since the dawn of the digital age, online marketing has shaped the way businesses promote their products and services. From the first e-mail blast to the invention of inbound marketing, its history is a story of how the business landscape was forever altered by technological advances (Hallissey, 2017). Statista (2015) stated that, as of 2012, worldwide internet advertising revenues surpassed \$100 billion. Based on current data, global digital advertising spending per internet user currently averages around 50 US dollars.

These days, so many companies have moved to the digital world to reach consumers. The internet is a wide range of network that connects people around the globe to one environment. Marketing have always been in the system for over decades and it started improving in technologies. According to O'Brien (2019):

Electronic marketing started upgrading when the invention of television and telephone came to life. After the internet was established, people became fully aware how connected it was with the world and they used it as a means and way to reach so many consumers. Electronic marketing was then done through the electronic mail (e-mail), e-mail was developed into these search engines such as google, bing, ask etc. and we later had electronic commerce sites (e-commerce) such as Jumia, Amazon, eBay, AliExpress etc.

Electronic marketing is a procedure whereby the distribution, pricing and promotion of a good or product is being marketed via an electronic media such as the internet to satisfy the needs of consumers.

Electronic marketing has made consumers get whatever they need easily. Over the years electronic marketing has made the buying of goods and services more convenient. The introduction of e-marketing has helped solved long distance buying. Due to the long- distance difficulty of buying goods, e-marketing has made it easier for consumers to purchase goods. For instance, someone in Ghana can buy a laptop in the U.S or China through e-marketing. E-marketing has reduced the cost of showcasing your products. This is in the sense that business owners and investors do not have to worry about getting a store to put their products in. It has helped companies such as Tonaton, Kikuu, Jumia, OLX, Amazon, AliExpress, Alibaba etc.

A consumer takes decisions based on many criteria. Marketing and advertising look to change or affect the consumer buying so that the consumer prefers buying the product of a company he is well aware of. However, if you want to look at the consumer buying behaviour of the 21st century, you have to acknowledge that consumerism is playing a major role in their decision making.

Kuester (2012) stated that “Consumer behaviour is the study of individuals, groups, or organization and all the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy desires and also the impacts that these processes have on the customer and society.” Consumer behaviour has increase the acquisition of products electronically and online shipping as well. The internet web being the easiest way to purchase goods all over the globe, it has made customers comfortable and has helped e-commerce businesses as well. The internet web is one of the main reasons why consumer

behaviour is effective today. Consumers are not bound to any opening times because the internet web is at his disposal at any time to purchase a product or service.

1.2 Statement of the Problem

So many studies have been done on electronic marketing and consumer behaviour over the years. The proper analyzing of electronic marketing must be done in order to bring in more innovations and bring in more customers and achieve better profit. There are so many ways to improve e-marketing to gain a good and positive consumer behaviour.

With the slight repositioning of an option offer, great results can be achieved. A common or best practice is to provide some incentives to collect email addresses and building your email list for better marketing strategy further in future. The option offer appearance on a Jumia's website can have a huge impact on the number of customers as well.

Build a value to your customers. Make adjustments in a website for fruitful result is one of the strategies which a marketer can easily adopt. Provide value to the website of your business.

Offer your audience more value. Always believe that the more value your customers feel, the more likely they are going to recommend your brand to their close ones.

There are other existing methods that could be improved such as boosting the website speed. If the website is slow to load, the prospective clusters will move on to your competitors' website page load time, which allows a user to load pages very quickly and remain connected and interested in your website.

1.3 Objectives of the Study

The objective of this study is to establish the impact of electronic marketing on organizational performance

The specific objectives of the study are:

- i. To determine the impact of e-marketing strategies on sales performance of product in Jumia.
- ii. To find out if Jumia implement e-marketing strategies.
- iii. To examine the factors that motivate the adoption of e-marketing strategies in Jumia.
- iv. To determine the role of e marketing to the organizational turnover.

1.4 Research Questions

The research questions of this research work as follows:

- i. What are the impact of e-marketing strategies on sales performance of Jumia?
- ii. How does Jumia implement e-marketing strategies in their business operation?
- iii. What factors motivates the company to adopt e-marketing strategies?
- iv. How does e-marketing impact on organizational turnover?

1.5 Significance of the Study

The study of impact of e-marketing on the organizational performance of Jumia is hoped to be of benefits not only to students, businessmen, organization consumer's academics, but also to the whole society.

The study also hopes to highlight the problem associated with advertisement and e-marketing strategy and to make use of the analysis to improve the working situations thereby minimizing the problems of advertisement and e-marketing strategy conflict on new product and the company as well.

The findings from this study are important because they have the capacity of being used to formulate positive fiscal policies which are relevant and sensitive to the forces influencing the telecommunication sectors performance and penetration in Nigeria.

This study benefits the government and especially the Jumia for making policy decisions whose overall objectives are to reduce bottlenecks in distribution of communication services and at the same time accelerate the rate of growth in the industry and take advantage of the improved economy thus more lending to individuals and institutions.

It assists the management of Jumia to evaluate how effective they have been in adopting appropriate distribution channel strategies of their services and products. This may enable them identify gaps in their strategies which may enhance their strategic response as a result move to effectively manage the existing strategies which will improve their financial performance.

1.6 Scope and Limitation of the Study

The scope of this study is to determine the impact of e-marketing on organizational performance. this study covers the period of 2016-2021.

this study is limited to online marketing and also within the period of 2016-2021

The researcher faced the following barriers in the field; in covering this research which are:

time limit was a problem however the researcher tried to squeeze her time table so as to complete the research.

Also, some of the respondents may not give actual data, and there are some who were not willing to participate and some participated halfheartedly, and this study assumed that, this group of respondents was small to affect the finding of the source.

1.7 Definition of Terminologies

Marketing: Is a business term that experts have defined in dozens of different ways. In fact, even at company level people may perceive the term differently.

Marketing strategies: Marketing strategies combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business.

Product: A product is the item offered for sale. A product can be a service or an item. It can be physical or in virtual or cyber form.

Strategies: is an action that managers take to attain one or more of the organization's goals. Strategy can also be defined as "A general direction set for the company and its various components to achieve a desired state in the future. Strategy results from the detailed strategic planning process".

Product positioning: Positioning is where your product or service fits in the marketplace. It is a strategic exercise that defines what makes your product unique and why it is better than alternative solutions.

Target Market: This is the segment a firm choose to pursue.

Competition: This is a situation in which people or organization compete with each other for something that is not everyone can have.

Marketing: This is a social process by which individual and groups obtain what they need and want through creating, offering and freely exchanging product and service by value with others.

Customer: This is a person that used a product being either or given to someone for use.

Management: This is the preparing, directing, planning, organizi

Skimming strategies: Price skimming is a pricing strategy employed by some businesses that involves using different prices for the same product over time to generate profits.

Marketing mix: The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place.

Strategy Development: The direction an organisation takes with the aim of achieving future business success.” Strategy sets out how an organisation intends to employ its resources, including the skills and knowledge of its people as well as financial and material assets, in order to achieve its mission or overall objectives and its vision.

CHAPTER TWO LITERATURE REVIEW

2.0 Introduction

This chapter deals with the review of current related and relevant literature on the subject area. Authors and professionals whose work were included in this part of the research are cited and duly acknowledged.

2.1 Concept of E-Marketing

Kotler (2016) and Wilson (2019) expressed that traditional marketing elements involve product, price, promotion, and place and in addition to physical surroundings it also involves participants, and processes for service marketing. These, however, do not fit into the Internet marketing paradigm. According to Rayport and Jaworski (2018), an effectively designed commercial website should provide valuable information to meet current customers' needs and simultaneously attract potential consumers via its online presence.

Rayport and Jaworski (2016) argue that successful website depends mainly on how well an appealing interface integrates with interactive functions for customers. In order to explain the design principles for constructing a commercial website based on consumers' viewpoints, the 7Cs framework of Internet marketing elements has been introduced.

Rayport and Jaworski (2015) elaborated these 7Cs by explaining their implication on e-marketing. The Context of the website captures its aesthetic and functional look-and feel, the Content is defined as all digital subject matter on the site, Community highlights the interaction that occurs between site users, Customization is defined as the site's ability to tailor itself or to be tailored by each user, Communication refers to the dialogue that

unfolds between the site and its users, Connection is defined as the extent of the formal linkages between the site and other sites and finally commerce is defined as the sale of goods, products, or services on the site.

The McKinsey 7S model is a useful framework for reviewing an organization's capabilities in order to make any necessary changes in the organization e.g. adopting e-marketing. The premise of the model is that you cannot change one aspect of an organization in isolation (Blakeman, 2014). In order to successfully implement an e-marketing strategy all the organization capabilities have to be reviewed and aligned and the changes necessary to support the strategy identified.

The model considers the issues related to introducing digital technology into an organisation. Specifically, the contribution of digital business in influencing and supporting organizations' strategy. The key issues are gaining appropriate budgets and demonstrating, delivering value and ROI from budgets, annual planning approach, techniques for using digital business to impact organization strategy and techniques for aligning digital business strategy with organizational and marketing strategy. Secondly, there should be modification of organizational structure to support digital business. The key issues are: integration of digital marketing or e-commerce teams with other management, marketing (corporate communications, brand marketing, direct marketing) and its staff; use of cross-functional teams and steering groups and also insourcing versus outsourcing.

There should also be development of specific processes, procedures or information systems to support digital business. The key issues are: campaign planning approach integration; managing or sharing customer information; managing customer experience,

service and content quality; unified reporting of digital marketing effectiveness and in-house vs external best-of-breed vs external integrated technology solutions. The breakdown of staff in terms of their background, age and sex and characteristics such as IT vs marketing, use of contractors/ consultants. The key issues are: insourcing versus outsourcing; achieving senior management buy-in/involvement with digital marketing; staff recruitment and retention, and virtual working and staff development and training (Chaffey, 2017).

Dushinski (2017) cites that style includes both the way in which key managers behave in achieving the organization's goals and the cultural style of the organisation as a whole. The key issues are: defining a long-term vision for transformation that relates to the role of the digital marketing or e-commerce teams in influencing strategy. Distinctive capabilities of key staff, but can be interpreted as specific skill-sets of team members. The key issues are: staff skills in specific areas such as supplier selection, project management, content management and specific e-marketing media channels. Finally, the guiding concepts of the digital business or e-commerce organization which are also part of shared values and culture. The key issues are: improving the perception of the importance and effectiveness of digital business amongst senior managers and staff it works with (marketing generalists and IT).

2.2 Impact of social media on consumer behaviour

Research conducted by Oden (2018), on the topic "Impact of social media on consumer behaviour" in Nigeria.

Hill (2019) describes Globalization as a more integrated and co-dependent entity which is historically joining separate national markets into one global big marketplace. The market

place was overwhelmed by variations in exchange rates, the purchasing behaviour of consumers and inflation in the course of the recession that started in 2007. These developments have ended up compelling businesses to redesign their business strategies so that they can be able to communicate their brands more effectively. Brand is one of a business' most valued assets which also states that there is a demand on the modern-day business to understand that it is very essential to build on their brand. This can help them have a profitable growth and achieve sustained profitability goals.

Social media marketing was one of the most popular and effective ways businesses used to communicate their brands during recession. Some of these mediums are; online electronic media, responsiveness, connectivity and networking amongst online end users (Mayfield, 2018).

Social media channels like Facebook, Twitter, Instagram, YouTube, WhatsApp etc. are some of the dynamic tools that have helped facilitate online market.

The era of digital communication and social engagement is best for devising in business. Therefore, as businesses are becoming more competitive globally, it is relevant for them to explore marketing strategy in a more captivating and unconventional way so as to attract larger number of customers.

2.3 An Investigation into the Online Purchasing Behaviour of departmental store.

An investigation made by Johnson (2015), on the topic “An Investigation into the Online Purchasing Behaviour of departmental stores” in Nigeria. Shopping is inevitable in one 's life. It may come in the form of online shopping or physical shopping. There are many

benefits derived from either way. Time has been of great importance to man as we enter a digital world making convenience one of the principal motivations underlying factors that make customers more inclined to adopting online purchasing (Beauchamp and Ponder, 2010). This is because consumers can shop on the Internet in the comfort of their homes, it saves time and energy, and they are able to shop any time of the day or night.

Online shopping (Internet shopping/buying), refers to the process of purchasing products or services via the Internet (Li & Zhang, 2020). Online buying behavior is that the study of the processes concerned once people or teams choose, purchase, use, or lose product, services, ideas, or experiences to satisfy wants and desires (Englis & Solomon, 2015). A great deal of consumers is becoming online shoppers at a very fast rate; 3 out of 5

Europeans shopped online in 2012. Same cannot be said for Ghanaians because little research has been conducted to investigate the online purchasing behavior of consumers in Ghana. As more people shop online using mobile applications and websites, clothing vendors are aggressively intensifying their digital platforms and online presence to keep up with today's changing consumer preferences. This increases the opportunities for consumers to engage with their brands through multiple channels (Deneen & Yu, 2015). According to Dellaert, Ko de Ruyter and Monsuwé (2019), there are some online features that tend to attract people to the concept of online shopping. These are ease of usefulness and consumer perceptions of emotional and hedonic dimensions like enjoyment and together, they affect and influence consumers 'attitude toward online shopping; thus, providing a framework for understanding consumers intentions to shop on the Internet.

Persons who shop online can be characterized as in-home shoppers.

These findings above are empirical findings that proves electronic marketing have effects on consumer buying behaviour. However, they were mostly discussing on the impact of electronic marketing. This study explores the problems and solutions of electronic marketing to consumer behaviour and contributes to the knowledge of electronic marketing and consumer buying behaviour.

2.4 Theory of Adoption and Diffusion

Adoption refers to the stage in which a technology is selected for use by an organization (Kinnunen, 2016). Innovation is similarly used with the nuance of a new or "innovative" technology being adopted. Diffusion refers to the rate at which the technology spreads to general use and application. Integration connotes a sense of acceptance, and perhaps transparency, within the user environment (Gibbons, 2014).

Rogers (2017) argues that diffusion is the process by which an innovation is communicated through certain channels over time among the participants in an organisation. Rogers proposes that four main elements influence the spread of a new idea: the innovation itself, communication channels, time, and the organisation. This process relies heavily on human capital. The innovation must be widely adopted in order to self-sustain. Within the rate of adoption, there is a point at which an innovation reaches critical mass (Damanpour, 2016). The categories of adopters are: innovators, early adopters, early majority, late majority, and laggards. Diffusion manifests itself in different ways in various cultures and fields and is highly subject to the type of adopters and innovation-decision process.

2.5 Electronic Marketing Platforms

There are different type of e-marketing platforms that are used nowadays to effectively utilize the developed Internet and other information technology systems to draw customers' attention, build the brand or improve sales.

Internet: Curtis (2017) expressed that the internet is a robust communication system originally designed for military applications. Once people have subscribed to broad band, it provides access to almost unlimited information and international communication. Access in this context has zero marginal cost to the users. As internet expands progressively to mobile phones and hand-held devices like PDA's (Personal digital assistants) the opportunity and necessity to make use of online and web related marketing method becomes increasingly irresistible. The internet and email provide unprecedented opportunity for radically new methods of promotion and advertising such rival marketing and RSS (real simple syndication) of education or informative articles, newsgroups, forums, affiliations and partnering arrangements, email newsletter and campaigns and many other ideas which appears more quickly than most of us can absorb. Modern and emerging digital and web related advertising marketing methods offer audience 'reach' precision of targeting level of fine tuning and control, measurement and analysis cost effectiveness that conventional advertising media simply cannot match, conventional printed sales and marketing materials of all types (from newspapers and magazines to brochures and business cards) are becoming obsolete as customers look to the internet (via phone, Pc's, laptops, PDA's and in the future TV) for quick up to the minute information about product, service and suppliers of all sorts.

Websites: According to Kotler (2017), websites vary greatly in content. The most basic type is a corporate (or brand) website. These sites are designed to build customer goodwill called customer feedback and supplement other sales channels rather than sell the company's product directly. They typically offer a variety of information and other features in an effort to answer customer questions and build relationships with them. Other companies create e-marketing websites; these sites engage consumers in an interaction that will move them closer to a direct purchase or other marketing outcomes. Hughes and Fill (2019) at the core of the company's internet activity is their website. Websites are intended to be visited by those browsing the internet and once visited, the opportunity to interact and form a dialogue becomes more realistic. The commercial attractiveness of a website is based around the opportunity to display product and company information and often in the form of catalogues, as a corporate identity cue and for internal communications, to generate leads, to provide onscreen order forms and customer support at both pre purchase and post purchase points and to collect customer and prospect information for use within the database or as a feedback link for measurement and evaluative purposes.

Email Marketing: Email marketing was the first form of Internet marketing, and consists of emailing marketing messages to potential customers. Modeled after direct mail, email marketing is a form of "push" marketing whereby marketers can rent an email list and send a solo offer to their target audience. Email addresses are either grabbed from the Internet, purchased or rented from the email address vendors, or, more ideally, obtained directly from the customers (as in permission marketing). At the beginning of its use, email marketing had higher response rates than direct mail or banner ads (Honda

& Martin, 2017). In addition, emailing was one of the most economical ways to deliver marketing messages. There are two major types of emailing practices: Opt-in email and Opt-out email.

Social Network Marketing: Social network marketing has become popular amongst network marketers who want to promote their businesses online. Social media sites like Facebook, Twitter, and you tube have made it easy for entrepreneurs to get onto the internet and network with people from around the world. Terms like tweeting, sharing, and voting have created quite the buzz amongst those who want to hop aboard the viral marketing trend (Hughes & Fill, 2019).

Mobile Phone Marketing: The Pitch, Mukoma Daily Nation July 13th (2018) mobile phone marketing refers to direct marketing to consumers via cell phones. Technologies such as SMS, mms, Bluetooth and infrared are used to distribute commercial content to mobile phones; mobile phone marketing has the potential to be the fastest growing and most targetable method of brand marketing. Dushinski (2017) points out that mobile technology not only lets marketers reach customers where they are, it allows them to engage mobile users by targeting their immediate and specific needs. He also suggested that it is giving users what they want, when they want it and that is the unique value proposition of mobile phone marketing and businesses, agents and nonprofit organizations of all types can have successful campaigns without breaking the bank.

Search Engine Marketing: Search engine marketing is a form of marketing on the internet, based on the interaction between marketers and search engine companies. The search engine companies provide service in form of pushing the search key words on top of the searching list to increase the rate of hits to the marketers' links. On the other hand,

the marketers compensate in the form of payment. (Blakeman, 2014). Customers greatly rely on search engines when they need to find new products, services or simply just for information. Along with the power of the largest search engines such as Google, Bing or Youtube, SEM has become one of the most critical tactics for marketers. There are two types of SEM that has their own distinctive advantages and disadvantages: search engines optimization (SEO) and paid per click marketing (PPC).

2.6 Electronic Marketing and Organizational performance

Lancaster and Withey (2016) expressed that the growth of electronic marketing such as the internet, email, mobile phones and so on has allowed information to become more rapid and JUMIA bal. Kula and Tatoglu (2016) argue that the explosion in wireless technologies has led to a massive increase in mobile communication and as a result the growth of mobile marketing and advertising. The increased use of the internet and particularly websites as a promotional tool for individuals and companies has offered many marketers a further effective tool resulting in more control and evaluation of the communications.

Earlier studies indicated that companies could benefit from implementing the internet into their marketing mix, for example, marketing products and services by providing online quotes, advertising in more markets with less expense, using e-mail as a marketing tool and decreasing the costs of printing materials such as catalogues and JUMIA ssy brochures. They could also enhance their credibility by creating a professional image through the presence of an efficient web site, answer questions about products and services in several languages and conduct research in foreign markets (McCue, 2019; Kula & Tatoglu, 2016).

2.7 Importance of E-Marketing

Stay in contact with your audience: Emails have the ability to keep your customers informed. Consumers are capable of checking their email when it is convenient for them. It can give them a feeling that you are thinking of them. This email can be as simple as saying: “Hi, you’re on our mind, here is a special offer!” or “Here is an update on what has been going on here in recent weeks.” Those that have signed up to your email list have already made a commitment to receive these notes. So they will likely enjoy these emails (as long as you give them something worth reading) and it will boost engagement with your customers.

2. Reach customers in real-time: According to Litmus, 54% of all emails were opened on a mobile device. This is significant and should come into play when planning any marketing strategy. More and more consumers are using their mobile devices to access not only emails but all other types of media and information. Not only that, well-designed emails produce higher conversion rates on mobile than any other medium.

3. People engage with emails: For a long time now, over 40 years actually, email has been a form of communication. As the years have gone by, email has fast become one of our main choices of communication. We have all been groomed to reply to an email in some fashion. Whether it is to reply, to forward, click through to something else embedded within the email, delete, or to buy something, or to sign up. We tend to do something with the email. Knowing this, you can use email to drive people to your website, to pick up the phone and call or any other call to action. In fact, over 25 percent of sales last year were attributed to email marketing.

4. Email Marketing is Easy to Measure:

Most email marketing tools offer the ability to track what happens after you have sent out your email campaign. You can track delivery rates, bounce rates, unsubscribe rates, click through rates, and open rates. This gives you a better understanding of how your email campaigns are working, which ones to tweak or which ones to get rid of altogether. These metrics should not be ignored. They are an important part of your internet marketing campaign as a whole. While there are various studies and surveys that present “optimal” numbers to aim for, it all depends on your industry and target audience. If your customers not only want but expect daily emails, you better provide them. However, sending too many emails to consumers who don’t want more than one a week will see your unsubscribe rate increase. It’s all about knowing your customers and providing valuable content.

5. It’s affordable: Yes, we know you were waiting for us to address this one. You can reach a large number of consumers for less than pennies per message. The cost per (possible) conversion is so low with email marketing, I cannot believe every company does not participate, or engage more often.

6. Allows for targeted messaging: Now let’s talk about the importance of email marketing when it comes to lead nurturing – sometimes referred to as email lead marketing. The main idea here is that your potential customers are at different stages of the buying cycle. Some may be in the consideration stage, while others may be at the research and compare stage, and even others in the ready-to-purchase stage.

7. Increase brand awareness: Nope, social media isn't the only platform that helps a company's brand awareness. Possessing a customer or prospect's email address means one thing: they showed a level of interest in your business. Email marketing gives you the ability to increase that interest level, that brand awareness, by staying top of mind.

2.7 Challenges of E-Marketing

Challenges that almost every company involved in e-marketing is facing right now Are:

- **A bad reputation.** A lot of money spent on Internet marketing over the past few years was wasted. Why? One big reason is that the stock market distorted company valuations and rewarded (or at least failed to penalize) profligate attempts to drive traffic or acquire customers — even if only temporarily.

Now e-marketing has a bad reputation. And half-baked metrics such as click-through rates (CTRs) still paint a picture of inefficacy and failure. Plenty of evidence shows that the Web is the most cost-effective branding medium available, but the Net's reputation will need to be rebuilt one success at a time.

- **Marketing integration.** Most major marketing efforts utilize multiple channels, on- and offline. Email, Web advertising, and viral Internet marketing should serve concrete, measurable objectives as part of an integrated campaign.

But coordinating e-marketing with other marketing efforts is an underdeveloped art. Some companies have successfully linked the Net to under-the-cap promotions or to teaser campaigns for new product launches. But all too often the Internet is tacked on at the end of a marketing plan. Determining the strengths (and weaknesses) of the Net relative to other channels is a project we all should be working on.

- **E-CRM.** Imagine recognizing the needs of customers as they enter your site.

Over time, through implicit and explicit data, you learn about the preferences of each and can serve customers based on their habits, needs, and purchase drivers.

You build deep loyalty, and you increase your share of your customers' wallets.

You've probably heard that vision pitched dozens of times. So have your clients.

Expectations that the Web will be able to deliver e-CRM are extremely high, but many Web sites are barely usable, let alone optimized for each customer. Successfully managing customer relationships on the Web is harder than many have made it out to be.

The industry has a lot of work to do to meet its promises.

- **Privacy.** Things have quieted down somewhat since DoubleClick backed away from its plans to merge its online data with offline Abacus data. But the industry's privacy issues have not been sufficiently resolved.

Most consumers don't completely trust Web companies and shy away from offering information about themselves. Companies that collect data responsibly are exposed to misguided regulation that spammers and scammers invite. Sound policy, adopted industrywide, is imperative.

- **Traditional advertising dollars.** The discrepancy between the amount of time people spend online and the amount top advertisers spend there is enormous. According to a recent Morgan Stanley Dean (2020) report, the top six advertisers spend less than one percent of their advertising dollars on the Web. With dot-com ad spending in decline, attracting traditional advertisers (mainly by addressing the four issues above) is the key to the industry's growth.

2.8 Prospect of E-Marketing

Digital and online marketing see an abundance of change every year as technology evolves. Between now and the year 2020, online marketing trends will be heavily impacted by mobile phones and digital personal assistants. Both have begun to change not only the method by which we will market but how we need to write our content as well.

Generation Z

Over the next few years, the top marketers will shift their focus from Millennials to Generation Z. Two years from now, Gen Z will account for 40% of all consumers. This group put their priorities on education, careers, and savings. They watch significantly more YouTube videos than they do TV, and are more realistic than their predecessors. Gen Z never knew life before smartphones, internet, and social media, so they have developed what some professionals call the '8-second filter.' This is an evolved method that Gen Z-ers use to get to the content they care about rather than wasting any time. Fast Company, a leading business media brand, recommends that you provide them with engaging and immediately beneficial experiences to keep their attention. Keep in mind that this generation has begun the need for mobile-first everything so if you're not compatible, you will not be successful.

Content Marketing

Viral-worthy content that is witty and relatable is going to be the heart and soul of your marketing effort this year. There will also be a major shift to video marketing. According to Ofcom Communications Market research, YouTube actually ranks higher than Google Search in unique audiences on mobile Google apps by 2 million! Remember that 8-

second filter? A video is a great way to engage your Gen Z population. Falcon.io reports, “By 2019, video will account for 80% of all consumer internet traffic” and the majority will be on mobile devices. Because of this, it’s important to increase mobile video budgets in the coming years.

Mobile Shopping

The future of e-marketing and e-commerce has been significantly affected by those on Pinterest. Pinterest uses visual influence to market products and ideas. 93% of the people on Pinterest say they use the platform to plan or make purchases. Therefore, the ability for consumers to purchase directly from your Pinterest boards may prove useful in the next few years. To help you decide what to post, consider scrolling through the ‘explore page’ or view these trend predictions for 2018. Check out the stats of what is trending often as it can change from day to day.

Stories!

Snapchat’s story feature was added in late 2013 and boomed for quite a while. However, it’s time to say, step aside! Instagram and WhatsApp stories have come into play and dominated. In fact, 50 million more people post Instagram stories than Snapchat every month and predictions say the switch will be double that by the end of 2018. Posting to your business pages’ story can be a great way to influence your consumers in the future and get them more familiar with your brand.

Customer Service and Artificial Intelligence (AI)

In addition to e-commerce, customer service seems like it will be taking a shift to social as well. The AI-powered chatbots within different messaging apps or websites offer a

way to solve consumer issues without the need for an employee on the other end. Social media users prefer to engage with brands via messaging apps because it provides fast response times and doesn't illicit full attention the way a phone call does. Falcon.io says 85% of all consumer interaction will happen with chatbots by the year 2020, so you better hop on that bandwagon soon.

Personal Assistants

Another form of AI includes the growing use of Personal Assistants(PAs) such as Amazon Echo or Google Home. Because they read pages out loud, there are fewer results they can use. Rather than focusing your content to just rank, it needs to be able to talk too. You now need to focus on Personal Assistant Search Optimization (PASO) in addition to SEO. Wordlift describes PASO as using SEO techniques to make your content the answer of questions asked of PAs. Because PAs only give one result, the competition is stiff. Ways you can boost your PASO include:

- Knowing where the Personal Assistants are getting their information
- Transcribing video information to text
- Making sure your pages can be read out loud
- Continue to use keywords
- Keep your introductory paragraph fairly short, around 45 words

Virtual Reality (VR) and Augmented Reality (AR)

You may have seen a few 360 photos pop up on your Facebook feed lately, but get ready for a whole lot more; 2018 is the year of virtual and augmented reality. VR technology became a more common household item in 2017 with many phone packages including

attachable headsets. So far, it's been most popular in gaming, but it looks like social hangouts will be the new thing.

Houseparty is an app that has recently exploded with popularity among Gen Z. It is essentially a multi-player version of FaceTime, or group video chat. Facebook is taking this to a new level with Facebook Spaces. Using the Oculus Rift or HTC VIVE, players can use their photos to customize an avatar's appearance. When you enter Spaces, you become your avatar in the VR world and can interact with your friends, play games, and go on adventures.

The future of online marketing is evolving quickly. When making decisions about your online marketing strategy, it can be hard to decide where to start.

8. It's timely: Yes, one of the benefits of email marketing can be to sell your products, if you approach it in the correct fashion. It's important to use all the customer data and information you can. Sending customers a special offer on their birthday, or letting them know their favorite dish is half off is much more effective than simply sending them a menu. This email marketing strategy also can incorporate seasonal offers, allowing you to promote a holiday special or an annual sale. Be sure to create a sense of urgency for any offer – customers are much more likely to purchase when a deal is ending soon.

9. Everyone (almost) uses email: A Hubspot survey states that 91% of consumers use email. That alone should be enough to convince you to explore the tool. Unless your industry accounts for the remaining 9% (hint: it doesn't), email presents an incredible opportunity to reach customers. Not only can you provide them with discounts, specials,

new products, and more, they can share and forward those emails to anyone they'd like. A good email marketing strategy is to encourage customers to share offers as much as possible.

2.9 Historical Background of Jumia Market Place

This case study is segmented on a company called Jumia, which is an online marketplace in Africa. Jumia is in agreement with about 50,000 local African companies and a huge competitor to Kilimall in Kenya and Konga in Nigeria (Vergès, 2018). Jumia started in 2012 in Nigeria and is now in 14 African countries. This company was founded by Jeremy Hodara and Sacha Poignonnec in 2012 which was then called Africa Internet Group before it was changed to Jumia (Hodara, 2018). Jumia has so many platforms they operate in; they have the Jumia Travel which is a hotel booking platform where you can book any hotel online with the app on your phone, a Jumia Food app which helps you to order for any kind of dish in any restaurant located in the country, both of these platforms launched in June 2013 (Africa Technology News Leader, 2018). They have Jumia Pay, Jumia One and Jumia Deals. In 2015, Jumia was able to generate \$234 million revenue which increase their previous revenue of about 265a. The next year, they became Africa's first e-commerce to be valued over 1 billion USD (Stavis-Gridneff, 2018). Ogunfuwa (2018) said, Telcoin, a Japan-based technology platform provider has formed a partnership with Jumia, an online e-commerce marketplace brand with presence in 15 African countries, including Nigeria. This partnership would tap into synergies of blockchain technology to increase the volume of goods and services purchased on the e-commerce platform. Jumia was the first African marketplace company to win an award at the World Online Retail Awards (2013) as "The Best New Retail Launch of the Year". Jumia is now the leading online shopping

marketplace in Africa and is now spreading its branches across the continent to compete with other huge e-commerce companies such as Amazon, eBay, AliExpress etc.

CHAPTER THREE RESEARCH METHODOLOGY

3.0 Introduction

This chapter describes the research design, study population, the sampling design, sources of data and the various data collection methods and analysis that will be used in the research. The limitations of the study were also presented.

3.1 Area of the Study

This study focused on the effect of electronic marketing on mobile telecommunication network using JUMIA Kaduna as a study. The study is carried out in JUMIA Plc main office, independence way, Kaduna state.

3.2 Research Design

The type of research design that was used for the study was causal research design where it was necessary to establish a definite cause and effect relationship. For this particular study, the purpose was to understand how e marketing affects sales volume.

3.3 Population of the Study

The population of this study is the sum of 60 Non-Management and 10 management staff of JUMIA Nigeria, Independence Way, Kaduna and 100 customers of the company. As such, the total population is 170 respondents

3.4 Sample Size and sampling technique

The sampling technique was stratified sampling whereby the respondents were divided into different age groups. this gave a more specific picture of which age groups are most impacted by e marketing and their perception of it. Then simple random sampling was

used to get the specific members to be interviewed from each stratum until the required population was achieved.

Purposive sampling was used to get population members from JUMIA who gave information concerning sales trends and how they have been affected by e marketing.

The sample size comprised of 39 non management staff and 3 management staff of JUMIA Nigeria Limited, Independence Way, Kaduna making 42 respondents altogether from different departments in the company. The Krejcie and Morgan formula for estimating the sample size was used to determine the needed sample size that was representative enough. The total population for the study was 42 members, with 16 of the members being picked from the junior staff to get a general view with as little bias as possible. 3 member was picked from the senior staff of JUMIA Kaduna while 20 members were picked from the customers population respectively.

3.5 Instrument for Data Collection

The instruments used in collecting various data as regards to this research are questionnaires and secondary source.

Questionnaire: A questionnaire is a compiled series of question devised to elicit the minimum possible information for a research which could either be closed, restricted or open structured. The designing of questionnaire is made in such a way that it will find out about the strength and weaknesses of the management.

Documentary sources: In addition, or documentary source are used to compliment the study, journal, magazines, text books, internet etc was also used to gather information which enable the researcher compare present situation of the study to that of past in order to give suggestion for future study.

First, the required population was established, that is JUMIA customers and staff then the sample size was determined using the Krejcie and Morgan formula. Once the sample

size was determined, stratified sampling was used to classify the population in different strata of age then simple random sampling was used to get the needed respondents. Purposive sampling was used to select JUMIA staff. Eventually, questionnaires were administered and an interview was conducted to get the desired data from the selected respondents.

3.6 Administration of the Instrument

The questionnaire will be self-administered to the sampled population of JUMIA staff and customers in Kaduna. The respondents will be asked not to indicate their names on the questionnaires so as to make the responses anonymous.

3.7 Method of Data Presentation and Analysis

The data collected from respondents through the questionnaire were presented in table and figures and were analyze using likert rating scale.

Data generated was analyzed using a statistical tool in the form of the simple arithmetic mean and results was presented on tables. The Likert's 5-point rating scale, which has a cut-off point of 3.0 will form the basis for the decision rule of the research.

SA	-	Strongly Agree	-	5 point
A	-	Agree	-	4 point
UD	-	Undecide	-	3 point
D	-	Disagree	-	2 point
SD	-	Strongly disagree	-	1 point

The simple arithmetic mean or decision rule was used as justifying technique for analyzing this research.

The formular for calculating means is:

$$X = \frac{\sum fx}{\sum N}$$

Where;

X = Number of observations

\sum = Summation

x = Total distribution

f = frequency of observation

Scale Judgment Rule

$$X = \frac{\sum x_i}{N} = \frac{5 + 4 + 3 + 2 + 1}{5} = \frac{15}{5} = 3.0$$

Decision rule: With 3.0 as a cut-off point, it then means that any means score of item from 3.0 and above is agree and any means score below 3.0 is disagree. This rule is by the use of five-point likert rating scale.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1 Introduction

In this chapter, the findings of the study are analyzed and presented according to the research questions and study variables. The relationship between e-Marketing and sales turnover is also established. The purpose of the study was to establish the impact of e-marketing on sales turnover in the telecommunication industry.

4.2 Presentation of Respondents Characteristics

Table 1: Showing gender of respondents

Gender	Frequency	% Response
Female	18	46.2
Male	21	53.8
Total	39	100

Source: Field Survey 2022

Table 1 above shows the total number of JUMIA customers interviewed was 39. Majority of the respondents were male, constituting 53.8% of total respondents while female respondents were 46.2% of total respondents. This indicates that there are more male customers than female customers on JUMIA.

Table 2: Showing education level of respondents

Education level	Frequency	% Response
Primary	1	2.6
Secondary	5	12.8
Diploma	4	10.3
Degree	29	74.4
Total	39	100

Source: Field Survey 2022

Table 2 shows that 2.6% of respondents were of primary level, 12.8% were of secondary level, 10.3% were of diploma level and 74.4% who were the majority were of degree level.

This indicates majority of JUMIA customers are educated.

Table 3: Showing age of the respondents

Age	Frequency	% Response
10-20	0	0
21-30	30	76.9
31-40	8	20.5
41-50	1	2.6
Above 60	0	0
Total	39	100

Source: Field Survey 2022

There were no respondents in the 10-20 age bracket, respondents in the 21-30 age bracket constituted 76.9% of the total respondents and were the majority. Respondents in the 31-40 age bracket were 20.5% and respondents in the 41-50 age bracket were 2.6% of the total population. There were no respondents in the above 60 categories. This could indicate that a number of the respondents sampled were young but it could also indicate that a majority of JUMIA customers are part of the younger generation.

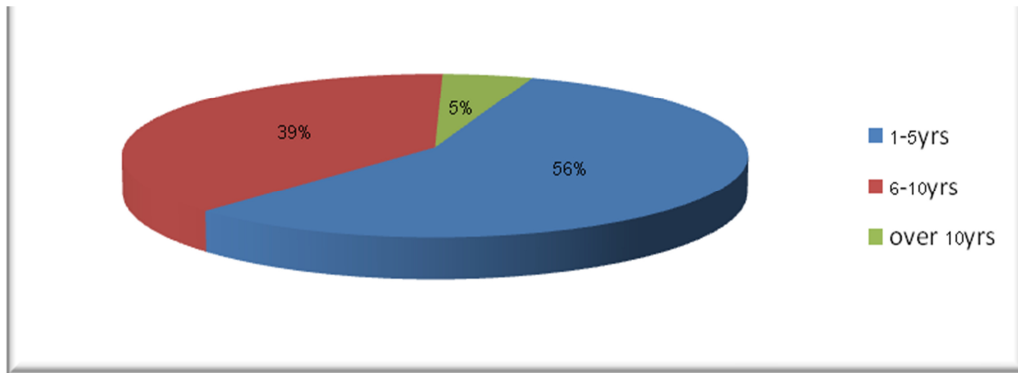
Table 4: Showing marital status of the respondents

Marital status	Frequency	% Response
Married	5	12.8
Single	34	87.2
Total	39	100

Source: Field Survey 2022

12.8% of the respondents were married while 87.2% were single. This shows most of JUMIA customers are young and not committed in marriage.

Figure 1: Showing the duration respondents have been JUMIA customers



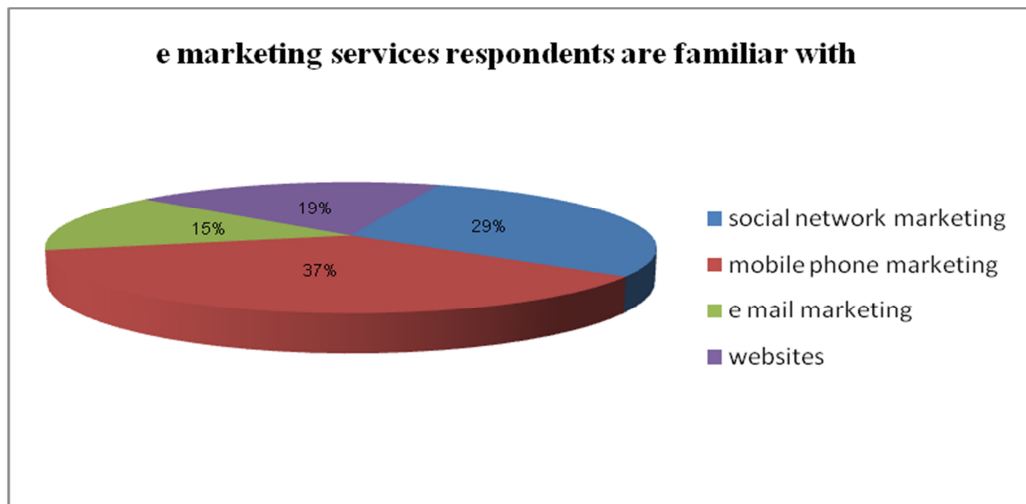
Source: Field Survey 2022

From figure 1, it's indicated that 56% of the respondents have been JUMIA customers between 0- 5years. 39% of total respondents have been JUMIA customers for 6-10 years and 5% of respondents have been customers for over 10years. This shows that a majority of JUMIA customers joined the network in the past 5years.

4.3 Data Presentation and Analysis

Findings on the services offered through e-marketing

Figure 2: Showing e-marketing services respondents are familiar with.



Source: Field Survey 2022

The e marketing service that most respondents are familiar with is mobile phone marketing at 37% then social network marketing at 29% followed by websites at 19% and lastly e-mail marketing at 15%. This indicates a majority of the respondents are familiar with mobile phone marketing mainly because most of the respondents had mobile phones so they are easy to access and due to their portability nature. Social network marketing is also quite popular maybe because most of the respondents are young and they tend to access social network sites quite often. Quite a number of respondents were familiar with marketing through websites but this platform was trailing behind social network marketing meaning that the respondents do not access company websites as such or company websites have no impact on the respondents. A few of the respondents were familiar with email marketing meaning this platform has not been fully exploited.

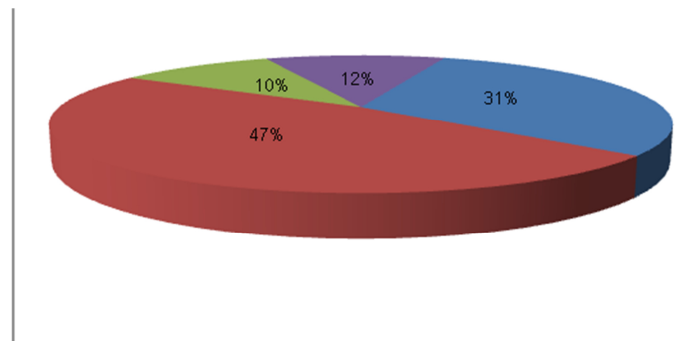
Table 5: Showing whether respondents encounter e-marketing services in their day-to-day interactions with JUMIA

Answer	Frequency	% Response
Yes	34	87.2
No	5	12.8
Total	39	100

Source: Field Survey 2022

Table 5 above shows 87.2% of the respondents agree that they encounter e-marketing services in their day-to-day interactions with JUMIA. 12.8% of respondents do not encounter e-marketing services in their day to day interactions with JUMIA. This shows that a majority of JUMIA customers know e-marketing services and access them on a day-to-day basis. It also shows JUMIA regularly uses e-marketing services to market to its customers.

Figure 3: Showing e- marketing services respondents encounter in their day to day interactions with JUMIA



Source: Field Survey 2022

From figure 3 above, its indicated that 47% of the respondents encounter e- marketing services through the mobile phone platform. Social network marketing is the next platform that is most popular with JUMIA customers at 31%. The JUMIA website is next at 12% and lastly e-mail marketing at 10%. This therefore indicates that mobile phone marketing and social network marketing are the most effective e-marketing platforms that can be used by JUMIA in marketing to its customers.

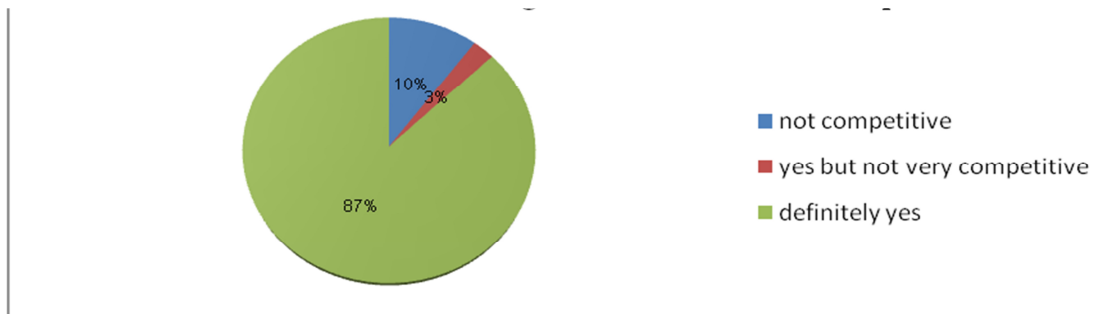
Table 6: Showing how often respondents encounter/use e-marketing service

Answer	Frequency	% Response
Always	18	46.2
Sometimes	19	48.7
Never	1	2.6
Not sure	1	2.6
Total	39	100

Source: Field Survey 2022

Table 6 shows 46.2% of respondents always encounter/use e marketing services. 48.7% of respondents sometimes encounter e-marketing services. Only 2.6% of respondents never encounter e-marketing services and 2.6% are not sure. This therefore means a big percentage of JUMIA customers regularly encounter or use e-marketing services.

Figure 4: Showing whether the current e marketing services offered by JUMIA make it competitive



Source: Field Survey 2022

From figure 4 above, its indicated that 87% of respondents agree that the current e-marketing services make JUMIA competitive, 10% disagreed and do not believe the current e-marketing services offered by JUMIA make it competitive. Only 3% of total respondents agreed that e-marketing services offered by JUMIA make it competitive but only to a small extent. This shows that a majority of respondents strongly believe that the e-marketing services offered by JUMIA make it competitive. This could also indicate that JUMIA offers better e-marketing services than other companies.

Customer Adaptation to E-Marketing

Answer	Frequency	% Response
Yes	30	76.9
No	9	23.1
Total	39	100

Table 7: Showing whether e-marketing services offered by JUMIA influence the number of times respondents use JUMIA services.

Source: Field Survey 2022

From table 7 above, it's indicated that 23.1% of the respondent disagree that accessing e marketing services influences the number of times they use JUMIA services. They stated that they only use e-marketing services when they need to. Most of the respondents who agreed and are in the yes category attributed this to the convenience they get from e-marketing services like faster and cheaper access to internet through JUMIA internet services, for example, when they access JUMIA mobile internet its cheap and accessing facebook through JUMIA is free. Others talked about access to information being the major reason why they access JUMIA e-marketing services like information on current JUMIA promotions and JUMIA product prices. Others spoke of how e marketing services made interaction easier. All these factors have contributed to the respondents accessing JUMIA services more and more. This indicates that the e-marketing services offered by JUMIA definitely influence the number of times customers access JUMIA services.

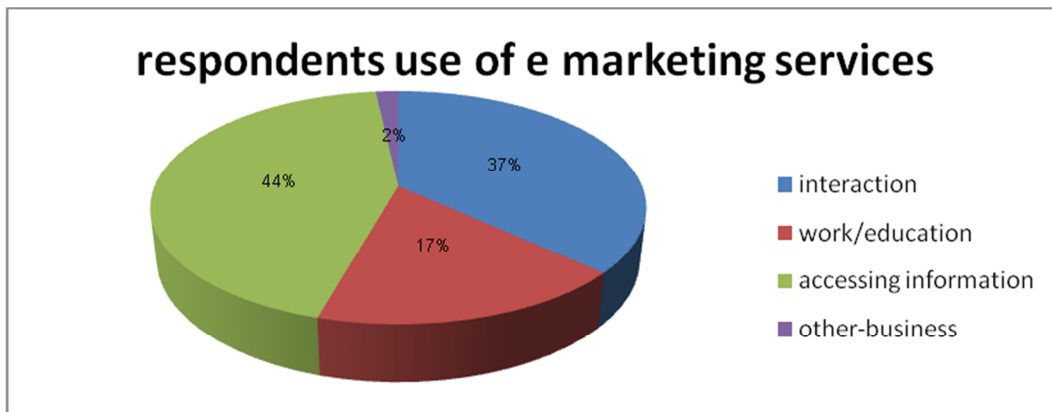
Table 8: showing media respondents use to access e-marketing services

Media	Frequency	% Response
Computer	1	2.6
Mobile phone	21	53.8
Both	17	43.6
Other	0	0
Total	39	100

Source: Field Survey 2022

Table 8 shows that the majority of respondents use or encounter e-marketing services through their phones; they are 53.8% of the total population. A fairly large number of respondents use both computers and mobile phones to access/encounter e marketing services; they make up 43.6% of the population. Only 2.6% access/encounter e-marketing services through computers only. There was no other media that respondents were familiar with that they could use to access these services. This could indicate that mobile phones are the most important media to reach JUMIA customers. This could be because they are cheap and a lot of people can access them.

Figure 5: Showing how respondents use e marketing services offered



Source: Field Survey 2022

Figure 5 above shows that 44% of the respondents use e marketing services to be able to access information. At the same time, 37% of the respondents use e-marketing for interaction. 17% of the respondents also use e-marketing services in their work/education. 2% of respondents suggested they use it in business. This shows that the bulk of JUMIA customers use e-marketing services for accessing information and interaction.

Table 19: Showing whether e marketing services offered by JUMIA has made it easier to give feedback to JUMIA in regard to complaints or expression of satisfaction

Feedback	Frequency	% Responses
Yes	21	53.8
No	18	46.2
Total	39	100

Source: Field Survey 2022

From table 9 above, 89.7% of the respondents wanted to access e-marketing services from other companies because they believed that competition would improve e-marketing services provided. They also wanted access to a wider variety of e-marketing services and the ability to choose which is most convenient for them. They also believe more e-marketing services would mean they could have access to more information while others would want to see more e-marketing services from other companies as a matter of convenience. Respondents who would not like to see e marketing services from other companies were 10.3% of total respondents and they believe that the current e-marketing services offered by JUMIA are sufficient for them.

Most of the respondents believe that e marketing services have made feedback to JUMIA cheaper. They are 53.8% of the total respondents.46.2% believe that e-marketing services have not made feedback to JUMIA easier. Respondents who agreed that it has become easier to give feedback to JUMIA believe that JUMIA services have become faster and easier to access and the responses from JUMIA are faster. Some respondents believe that the different e-marketing platforms offer them a wider range of ways to communicate or give feedback, for instance, through calling, sending email or leaving messages on the

JUMIA facebook page. Most respondents who do not believe that the e-marketing services have facilitated easier feedback explained that JUMIA lines were always congested and thus communication between JUMIA and the respondents is 1 way. Some also believe JUMIA does not respond to customers on time.

Challenges Associated with E-Marketing

Table 10: Showing whether it is costly to encounter/access e-marketing services

Costly	Frequency	% Responses
Yes	20	51.3
No	19	48.7
Total	39	100

Source: Field Survey 2022

Table 12 above shows 51.3% of the respondents agree that accessing e-marketing information is costly and 48.7% believe that accessing e-marketing services is not costly. This indicates that a lot of JUMIA customers may not be able to access e-marketing services though quite a large number also think it is not costly thus indicating it is easy for them to access e-marketing services.

Table 12: Showing whether respondents experience any difficulties in accessing e-marketing services

Difficulty	Frequency	% Response
Yes	19	48.7
No	20	51.3
Total	39	100

Source: Field Survey 2022

Majority of the respondents agree that it is not difficult to access e marketing services; they are 51.3% of total respondents. Quite a big number, 48.7% to be exact disagree and

they believe that it is difficult to access e marketing services, mostly because of poor network services, slow internet connection and congestion of JUMIA lines.

Table 13: Showing whether some e-marketing communications from JUMIA have been a nuisance/bothersome

Nuisance/bothersome	Frequency	% response
Yes	16	41
No	23	59
Total	39	100

Source: Field Survey 2022

Most respondents do not agree that most communications from JUMIA have been bothersome to them, that is, 59% of total respondent though a significant number of respondents, that is, 41% agree that e marketing communication from JUMIA have been bothersome. Most state that sometimes they keep getting messages they do not need and at the same time are charged for them.

4.4 Discussion of Results

This section presents information on e-marketing and its impact on sales volume. This information is from the company's point of view and it gives a clearer view of how e marketing has affected JUMIA and its sales volume.

E-marketing services that JUMIA is offering

The respondent clarified the e marketing services that JUMIA is offering they are; use of websites, JUMIA has a corporate website where it communicates its products and services.

Social network marketing is another platform that JUMIA has harnessed; JUMIA has a facebook page that it uses to communicate with its customers. It can also be accessed through twitter though this media is not very active. E-mail marketing has been used by JUMIA but mainly when communicating with corporate clients. Mobile phone marketing has been the major avenue that JUMIA has used when communicating with its customers and it has been very effective.

When JUMIA introduced e marketing services to Nigeria

JUMIA opened its doors in Nigeria in 1998 and with its inception introduced some e marketing services like mobile phone marketing. Later on, the JUMIA website was developed. Others came about as a result of product development such as email marketing and social network marketing. This therefore means that JUMIA has some history in e marketing and thus has some competitive advantage over the relatively new entrants like Warid.

How JUMIA has been using e marketing in its operations

JUMIA has a corporate website that it uses to give information on its products, services and about the company. JUMIA also does product placement through its website. JUMIA advertises itself through other company websites like New Vision website and Daily Monitor website. More recently, JUMIA set up a facebook page and it also has an account with twitter. The facebook page has 950 members and has managed to influence a few successful campaigns. Though JUMIA has utilized the social network platform, it has not fully exploited it. JUMIA also uses email marketing mainly when addressing corporate clients. When JUMIA needs to inform its corporate clients about new products and services that have been developed, it sends them emails. Mobile phone marketing has

been used on many levels, sometimes JUMIA sends its customers SMS of current promotional activities, it also provides mobile internet and advertises through this forum. Recently, JUMIA partnered with Google to provide its customers with a virtual market place where they can buy and sell amongst themselves.

How customer adaptation/response rate to e marketing services has been.

The respondent explained that the figure is not easily quantifiable but when JUMIA realized its customers were really complaining about JUMIA services either because they were misinformed or the information about products and services did not trickle down to the market, then JUMIA used e marketing to reverse this effect and pull back its customers.

Whether e marketing communications have proven to be beneficial to JUMIA

The respondent agreed that e marketing services have been very beneficial to JUMIA because communication via e marketing platforms is much cheaper than other platforms. Through e marketing, JUMIA has been able to target those people who do not access the other media like TV, radio, newspapers and billboards. E-marketing communications have a longer shelf life than information from other media, for example an email or a text message can last longer than an advertisement in the newspaper that runs for one day.

Whether introduction of e marketing services has led to an increase in sales Volume

The respondent explained that no exact figures can be ascertained but e marketing has contributed positively by changing negative attitudes of customers and closing the information gap which had developed between the company and its customers. This therefore means that customers are retained which in turn generates revenue for the company.

Challenges experienced in offering e marketing services to consumers

The respondent expounded on the challenges JUMIA faces when offering e-marketing services to its customers. Infrastructure is a big a problem, for instance electricity is not well distributed throughout the country; this also means that customer accessibility to internet may also be limited. JUMIA competitors also replicate some of the products and services that JUMIA innovates. Some individuals also manipulate some communications from JUMIA and thus give JUMIA bad publicity. The target customers who may be able to access or who are interested in e marketing services are limited, for example a farmer in the village may not be able to exploit e marketing services.

How e-marketing works with forms of marketing and communication that JUMIA uses

The respondent explained that communications are placed on the e-marketing platform after they have already been communicated through other media like newspapers, TV and radio. Thus, e-marketing serves to reach those people who have not been able to access the traditional media.

Whether there is a relationship between e marketing and sales volume

The respondent agreed that there is a relationship between e marketing and sales volume though not directly quantifiable, it is more qualitative, for example it has helped facilitate a change in negative attitudes where people who were about to leave JUMIA change their mind after receiving feedback from JUMIA . The e-marketing platform has also helped JUMIA to close the information gap that had developed between itself and its customers. This therefore means that current customers are retained and new ones are attracted leading to improved revenue streams for the company.

4.5 Findings

This section focuses on establishing the relationship that exists between e marketing and profitability. It looks at e-marketing as an independent variable and sales volume as a dependent variable. The sections selected to test the relationship are; whether respondents encounter e marketing in their day to day interaction with JUMIA (table 5) and whether e marketing services influence the number of times they access JUMIA services (table 7). The findings are summarized below.

Findings indicated that majority of JUMIA customers encounter and use e-marketing services regularly. They also find the services beneficial and most of them agreed e marketing services make JUMIA competitive. JUMIA uses e marketing services to communicate and interact with its customers though it has not fully exploited some platforms like social network marketing and e mail marketing. The findings suggest there is a major information gap between JUMIA and its customers. Most JUMIA customers perceive that they can only communicate with JUMIA through calling customer care centers and submitting their complaints. There are other platforms which the customers have not made use of, for example, they can leave complaints or comments on JUMIA m 's facebook page or send an email in regard to their complaints and get feedback from JUMIA m through these platforms. E-marketing services have had a profound impact on JUMIA m 's sales volume. E-marketing has helped to change customers' negative attitudes and perception thus retaining them as JUMIA m customers which has in turn contributed to improved revenue streams. The findings indicated that e-marketing services lead to most customers accessing JUMIA m services more often. Findings

indicated that there is a strong positive relationship between e-marketing and sales volume. The Pearson correlation coefficient indicated this to be 0.98. This implies that e-marketing services greatly affect sales volume.

The study also found that companies employed partnering arrangements and email newsletter and campaigns to a great extent. In addition, it was deduced that companies employed Opt-in email, RSS (real simple syndication) of education or informative articles and Opt-out email to a moderate extent. The findings are in line with Hill and Sullivan's (2017) postulation that the sheer amount of information on the internet is overwhelming. There's also enormous viability in its usefulness and accuracy, given the absence of the quality control mechanisms associated with traditional publishing.

The study also found that partnering arrangements influenced performance of mobile telephony companies in Kaduna to a very great extent and that email newsletter efficiency influenced performance of mobile telephony companies in Kaduna to a great extent these correlates with Beamish and Karen (2016) sentiments that communications based drivers include technological advances such as internet, database, new segmentation technique message effectiveness more consistent brand images and the need to build reputations to provide clear identities.

The study also found that the trend of sales volume, revenue generated, accounts acquired, customer relationship satisfaction and margin achieved had greatly improved over the last five years. Moreover, results on time and reports on time had greatly improved. Also, performance within agreed expense budgets had greatly improved. These findings are supported by Beamish and Ashford (2016) that internet can be used to support sales achieved through increasing awareness of brands and products, supporting

buying decisions and enabling online purchase. From the regression model the study deduced that website marketing, email marketing, mobile phone marketing and Social network marketing positively and significantly influence the organizational performance. Overall, Social network marketing had the greatest effect on performance of mobile telephony companies in Kaduna followed by Website marketing, then Email marketing while mobile phone marketing had the least effect.

CHAPTER FIVE

SUMMARY, RECOMMENDATIONS AND CONCLUSION

5.1 Summary

This chapter offers summary, conclusions and recommendations of the research on the effect of adoption of electronic marketing practices on organizational performance with reference to JUMIA Kaduna

The study examined the impact of electronic marketing on profitability of departmental stores. A study of JUMIA Nigeria Limited, Kaduna.

This study was segmented into five chapters:

Chapter one discuss the introduction, background of the study, statement of the problem of study, objectives of the study, research question as well as hypothesis of research study, the significance and scope of the study.

Chapter two discusses relevant related literature regarding the impact of electronic marketing and organizational performance. It further pointed out conceptual framework of dependent and independent variables of the study, it also empirical framework, as well as theoretical framework and discussion of the chapter.

Chapter three discussed research methodology, which composed of research design, population and sample size, sources and method of data collection, techniques for data analysis, model specification and variables definitions

Chapter four discuss method of data presentation and analysis which comprises of descriptive statistics, correlation result, discussion of diagnostic test result, presentation and discussion of regression, hypothesis testing and discussion of findings.

Chapter five discusses summary, conclusion and recommendation as follow:

5.2 Recommendations

The study recommends that:

JUMIA Kaduna leverage other social network marketing tools such as blogs, podcasts, forums and content communities to create even more opportunities of connecting with consumers.

New social networking platforms such as instagram that are growing in popularity should also be considered.

That others modes of mobile phone marketing such as video technology be considered as they are more effective in communication and demonstration compared to SMS and therefore may contribute more to organization performance of mobile telephony companies.

Website marketing is important for corporate brand image and customer relationship building. The study recommends JUMIA Plc to continuously invest in website marketing.

5.3 Conclusions

The study concludes that across the e-marketing platforms solutions that allow for interaction, partnership and customer relationship management for mobile telephone companies are the most impactful on organization performance.

Social media networking affected performance of JUMIA Kaduna to the greatest extent because this platform allows continuous customer engagement. This platform is also very flexible and can be quickly adapted to address consumer requests, pass on new product information and offers and allow for immediate customer feedback.

The study concludes that mobile phone marketing influenced performance of JUMIA Kaduna to a great extent, the strength of mobile phone marketing is its ability to reach millions of users very quickly and very cost effectively.

The study concludes that website marketing influenced performance of JUMIA Kaduna to a great extent. The core of the company's internet activity is their website. Mobile telephony companies have a corporate website that communicates the company's products and services and also informs customers on how to use certain services, and allows customer questions and feedback.

Email is a traditional e-marketing tool and is considered to influence the performance of JUMIA Kaduna to a moderate extent. RSS (real simple syndication) and partnerships are considered to work better than emails.

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Employee/Staff Questionnaire

Department of Marketing,
CBMS Campus,
Kaduna Polytechnic,
Kaduna.
29th March, 2022

Dear Sir/Madam,

INTRODUCTION LETTER

I am an HNDII Student in the above mentioned Department of Kaduna Polytechnic, Kaduna. As one of the requirements in partial fulfilment for the award of Higher National Diploma in Marketing (HND) I am required to submit a researchable project. In this regard, I have chosen your organisation to be one of my case study.

To enable me collect the data necessary for writing the project, I am requesting you to please fill the attached questionnaire by simply ticking the provided boxes.

I assure you that any information collected will be used for academic purpose only, and be strictly confidential.

Thanks for your co-operation

Linda Joseph Enagom

Researcher

SECTION B:
ELECTRONIC MARKETING PRACTICES

Email

- 1) Please indicate in your opinion, the extent to which Email marketing affects organizational performance among departmental stores in Nigeria **(Please put an X on one)**

Strongly Agreed	[]
Agreed	[]
Undecided	[]
Disagreed	[]
Strongly Disagreed	[]

Please indicate in your opinion, the extent to which your company employs each of the following forms of email to enhance organization performance?

	SA	A	UD	D	SD
Opt-in email					
Opt-out email					
Spam email					
RSS (real simple syndication) of education or informative articles					
Email newsletter and campaigns					
Partnering arrangements					
Others (specify)					

- 2) Please indicate in your opinion, the extent to which the following aspects of Email marketing affect organizational performance among online departmental stores in Nigeria.

	SA	A	UD	D	SD
Email newsletter efficiency					
Partnering arrangements					
Others (specify)					

Social network marketing

3. Please indicate in your opinion, the extent to which social network marketing affects organizational performance departmental stores in Nigeria **(Please put X on one)**

Strongly Agreed	[]
Agreed	[]
Undecided	[]
Disagreed	[]
Strongly Disagreed	[]

4. Please indicate in your opinion, the extent to which your company employs each of the following forms of social network to enhance profitability?

	SA	A	UD	D	SD
Facebook					
Twitter					
Blogs					
Podcasts					
Forums					
Content communities (such as Flickr and YouTube)					

Others (specify)					
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5. Please indicate in your opinion, the extent to which the following aspects of social network marketing affect organizational performance among departmental stores in Nigeria

	SA	A	UD	D	SD
Customer relationship management					
Content communities					
Others (specify)					

Mobile Phone Marketing

6. Please indicate in your opinion, the extent to which mobile phone marketing affects productivity among departmental stores in Nigeria

(Please put X on one)

Strongly Agreed []

Agreed []

Undecided []

Disagreed []

Strongly Disagreed []

7. Please indicate in your opinion, the extent to which your company employs each of the following forms of mobile phone services to enhance productivity?

	SA	A	UD	D	SD
SMS					
Mms					
Bluetooth					
Infrared					
Video technology					

Others (specify)					
------------------	--	--	--	--	--

8. Please indicate in your opinion, the extent to which the following aspects of mobile phone marketing affect organizational performance among departmental stores in Nigeria

	SA	A	UD	D	SD
SMS and MMS					
Bluetooth convenience					
Cost saving through Infrared and Video technology					
Others (specify)					

Website

9. Please indicate in your opinion, the extent to which website marketing affects organizational performance among mobile telephone companies in Nigeria **(Please put X on one)**

Strongly Agreed []
 Agreed []
 Undecided []
 Disagreed []
 Strongly Disagreed []

10. Please indicate in your opinion, the extent to which your company employs use each of the following forms of website to enhance organization performance?

	SA	A	UD	D	SD
Corporate (brand) website					
Marketing website					
Others (specify)					

11. Please indicate in your opinion, the extent to which the following aspects of website marketing affect organizational performance among departmental stores in Nigeria

	SA	A	UD	D	SD
Connectivity through website					
Consistent brand images					
Customer feedback and supplement					
Others (specify)					

12. How does website marketing affect profitability in your company?

.....

.....

.....

13. What is the trend of the following measures of profitability in the company for the last five years?

		Greatly Improved	Improved	Constant	Decreasing	Greatly decreased
Quantity	Sales volume					
	Revenue generated					
	Accounts acquired					
Quality	Customer relationship satisfaction					
	Margin achieved					
Timeliness	Results on time					

	Reports on time					
Cost effectiveness	performance within agreed expense budgets					

Customer Questionnaire

Department of Marketing,
CBMS Campus,
Kaduna Polytechnic,
Kaduna.
29th March, 2022

Dear Sir/Madam,

INTRODUCTION LETTER

I am an HNDII Student in the above mentioned Department of Kaduna Polytechnic, Kaduna. As one of the requirements in partial fulfilment for the award of Higher National Diploma in Marketing (HND) I am required to submit a researchable project. In this regard, I have chosen JUMIA to be my case study.

To enable me collect the data necessary for writing the project, I am requesting you to please fill the attached questionnaire by simply ticking the provided boxes.

I assure you that any information collected will be used for academic purpose only, and be strictly confidential.

Thanks for your co-operation

Linda Joseph Enagom

Researcher

SECTION B:
ELECTRONIC MARKETING PRACTICES

Email

- 3) Please indicate in your opinion, the extent to which Email marketing affects organizational performance among departmental stores in Nigeria **(Please put an X on one)**

Strongly Agreed	[]
Agreed	[]
Undecided	[]
Disagreed	[]
Strongly Disagreed	[]

Please indicate in your opinion, the extent to which JUMIA employs each of the following forms of email to enhance organization performance?

	SA	A	UD	D	SD
Opt-in email					
Opt-out email					
Spam email					
RSS (real simple syndication) of education or informative articles					
Email newsletter and campaigns					
Partnering arrangements					
Others (specify)					

- 4) Please indicate in your opinion, the extent to which the following aspects of Email marketing affect organizational performance among online departmental stores in Nigeria.

	SA	A	UD	D	SD
Email newsletter efficiency					
Partnering arrangements					
Others (specify)					

Social network marketing

14. Please indicate in your opinion, the extent to which social network marketing affects organizational performance departmental stores in Nigeria **(Please put X on one)**

Strongly Agreed []
 Agreed []
 Undecided []
 Disagreed []
 Strongly Disagreed []

15. Please indicate in your opinion, the extent to which your company employs each of the following forms of social network to enhance profitability?

	SA	A	UD	D	SD
Facebook					
Twitter					
Blogs					
Podcasts					
Forums					
Content communities (such as Flickr and YouTube)					
Others (specify)					

16. Please indicate in your opinion, the extent to which the following aspects of social network marketing affect organizational performance among departmental stores in Nigeria

	SA	A	UD	D	SD
Customer relationship management					
Content communities					
Others (specify)					

Mobile Phone Marketing

17. Please indicate in your opinion, the extent to which mobile phone marketing affects productivity among departmental stores in Nigeria

Strongly Agreed []
 Agreed []
 Undecided []
 Disagreed []
 Strongly Disagreed []

18. Please indicate in your opinion, the extent to which your company employs each of the following forms of mobile phone services to enhance productivity?

	SA	A	UD	D	SD
SMS					
Mms					
Bluetooth					
Infrared					
Video technology					
Others (specify)					

19. Please indicate in your opinion, the extent to which the following aspects of mobile phone marketing affect organizational performance among departmental stores in Nigeria

	SA	A	UD	D	SD
SMS and MMS					
Bluetooth convenience					
Cost saving through Infrared and Video technology					
Others (specify)					

Website

20. Please indicate in your opinion, the extent to which website marketing affects organizational performance among mobile telephone companies in Nigeria **(Please put X on one)**

Strongly Agreed []
 Agreed []
 Undecided []
 Disagreed []
 Strongly Disagreed []

21. Please indicate in your opinion, the extent to which your company employs use each of the following forms of website to enhance organization performance?

	SA	A	UD	D	SD
Corporate (brand) website					
Marketing website					
Others (specify)					

22. Please indicate in your opinion, the extent to which the following aspects of website marketing affect organizational performance among departmental stores in Nigeria

	SA	A	UD	D	SD
Connectivity through website					
Consistent brand images					
Customer feedback and supplement					
Others (specify)					

23. How does website marketing affect profitability in your company?

.....

.....

.....

24. What is the trend of the following measures of profitability in the company for the last five years?

		Greatly Improved	Improved	Constant	Decreasing	Greatly decreased
Quantity	Sales volume					
	Revenue generated					
	Accounts acquired					
Quality	Customer relationship satisfaction					
	Margin achieved					
Timeliness	Results on time					

	Reports on time					
Cost effectiveness	performance within agreed expense budgets					