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## Assessment of Challenges and Prospects of E-Marketing in the Development of Nigerian Universities' Education Lecturers in South-South, Nigeria

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## **Introduction**

According to Onyeke and Nebo (2000), marketing is the performance of a set of systematically coordinated activities or functions aimed at identification of needs or wants and satisfaction at a profit through the exchange process. Marketing has to do with business activities involving the identification of the needs of customers, how to satisfy them and make them available and accessible at the customers door step.

According to Ebenuwa (2019), marketing is a set of activities by which demand structure for goods, idea and services is managed to facilitate the exchange process satisfactorily. Marketing consists of individual and organizational activities designed to facilitate and expedite exchange so as to attain the goals of the producer or seller by sensing and satisfying consumers' needs.

## **E-marketing**

“E” stands for electronics and is usually associated with things like E-marketing, internet, e-commerce, e-learning, e-book, e-banking, e-mails, e-selling, e-payment etc. The E-marketing refers to the buying and selling of goods and services electronically through the internet. These marketers carry out their business online. E-marketing is the sum total of all the activities an organisation carries out through web solutions and digit in the media with the aim of attracting winning, finding and retaining new and existing customers on-line. They also have adequate skills and knowledge of the internet which help them to facilitate their business.

## **Concept of e-Marketing**

E-Marketing is an on-line business used by entrepreneurs to create global awareness about their goods and services. This is an electronic method through which goods and services can be made available and accessible to consumers.

E-Marketing enables the entrepreneur the opportunities to be creative, innovative and skillful. E-Marketing is a part of e-business that provides entrepreneurs with the opportunity to utilize electronic medium in carrying out their marketing activities in order to achieve the desired goals and objectives of the organization. It plays an important role in modern society by connecting one business to another or one individual to another, or institutions to another. Internet marketing are all forms of e-Marketing. E-marketing focuses on activities performed through electronic medium.

## **Benefits of E-Marketing**

E-marketing is a vital tool for the entrepreneur in a modern world of technology. The following are some of the necessary roles played by e-marketing:

1. **Creative Awareness:** E-marketing is very significant to entrepreneurs, buyers and customers. It provides the entrepreneurs with the opportunity to create awareness about the goods and services. It also gives the buyer/web browser the opportunity of seeing different goods and services on the net and this can enable them to make choices on the types of products or services that are suitable to them.
2. **Providing Varieties:** With the use of e-marketing the entrepreneur has the opportunity of providing a wide range of options for consumers to choose from both goods and services.
3. **Facilitating Business Transaction:** With the aid of the internet the entrepreneurs can easily engage in several business transactions within and outside their locality.
4. **Convening:** With the availability of internet services and the use of e-marketing buyers can order for goods and services at any time of the day, week, month without going through any stress, searching for places the product and services are sold.

5. **Cutting off Intermediaries:** E-marketing through the net, an entrepreneur can deal directly with the buyer, no middle man, buyers can access the seller without going through various intermediaries. This will also help in price reduction.
6. **Relationship Building:** E-marketing helps the entrepreneurs have cordial relationship with their customers. In the process of interaction through the website, online consumers can dialogue directly with companies, product designers and manufacturers. Innovators can also download useful reports and also give feedback about the development and satisfaction of the goods and services.
7. **Affordable and Low Cost:** Small, medium and large scale entrepreneurs can be involved in e-marketing business. Small and medium scale entrepreneurs who cannot own a website can pay a token to enjoy the services of e-Marketing and on-line marketing. This will also go a long way to reduce store rent, outlet and other bills that may inconvenience the entrepreneur.
8. **Wide reach:** The internet is part of everyone's life. With e-marketing you can find any product you want in the market through on-line. The internet can help you to sell goods and services within a wide reach to various customers.
9. Measurability of result of on-line marketing campaign.
10. E-Marketing allows you to reach people who want to know about your products and services.

### **Importance of E-Marketing**

1. It is a beneficiary force that cannot be ignored.
2. Millions of people can access it at a time.
3. It is appropriate for all businesses.
4. It is easy to access and availability for use.
5. High returns rate, which exceeds that of traditional marketing.
6. Individual marketing approach.

### **E- Marketing Tools**

Some of the e-marketing tools identified by Orogun (2016) are as follows.

1. **Websites:** This is an important electronic marketing tools used by a large number of people online. It contains all information about the features and benefits of products and services, contact address/information. Some business organizations allow customers to purchase products directly through their websites.
2. **E-Mail Marketing:** This is cost effective tool which is use to promote their product and services. Organisation called their customers e-mail address and send them e-mail letter to market their products and services.
3. **Blog Market:** This is a website where a person writes regularly about recent events or topics through internet. It is usually with photos and links to other websites.
4. **Social Media Marketing:** This is using social media websites like Twitter, Facebook and Youtube as e-Marketing tools.
5. **Search Engine Marketing:** This is a tool that allows you to market your products and services on search engine websites like Goggle, Yahoo, Bing and, Aol etc. Search Engine Marketing is divided into two distinct categories – Paid search and Organic Search. Paid search is “Pay per check while organic search is same as search engine optimization (SEO) which is a cost effective way of generating new business on your site.
6. Online Video
7. Mobile

8. Online advertising: Online advertisement helps to make your goods and services known to people both far and near and it is generally paid for on a cost per acquisition (CPA) basis.

### **Problem of E-Marketing in Nigeria**

1. Inability to use new technology.
2. Low speed internet connecting.
3. Complicated website
4. Inability for shoppers to touch, smell, tastes tangible goods.
5. Cyber-crime as personal information is not kept private.
6. Opting out by customers as a result of selling information about customers.
7. Problem of receiving what is paid for.
8. Online advertising being affected by technological advancement in the telecommunication industry.
9. Low e-marketing education.
10. Electricity (Light problems)
11. Cost of Computer Laptop (Internet facilities)
12. Time management (no time)
13. Cost of airtime, megabyte
14. Poor network etc.

### **Challenges of E-Marketing**

1. **Personalized approach:** Some customers/buyers like personalized pattern of buying and services and as a result they feel they cannot enjoy this through on-line marketing.
2. **Lack of energy supply:** Power failure which has become a lingering problem in Nigeria is a discouragement to buyers. Entrepreneurs will not find it interesting due to constant black-out almost 24 hours every day. Due to light failure, people who want to browse have to look for alternative source of power supply before they can access the net.
3. **E-payment:** Entrepreneur will prefer to be paid through electronic devices because it is a fast and reliable means of business transaction, but the unreliability of the Nigerian business environment sometimes makes this payment option unrealistic.
4. **Nature of goods or services:** some goods and services that need to be seen by the entrepreneurs or buyers cannot be effectively marketed on-line. The buyers/customers would want to physically see, feel or touch the goods before buying them.
5. The amount of time people spend on on-line and the amount of money spent in advertisement is quite exorbitant
6. Marketing efforts may result in utilization of multiple channels on and off line.
7. **Awareness:** Most buyers are not aware of on-line buying, some of them prefer physical buying; that is, what they can see, that is seeing the product and the seller before they can buy.
8. **Maintaining good relationship:** Buyer and seller relationship is oftentimes hard to maintain. To know the exact needs and wants of customers and to build up cordial relationship is hard.
9. Low speed internet connection.
10. Inability to use new technology.
11. Cybercrime-personal information is not kept private.
12. Poor network
13. Cost of airtime

### **Strategies for effective e-Marketing (sustainable national development)**

In order to achieve viable e-marketing that will enhance sustainable development the following strategies, according to Okoro and Ofishe (2011) are effective. E-marketing can be successful if the 7ps of marketing mix are strategically applied. They are as follows:

1. **Product:** This has to do with the ability to bring the products or services to the market. Using e-marketing as a strategy on the internet. The entrepreneur must display the qualities of his range of products, make the products suitable and do the kind of packaging that enables the consumer to use the package after the product has been consumed or utilized. This will give the entrepreneur an edge over other competitors.
2. **Price:** This is a very sensitive and difficult marketing mix element in Nigeria. Taking into consideration the high level and degree of impoverishment in Nigeria, the penetration pricing strategy is suitable for the entrepreneur and it will help to lower the prices as well as gain advantage in the market place.
3. **Promotion:** Promotion of goods and services will help to create awareness. With e-marketing, goods and services can be effectively promoted to guarantee buyers' interest. Promotion of products and services helps to place the entrepreneur above the rest.
4. **Place:** With the use of e-marketing, entrepreneurs can effectively give the description of the location of their goods and services and also how the consumers can get the goods at the right time and right place. E-marketing can also be used to monitor the goods until they get to their destination.
5. **Personnel:** Personnel is of paramount importance to the nature of any business today. Personnel are required to deliver goods and services to consumers without delay. An entrepreneur will require personnel that are internet complaint who will be able to explore the internet for proper accessibility of market area on where goods and services can be useful.
6. **Process:** This refers to the way and manner in which people or organizations do things. The way or manner in which products and services are being delivered matters a lot. A good process of marketing will attract and retain customers. An organization that uses expensive and difficult process to serve its customers will not get a good patronage compared to the one that uses a simple and easy process.
7. **Physical evidence:** physical evidence of modern technological facilities such as computers, internet facilities and other electronic gadgets which will help in transaction of businesses from afar. The e-marketing procedure is an on-line method used by entrepreneurs to create global awareness about their goods and services. It is an important aspect of modern business that can help to facilitate business transaction.

### **Online marketing strategy**

Orogun (2011) outlines some of the online marketing strategies. They are:

1. Referral marketing: This is an online marketing strategy for promoting products/services to new customers through referral; that is, referring others to your site with appreciable benefits.
2. Affiliate marketing: This is another strategy of rewarding affiliates for bringing buyers to your site.
3. Inbound marketing: It has to do with exhibiting your work, goods, services in your blog and encouraging buyers to visit your site information and also use the opportunity to purchase.
4. E-mail marketing: Mails can be sent directly from you to your customers through the net.

5. Search engine: This can help you to look for whatever you want e.g. Google, Bing, Wikipedia etc.
6. Social media: Facebook, twitter, Google, etc. through these media, you can publish regular updates about your products and services.

### **Purpose of the Study**

The main purpose of the study is to examine the role of e-marketing for sustainable growth and development in Nigeria specifically.

1. To determine the e-marketing strategies for growth and development in Nigeria.
2. To determine online marketing strategies for sustainable growth and development in Nigeria.

### **Research Questions**

1. What are the prospects of e-marketing strategies for growth and development in Nigeria?
2. What are the challenges of e-marketing strategies for growth and development in Nigeria?
3. What is the level of Development of Nigerian University Lecturers?

### **Research Hypotheses**

1. There is no significant difference between e-marketing prospects on growth and development in Nigeria.
2. There is no significant difference between e-marketing challenges on growth and development in Nigeria.

### **Research Method**

A survey research design was adopted for this study. The study covers south-south and south east zones of Nigeria which comprises Edo, Delta, Rivers, Anambra, Imo and Ebonyi states. These zones were used because of the existence of a large number of entrepreneurs. The population of this study comprises all entrepreneurs within the south-south and south east zones with over seven years experience in entrepreneurship. The simple random sampling method was used to draw the sample for the study. Both male and female entrepreneurs were involved. The total sample used was 600 entrepreneurs. The instrument for data collection for this study was a questionnaire with a four point Likert-scale format of Strongly Agreed 4 points (SA), Agreed 3 points (A), Disagreed 2 points(D), and Strongly Disagreed 1 point (SD). The instrument was validated by two experts from Niger Delta University, Wilberforce Island, Bayelsa State and University of Nigeria, Nsukka in Enugu State which are not part of the study area.

The rating scale comments made by the experts were used to restructure and modify the items in the instrument. Data collected were analyzed using mean and standard deviation. The hypotheses were tested using t test. The decision rule was that any of the responses from 2.5 and above is accepted while any response below 2.5 is not accepted.

### **Research Question One:**

What are the prospects of e-marketing strategies for growth and development in Nigeria?

**Table 1:** Prospects of e-Marketing strategies for growth and development in Nigeria

S/N	STATEMENT	SA	A	D	SD	Mean	Std.
1	Product Entrepreneurship Education can help graduates to become self-employed.	223	105	129	129	2.72	1.19
2	Pricing strategy suitable for entrepreneur will help to lower the prices as well as gain advantage in the market place.	217	100	141	128	2.69	1.18
3	Promotion of goods and services will help to create awareness and enhance effective e-Marketing	234	88	129	135	2.72	1.21
4	With the use of e-marketing, entrepreneurs can effectively give the description of the location of their goods/services and how the consumers can get the goods at the right time in the right place.	246	82	129	129	2.76	1.21
5	Physical evidence of modern technological facilities such as computers, internet facilities and other electronic gadgets which will helps in transaction of businesses from a far.	223	93	141	129	2.70	1.19
		<b>Grand Mean</b>				<b>2.72</b>	<b>0.03</b>

**Source: Fieldwork, 2021**

Table 1 shows that the data collected and analysed recorded the highest mean of  $2.76 \pm 1.21$  and the lowest mean of  $2.69 \pm 1.18$  with grand mean of  $2.72 \pm 0.03$ . Furthermore, the table reveals that the respondents agreed with the statement that product entrepreneurship education can help graduates to become self-employed, Pricing strategy suitable for entrepreneurs will help to lower the prices as well as gain advantage in the market place, promotion of goods and services will help to create awareness and enhance effective e-marketing, with the use of e-marketing, entrepreneurs can effectively give the description of the location of their goods/services and how the consumers can get the goods at the right time in the right place, and physical evidence of modern technological facilities such as computers, internet facilities and other electronic gadgets which will help in transaction of businesses from afar. All respondents agreed that there are possible prospects of e-marketing strategies for growth and development in Nigeria since the grand mean value of 2.72 is greater than the standard mean value of 2.50 (i.e  $P > 2.50$ ;  $2.72 > 2.50$ ).

### **Research Question Two**

What are the challenges of e-marketing strategies for growth and development in Nigeria?

**Table 2:** Challenges of e-marketing strategies for growth and development in Nigeria

S/N	STATEMENT	SA	A	D	SD	Mean	Std
1	Personalized approach is a major challenge affecting e-marketing strategies for growth and development in Nigeria.	234	88	135	129	2.73	1.20
2	Lack of energy supply and power failure has become a lingering problem in Nigeria which discourages buyers.	240	88	129	129	2.75	1.20
3	Unreliability of the Nigerian business environment sometimes makes e-payment option unrealistic.	240	88	129	129	2.75	1.20
4	Nature of goods or services makes e-marketing difficult as some buyers prefer to see the goods physically before buying them	211	100	141	134	2.66	1.18
5	Time factor and inability to use new technology due to high cost of advertisement makes e-marketing difficult.	240	88	135	123	2.76	1.19
<b>Grand Mean</b>						<b>2.73</b>	<b>0.04</b>

**Source:** Fieldwork, 2021

Table 2 shows that the data collected and analysed recorded the highest mean of  $2.76 \pm 1.19$  and the lowest mean of  $2.66 \pm 1.18$  with grand mean of  $2.73 \pm 0.04$ . The table further reveals that the respondents agreed with the statement that personalized approach is a major challenge affecting e-marketing strategies for growth and development in Nigeria, lack of energy supply and power failure has become a lingering problem in Nigeria which discourages buyers, unreliability of the Nigerian business environment sometimes makes e-payment option unrealistic, nature of goods or services makes e-marketing difficult as some buyers prefer to see the goods physically before buying them, and they also agreed that time factor and inability to use new technology due to high cost of advertisement make e-marketing difficult. All respondents agreed that these are challenges of e-marketing strategies for growth and development in Nigeria since the grand mean value of 2.73 is greater than the standard mean value of 2.50 (i.e.  $P > 2.50$ ;  $2.73 > 2.50$ ).

**Research Question 3:** What is the Level of Development of Nigerian University Lecturers?



**Table 2:** Level of Development of Nigerian University Lecturers

S/N	STATEMENT	SA	A	D	SD	Mean	Std.
1	Overcoming certain challenges affecting e-marketing is a major developmental level of Nigerian University lecturers	234	88	135	129	3.24	0.99
2	Some Nigerian University lecturers taking a bold step to source for other renewable source of energy other than oil and gas has been a tremendous developmental level	240	88	129	129	3.48	0.74
3	Nigerian University lecturers attending seminars, workshops, and symposiums that expose them to e-marketing strategies could advance their development and triggers synergy in the business environment	240	88	129	129	3.52	0.87
4	Nigerian University lecturers have embraced the use zoom and teleconferencing to identify the best goods for them	211	100	141	134	3.27	0.91
5	Many University Lecturers are now using computer and this could further enhance their e-marketing ability and translate such into development in the business environment.	240	88	135	123	3.67	0.60
<b>Grand Mean</b>						<b>3.44</b>	<b>0.18</b>

**Source:** Fieldwork, 2021

Table 2 shows that the data collected and analysed recorded the highest mean of  $3.67 \pm 0.60$  and the lowest mean of  $3.24 \pm 0.99$  with grand mean of  $3.44 \pm 0.18$ . The table further reveals that the respondents agreed with the statement that many university lecturers are now using computer and this further enhances their e-marketing ability and translate such into development in the business environment. In addition, Nigerian University lecturers attending seminars, workshops, and symposiums that expose them to e-marketing strategies could advance their development and trigger synergy in the business environment. All respondents agreed that there are growth development in Nigeria since the grand mean value of 3.44 is greater than the standard mean value of 2.50 (i.e.  $P > 2.50$ ;  $3.44 > 2.50$ ).

### Hypothesis One

There is no significant difference between e-marketing prospects on growth and development in Nigeria.

**Table 3: T-Test Statistics**

Variable	Mean	Std	N	df	t-Cal.	t-Crit.	P-Value	Remark
E-marketing Prospect	2.72	0.03	586	582	8.08	2.13	0.0006	Reject
Development	3.44	0.18						

**Source:** SPSS Output, 2021.

Table 3 reveals that the t-calculated value of 8.08 is greater than the t-critical value of 2.13 indicating that there is significance with p-value (0.0006) at 0.05 level of significance. Therefore,  $H_1$  is accepted and  $H_0$  is rejected since sample can be generalized and there is enough evidence to support the claim. This implies that there is significant difference between e-marketing prospect on growth and development in Nigeria.

### Hypothesis Two

There is no significant difference between e-marketing challenges on growth and development in Nigeria.

**Table 4: T-Test Statistics**

Variable	Mean	Std	N	df	t-Cal.	P-Value	t-Crit.	Remark
E-marketing challenges	2.73	0.04	586	582	10.30	0.0003	2.13	Reject
Development	3.44	0.18						

Source: SPSS Output, 2021.

Table 4 reveals that the t-calculated value of 10.30 is greater than the t-critical value of 2.13 indicating that there is significance with p-value (0.0003) at 0.05 level of significance. Therefore  $H_1$  is accepted and  $H_0$  is rejected since sample can be generalized and there is enough evidence to support the claim. This implies that there is significant difference between e-marketing challenges on growth and development in Nigeria.

### Discussion

The finding of this study revealed that there is significant difference between e-marketing prospects on growth and development in Nigeria with a view that product entrepreneurship education can help graduates to become self-employed. Pricing strategy suitable for entrepreneurs will help to lower the prices as well as gain advantage in the market place. The findings are in line with Onyeke and Nebo (2000) who clarified that marketing is the performance of a set of systematically coordinated activities or functions aimed at identification of needs or wants and satisfaction at a profit through the exchange process. Marketing has to do with business activities involving the identification of the needs of customers, how to satisfy them and make them available and accessible at the customers door step. The findings also indicated that there is significant difference between e-marketing challenges on growth and development in Nigeria. According to Ebebuwa (2019), e-marketing is the sum total of all the activities an organisation carries out through web solutions and digit in the media with the aim of attracting winning, finding and retaining new and existing customers on-line. They also have adequate skills and knowledge of the internet which helps them to facilitates their businesses.

### Conclusion

E-marketing is a vital tool for the entrepreneurs in the modern world of technology. E-marketing is an on-line business used by entrepreneurs to create global awareness about their goods and services. E-marketing is very significant to entrepreneurs, buyers and customers. It provides the entrepreneurs with the opportunity to create awareness about the goods and services. It also gives the buyers/web browsers the opportunity of seeing different

goods and services on the net and this can enable them to make choices on the types of products or services that are suitable to them. The research concluded that there is significant relationship between e-marketing prospects on growth and development in Nigeria. It also established that there is significant difference between e-marketing challenges on growth and development in Nigeria.

### **Recommendations**

Based on the findings of the study and the conclusion drawn, the following recommendations were made:

1. Referral marketing, affiliate marketing, inbound marketing, e-mail marketing, search engine and social media are the best marketing strategies to tackle e-marketing issues.
2. Awareness should be created. Buyers should be aware of on-line buying.
3. There should be constant power supply so as to create steady investment environment.
4. Online advertisement should be encouraged since it helps to make goods and services known to people both far and near and it is generally paid for on a cost per acquisition (CPA) basis.

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