
INFLUENCES ON ELECTRONIC MARKETING (E-MARKETING)**ADOPTION AMONG SMALL AND MEDIUM ENTERPRISES (SMES)**

Isaac Yaw Deh*

ABSTRACT

The paper analyses the influences of E-marketing adoption among SMEs in a survey study. Sample for the study was selected using convenience sampling method. A sample size of 105 SMEs was used. Primary data was collected using self-designed questionnaire, administered with the help of four research assistants at the work places of the respondents. Data was analysed using percentages, frequencies and One-way Analysis of variance (ANOVA). Results indicate that influences of E-marketing adoption are multi-dimensional in structure. The three most important factors according to the survey are understandability; ease of use and flexible use of the E-marketing technology. Business should adopt E-marketing in their business activities to ensure improve business performance, improve productivity and job effectiveness. Policy makers and government should ensure that grants; subsidies and loans are made available to SMEs to be able to effectively adopt E-marketing technology. Public education programmes should be put in place to ensure that individuals and businesses are made aware of the potentials and benefits of E-marketing adoption. Since the current study is a descriptive in nature, future study should focus on causal studies with larger sample size.

Keywords: Understandability; ease of use; flexible use of the E-marketing technology

Jel Classification: M3; M31

*Department of Marketing, Sunyani Polytechnic, Sunyani, Ghana

1.1. INTRODUCTION

The role of E-marketing in firm's performance in developed and developing economies has led to a lot of research in the literature on the influences of adoption of E-marketing by firms (Dlodlo&Dhurup, 2013; Burgress&Bothma, 2007; Elliot &Boshoff, 2007). The internet since its introduction has been used by marketers as one of the tools to communicate to their customers and this has results in growth of business that have used it efficiently (Steyn& Leonard, 2012; Awa et al., 2010; Burgress&Bothma, 2007; Gay et al., 2007; Mutula& van Brakel, 2006; Chaffey & Smith, 2005; Zhao, 2005; Harris & Dennis, 2002; Poter, 2001; Rashid & Al-Qirim, 2001).

E-marketing which is defined by E-marketing Association as “the use of electronic data and applications for planning and executing the conception, distribution, promotion and pricing of ideas, goods and services to create exchanges that satisfy individual and organisational objectives” (Burgess &Bothma, 2007), can be used by firms in various ways such as speeding up transaction processes; facilitation of exchange of products and ideas; identification and satisfaction of customers needs and preferences development of custom-made products for specific customers; promotion of products to the public; serving of global markets; enhancement of competitive advantages and development of business systems.

Whereas multinational organisations in recent years have adopted E-marketing less can be said about SMEs. SMEs have been defined in various ways by researchers without global agreement (Dlodlo&Dhurup, 2013; Awal et al., 2010; Gibson & van Vaart, 2008). The definition of SMEs has been base on various factors such as investment level; sales turnover; gross assets and number of employees. For review of the definitions of SMEs, readers are referred to the works of researchers such as Dlodlo&Dhurup (2013); Cronje et al. (2004); Falkena (2000).

For the purpose of the current study, the definition of SMEs is a business entity that has employees less than 100. Most of the SMEs in the study area do not register their businesses and do not keep proper records hence factors such as investment level; sales turnover and gross assets are not used. SMEs are found to contribute in various ways to the development of any economy in which they are established.

The findings on the contributions of SMEs in an economy are found in the works of various researchers (Dlodlo&Dhurup, 2013; Vuuren&Groenewald, 2007; Cronje et al., 2004; Jackson, 2004; Barry & Milner, 2002; Jutla et al., 2002; Moodley, 2002; Soontiens, 2002; Kendall et al.,

2001). Among the contributions of SMEs to the development of an economy are job creation; provision of varieties of product to customers; stimulation of competition; distribution of wealth; development of human resources and development of arts.

The adoption of E-marketing by SMEs is reported to enhance the performance of SMEs by making them competitive (Steyn& Leonard, 2012). Yet many SMEs unlike multinational firms do not adopt e-marketing in their operations. Researchers have established various factors that influence the adoption of e-marketing by firms. The findings are found in the works of researchers such as Dlodlo and Dhurup (2013); Ghobakhloo et al (2011); Kyobe (2011); Modimogale and Kroeze (2011); Awa et al. (2010); Goldstuck (2010); Lim (2010) Parker and Castleman (2009); Esteves (2009); Fathian et al. (2008); Opia (2008); Saffu et al. (2008); Bruque and Moyano (2007); Elliot and Boshoff (2007); Khan (2007); Dlodlo et al. (2006); Kohn and Husig (2006); Mutula and van Brakel (2006); Fillis et al. (2004); Hollenstein (2004); Lee and Cheung (2004); Pearson and Grandon (2004); Triandis (2004); Matlay and Addis (2003); Stansfield and Grant (2003); Levy and Powell (2002); Rashid and Al-Qirim (2001); Martin and Matlay (2001); Sadowski et al. (2001); Sparkes and Thomas (2001); Venkatesh (2000); Chan and Swatman (2000); Poon and Swatman (1999); Teo and Tan (1998); Poon and Swatman (1997).

The influencing factors of e-marketing adoption as reported in the literature are many. For example readiness of the firm has been identified as one of the factors (Ghobakhloo et al., 2011; Fathian et al., 2008; Saffu et al., 2008; Bruque&Moyano, 2007; Uzoka et al., 2007 Mutula& van Brakel, 2006; Lee & Cheung, 2004; Levy & Powell, 2002; Teo& Tan, 1998). Industry type (Esteves, 2009; Maguire et al., 2007; Matlay, & Addis, 2003; Maitland & Dongen, 2001; Martin & Matlay, 2001; Sparkes& Thomas, 2001) has been identified as a factor that affect e-marketing adoption. Culture both national and organisational (Modimogale&Kroeze, 2011; Saffu et al., 2008; Triandis, 2004) has been reported to have influence. Policy such as deregulation and infrastructure (Kyobe, 2010; Abrahams & Goldstuck, 2010; Doldlo et al., 2006) also affect e-marketing adoption. Technology compatibility (Khan, 2007; Fillis et al., 2004; Rashid & Al-Qirim, 2001; Rogers, 1995) drives e-marketing adoption by firms. Firms that already use internet are more likely to use e-marketing in the business activities.

The knowledge level of the Owner or manager of a firm affects e-marketing adoption (Elliot & Boshoff, 2007; Hollenstein, 2004; Poon & Swatman, 1997). The perceived usefulness (PU) of

the e-marketing technology affects its adoption in business (Lim, 2010; Parker & Castleman, 2009; Pearson & Grandon, 2004) and perceived ease of use (Awal et al., 2010; Opia, 2008; Venkatesh, 2000; Davies et al., 1989). If the technology is considered to be useful and beneficial and also easier to use individuals are likely to use such technology.

The current paper is based on integration of theories since that allows the use of conceptual model with multiple factors to be examined. The theories underlying the paper are the Davis (1989) Technology Acceptance Model (TAM), the Rogers (1995) Innovation Diffusion Theory (IDT) and the Decomposed Theory of Planned Behaviour model (DTPB) by Taylor and Todd (1995).

According to Davis (1989) technology adoption is a function of Perceived beliefs/usefulness (PU); Perceived ease of use (PEOU); Attitude towards the use of IT and Behavioural intention to use. Rogers (1995) explained five innovation decision processes through which an individual adopt technology which are knowledge about the innovation; persuasion; decision of adoption/rejection of the innovation; implementation of the new technology and confirmation/reservation stage.

Rogers (1995) Innovation Diffusion Theory identifies five attributes that affect technology adoption by individuals. The attributes are relative advantage, compatibility, complexity, trialability and observability. Taylor and Todd (1995) theory which is an extension of Ajzen (1991) Theory of Planned Behaviour (TPB) indicates that technology adoption is a function of behavioural intention and perceived behavioural control. According to the theory (DTPB) Technology adoption is influenced by perceptions, attitudes, beliefs, perceived behavioural control and social influence, together with psychological considerations

1.2. STATEMENT OF PROBLEM/JUSTIFICATION/SIGNIFICANCE

with the advent of internet and the current competition in the business environment, firms (SMEs) are expected to become competitive by adopting all emerging technologies such as e-marketing since e-marketing is expected to improve business activities (Modimogale & Kroeze, 2011; Azadegan & Gonzalez, 2010). In addition a lot of customers use internet for various reasons through the mobile phones and the computer as well as other devices. The current study explores factors that influence SMEs e-marketing adoption.

A lots of SMEs unlike multinational firms do not use e-marketing in their business practices. Few empirical works on e-marketing adoption on developing economies exist in the literature

and the current study adds to the literature on developing but open and small economy such as Ghana. The findings provide further understanding on the theories underlying the study. Policy makers are provided with document on how to ensure that SMEs are able to adopt e-marketing to attain competitive advantage. Researchers are provided with references material on e-marketing.

1.3. OBJECTIVE

The paper contributes to the body of knowledge in the area of marketing and SMEs business by assessing SMEs adoption of e-marketing. Specifically, the paper seeks among other things to

- i. determine the level of usage and the willingness of use of e-marketing,
- ii. Determine the influences of e-marketing adoption,

1.4. RESEARCH QUESTIONS/ASSUMPTIONS

The study is based on the following research questions:

- i. what is nature of use of e-marketing in SMEs?
- ii. Are SMEs willing to use e-Marketing in doing business?
- ii. What factor influences the use of e-marketing?

The paper is based on the assumption that SMEs in the survey are not using e-marketing significantly in their business activities. Factors such as perceive usefulness; perceive ease of use; infrastructure; knowledge level affects e-marketing adoption.

1.5. SCOPE OF THE STUDY AND LIMITATION

The study was conducted in the Sunyani Township using survey. The paper does not look at the various issues of SMEs use as types of technology use; marketing practices of SMEs; financing schemes for SMEs; potential influence of e-marketing on firms performance. Sample selection is based on non-probability sample method and hence results might suffer from external validity. There is the tendency that some respondents might have being responding in a socially desirable way would tend to bias results against findings for fear and mistrust. Some respondents felt reluctant to participate in the survey.

2. METHODOLOGY OF THE STUDY

The study is based on Quantitative, descriptive, cross-sectional and survey design. The quantitative design allows the responses to be quantified in relation to the variables under investigation. It is also less costly and easier to use in relation to the data analysis unlike qualitative design. The target population for the study is SMEs owners and managers in Sunyani

Township. Convenience sampling technique was adopted since most of the SMEs are not registered as such the sample frame is not available for probability sample method to be used. In all 100 respondents were used for the study.

The purpose of the study was explained to respondents and respondents were made to agree to partake in the study. Data from respondents were treated with the required level of confidentiality. Data for the study was collected from the respondents using self designed questionnaires. The design of the questionnaire was based on the literature review. Administration of the questionnaire was done with the help of research assistants who are students in the marketing department and in their final year.

The study is based on primary data collected in 2014 from the study area and secondary data were obtained from literature through archival study method. Primary data obtained were analysed using frequencies of response, percentages, mean and standard deviation (descriptive statistics) as well as One-way ANOVA, using of SPSS 16.0.

3. RESULTS AND DISCUSSION

3.1. Demographic Profiles of Respondents

The results on demographic profile of the respondents are reported on the table 1 below. The results indicated majority (56.2%) of the respondents were males. Most 25.7% of the respondents were in the age group of 22-25year. Majority (72.4%) of the respondents were Christian. Most (31.4) of the respondents have completed Senior High School (SHS). Most (39%) read Arts at the SHS level. Majority (70.5%) have had training in managing SMEs. Majority (79%) have also had training in IT.

Most (49.5%) have had less than 1year of experience of running SMEs. Majority (60%) have employees' between 1-5. Most (50.5%) of the business were retail (Shop). Most (45.7%) have annual income above 2000GHc. Majority (66.7%) of the shops were under management. Majority (63%) of the shops had the owner of the business as the Manager. Most (48.6%) of the SMEs were sole trade or sale proprietorship.

Table1. Demographic characteristics of respondents

Variables	Frequency	Percentage
A. Gender		
Male	59	56.2
Female	41	39
Missing responses	5	4.8
Total	105	100
B. Age		
18-21	9	8.6
22-25	27	25.7
26-29	18	17.1
30-33	26	24.8
34-37	10	9.5
Above 37	10	9.5
Missing responses	5	4.8
Total	105	100
Religion		
Christian	76	72.4
Muslim	21	20.0
Traditional Worshiper	3	2.9
None	5	4.8
Total	105	100.0
Education of respondents		
Junior High School (JHS)	7	6.7
Senior High School (SHS)	33	31.4
Diploma	20	19.0

High National Diploma (HND)	17	16.2
Degree	14	13.3
Master	6	5.7
PhD	3	2.9
Missing System	5	4.8
Total	105	100.0
Type of programme		
Business	33	31.4
Arts	41	39.0
Science	23	21.9
I don't know	3	2.9
Missing System	5	4.8
Total	105	100.0
Training in managing SMEs?		
Yes	74	70.5
No	24	22.9
I don't know	1	1.0
Missing System	5	4.8
Total	105	100.8
Do you have training in IT?		
Yes	83	79.0
No	17	16.2
I don't know	0	0
Missing System	5	4.8
Total	105	100.0
Experience of respondents		
Less than 1 year	52	49.5
1-5	26	24.8
6-10	18	17.1

Above 10	4	3.8
Missing System	5	4.8
Total	105	100.0
Number of employees		
1-5	63	60
6-10	10	9.5
11-15	16	15.2
16-20	7	6.7
21-25	2	1.9
Above 25	2	1.9
Missing System	5	4.8
Total	105	100.0
Industry Sector		
Retail(Shops)	53	50.5
Manufacturer	13	12.4
Services	34	32.4
Missing System	5	4.8
Total	105	100.0
Annual Income		
Less than 1000	27	25.7
1000-2000	25	23.8
Above 2000	48	45.7
Missing System	5	4.8
Total	105	100.0
Do you have a manager?		
Yes	70	66.7
No	30	28.6
I don't know	0	0

Missing System	5	4.8
Total	105	100.0
Who is the manager of the Firm?		
The Owner	67	63.8
An employee	26	24.8
I don't know	7	6.7
Missing System	5	4.8
Total	105	100.0
Legal ownership of SMEs		
Family business	16	15.2
Sole proprietor	51	48.6
Partnership	31	29.5
Limited company	2	1.9
Missing System	2	4.8
Total	105	100.0

(Source: Field survey, May, 2014)

3.2. Respondent's Attitude towards E-Marketing

Respondent's attitude towards the use of E-marketing was examined in the survey using various questions. The results are reported in Table 2. Majority (69.5%) of the respondents use internet in their business activities. Significant majority (81.8%) of the respondents like the use of internet. Majority (62.9%) of the respondents market their business activities through the internet.

Majority (65.7%) of the respondents sell their products using electronics/internet? Majority (71.4%) communicate with their customers through internet/electronic. Majority (79.0%) of the respondents know business (es) that use E-marketing in their business practices. Significant majority (85.7%) of the respondents will recommend the use of Electronic marketing to other

businesses. The results indicate that respondents have positive attitude towards the use of internet and e-marketing. The results on the factors that influence the use of e-marketing are reported in Table 3.

Table 2 Distribution of responses on Attitude Towards E-Marketing

Do you use Internet in your business practices?	Freq.	Percentage (%)
Yes	73	69.5
No	27	25.7
I don't know	0	0
Missing System	5	4.8
Total	105	100.0
Question 16. Do you market your business activities?		
Yes	71	67.6
No	28	26.6
I don't know	1	1.0
Missing System	5	4.8
Total	105	100.0
Do you market your business activities through Internet?		
Yes		
No	66	62.9
I don't know	34	32.3
Missing System	0	0
Total	5	4.8
	105	100.0
Do you communicate with your customers through Internet/Electronics?		
Yes	75	71.4
No	25	23.8
I don't know	0	0
Missing System	5	4.8
Total	105	100.0

Do you sell your products using Electronics/Internet?		
Yes		
No	69	65.7
I don't know	31	29.5
Missing System	0	0
Total	5	4.8
	105	100.0
Will you recommend the use of Electronic marketing to other businesses?		
Yes	90	85.7
No	8	7.6
I don't know	2	1.9
Missing System	5	4.8
Total	105	100.0
Do you know business (es) that use E-marketing in their business practices?		
Yes	83	79.0
No	16	15.2
I don't know	1	1.0
Missing System	5	4.8
Total	105	100.0
Do you like the use of Internet?		
Yes	86	81.8
No	11	10.5
I don't know	3	2.9
Missing System	5	4.8
Total	105	100.0

(Source: Field survey, May, 2014)

3.3. Results on factors that influence E-Marketing Adoption

After examining respondent's attitude towards internet usage and e-marketing, the factors that influence E-Marketing adoption among SMEs were investigated in the survey. The results are reported in Table 3. Significant majority (81%) of the respondents strongly agreed/agreed that ease of use of e-marketing influence adoption. Majority (81%) also strongly agreed/agreed that flexibility of use influence the use of E-marketing.

Significant majority (83.8%) of the respondents strongly agreed/agreed that understandability of internet influence the use of Internet/E-marketing. Majority (62.8%) of the respondents strongly agreed/agreed that top management support or use influence the use of E-marketing. Majority (58.1%) of the respondents strongly agreed/agreed that pressure from competitors influence the use of E-marketing.

Majority (56.2%) of the respondents strongly agreed/agreed that pressure from the industry influence the use of E-marketing. Most (57.1%) of the respondents strongly agreed/agreed that E-marketing being consistent with the organization's goals influence the use of E-marketing. Majority (60%) of the respondents strongly agreed/agreed that E-marketing being consistent with the organization's value influence the use of E-marketing. Majority (67.6%) of the respondents strongly agreed/agreed that having technological resources to adopt influence the use of E-marketing.

Majority (70.4%) of the respondents strongly agreed/agreed that having adequate skill staff influence the use of E-marketing. Majority (59%) of the respondents strongly agreed/agreed that E-marketing being consistent with the organization's culture influence the use of E-marketing. Majority (60.9%) of the respondents strongly agreed/agreed that E-marketing being consistent with the organization's technology/infrastructure influence the use of E-marketing. Most (42.9%) of the respondents strongly agreed/agreed that the cost of the use of internet influence the use of E-marketing.

Table 3: Distribution of responses on the factors influencing E-marketing

FACTORS	Strongly Agree/Agree e Freq. (%)	Neutral Freq. (%)	Strongly disagree/disa gree Freq.(%)	Missing responses (%)	Total (%)
Ease of use	85(81)	8(7.6)	8(6.7)	5(4.8)	105 (100)

Flexible use	85(81.0)	7(6.7)	8(7.7)	5(4.8)	105(100)
Understandability	88(83.8)	7(6.7)	5(4.8)	5(4.8)	105(100)
Top management	66(62.8)	18(17.1)	16(15.3)	5(4.8)	105(100)
Pressure from competitors	61(58.1)	15(14.3)	24(22.8)	5(4.8)	105(100)
Pressure from Industry	59(56.2)	19(18.1)	21(21)	5(4.8)	105(100)
E-marketing is consistent with our organization's goal	60(57.1)	21(20.0)	19(18.1)	5(4.8)	105(100)
E-marketing is consistent with our organization's values	63(60)	23(21.9)	14(13.3)	5(4.8)	105(100)
Technological resources to adopt e-marketing	71(67.6)	16(15.2)	13(12.4)	5(4.8)	105(100)
Adequate staff skills to adopt e-marketing	74(70.4)	14(13.3)	12(11.5)	5(4.8)	105(100)
E-marketing is consistent with our organization's culture	62(59)	26(24.8)	12(11.4)	5(4.8)	105(100)
E-marketing is consistent with our organization's technology	64(60.9)	22(21.0)	16(15.3)	5(4.8)	105(100)
The cost	45(42.9)	22(21.0)	33(31.4)	5(4.8)	105(100)

(Source: Field survey, May, 2014)

The ranked results on the factors the influence E-marketing adoption are presented in Table 4. The three most important influencing factors are understandability (83%); ease of use and flexibility(81%). The least important factor is the cost (42.9) of the adopting E-marketing.

Table 4: Distribution of ranked responses on the factors influencing e-marketing

FACTORS	(%)
Understandability	83
Ease of use	81
Flexible use	81

Adequate staff skills to adopt e-marketing	70.4
Technological resources to adopt e-marketing	67
Top management	62
E-marketing is consistent with our organization's technology	60.9
E-marketing is consistent with our organization's values	60
E-marketing is consistent with our organization's culture	59
Pressure from competitors	58.1
E-marketing is consistent with our organization's goal	57.1
Pressure from Industry	56.2
The cost	42.9

(Source: Field survey, May, 2014)

3.4. Results on the effect of E-Marketing Adoption

Significant majority (85.7%) of the respondents strongly agreed/agreed that E-marketing result in improve job performance. Majority (83.8%) of the respondents strongly agreed/agreed that E-marketing result in improved productivity. Majority (66.7%) of the respondents strongly agreed/agreed that E-marketing result in improved job effectiveness.

Table 5. Distribution of responses on the effect of E-marketing

Improve job performance	90(85.7)	7(6.7)	3(2.90)	5(4.8)	105(100)
Improve productivity	88(83.8)	8(7.6)	3(3.9)	5(4.8)	105(100)
Improve job effectiveness	68(66.7)	9(8.6)	21(20)	5(4.8)	105(100)

(Source: Field survey, May, 2014)

3.4. Regression results of One Way Analysis of Variance

The researcher examined whether there are significant differences in terms of the variation between socio-demographic factors and the identified influencing factors of e-marketing adoption using Analysis of Variance (ANOVA). The demographic factors identified are culture (proxied by religion of respondents); age; education level; training in internet (IT); industry type and annual income.

3.4.1. Effect of Religion

Religion influences responses on seven identified factors in the survey at various significant levels. Understandability of the E-marketing (1%); Top management use of E-marketing (5%); Pressure from competitors influence the usage of E-marketing (10%); Pressure from Industry influence the usage of E-marketing (10%); Adequate staff skills to adopt e-marketing (5%); E-marketing is consistent with our organization's culture (5%) and E-marketing is consistent with our organization's technology (1%).

Table 6. Results on the Effect of Religion

Statements	F-value	Sig.
Understandability of the Internet/E-marketing	5.310	0.006***
Top management use of Internet/E-marketing	3.434	0.036**
Pressure from competitors influence the usage of Internet/E-marketing	2.764	0.068*
Pressure from Industry influence the usage of Internet/E-marketing	2.692	0.073*
Adequate staff skills to adopt e-marketing	4.400	0.015**
E-marketing is consistent with our organization's culture	4.379	0.015**
E-marketing is consistent with our organization's technology	5.704	0.005***

Source. Authors' computation, May, 2014. Note: ***, ** and * denote significance at 1%, 5% and 10% levels

3.4.2. EFFECT OF EDUCATION

Education influences responses on one identified factor in the survey at 10% significance level. The factor is Pressure from competitors influence the usage of Internet/E-marketing.

Table 7. Results on the Effect of Education

Statements	F-value	Sig.
Pressure from competitors influence the usage of Internet/E-marketing	1.910	0.087*

Source. Authors' computation, May, 2014. Note: * denote significance at 10% level

3.4.3. EFFECT OF TRAINING IN IT

Training in IT influences responses on twelve identified factor in the survey at various significance level. The factors are Ease of use (1%); Flexible use of the use of E-marketing (10%); Understandability of the E-marketing (1%); Top management use of E-marketing (10%); Pressure from competitors influence the usage of E-marketing (10%); E-marketing is consistent with our organizational goal (1%); E-marketing is consistent with our organization's values (1%); Technological resources to adopt e-marketing (1%); Adequate staff skills to adopt e-marketing (5%); E-marketing is consistent with our organization's culture (1%) and E-marketing is consistent with our organizational technology (10%).

Table 8. Results on the Effect of Training in IT

Statements	F-value	Sig.
Ease of use of the use of Internet	9.119	0.003***
Flexible use of the use of Internet/E-marketing	3.718	0.057*
Understandability of the Internet/E-marketing	10.461	0.002***
Top management use of Internet/E-marketing	3.669	0.058*
Pressure from competitors influence the usage of Internet/E-marketing	3.236	0.075*
Pressure from Industry influence the usage of Internet/E-marketing	2.816	0.097*
E-marketing is consistent with our organizational goal	8.176	0.005**
E-marketing is consistent with our organization's values	13.906	0.000***
Technological resources to adopt e-marketing	7.640	0.007***
Adequate staff skills to adopt e-marketing	4.083	0.046**
E-marketing is consistent with our organization's culture	8.955	0.004***
E-marketing is consistent with our organizational technology	3.186	0.077*

Source. Authors' computation, May, 2014. Note: ***, ** and * denote significance at 1%,

5%

and 10% levels

3.4.4. EFFECT OF INDUSTRIAL SECTOR

Industrial type influences responses on twelve identified factor in the survey at 1% significance level. The factors are Ease of use; Understandability of the E-marketing; Top management use of

E-marketing; Pressure from competitors influence the usage of E-marketing; E-marketing is consistent with our organizational goal; E-marketing is consistent with our organization's values; Technological resources to adopt e-marketing; Adequate staff skills to adopt e-marketing; E-marketing is consistent with our organization's culture; E-marketing is consistent with our organizational technology; The cost of the use E-marketing.

Table 9. Results of the Effect of Industrial Type

Statements	F-value	Sig.
Ease of use	5.797	0.004***
Flexible use of the use of E-marketing	8.522	0.000***
Understandability of the E-marketing	7.503	0.001***
Top management use of E-marketing	7.867	0.001***
Pressure from competitors influence the usage of E-marketing	8.945	0.000***
Pressure from Industry influence the usage of E-marketing	13.831	0.000***
E-marketing is consistent with our organizational goal	16.828	0.000***
E-marketing is consistent with our organization's values	11.698	0.000***
Technological resources to adopt e-marketing	12.651	0.000***
Adequate staff skills to adopt e-marketing	14.359	0.000***
E-marketing is consistent with our organization's culture	4.471	0.014**
E-marketing is consistent with our organizational technology	11.413	0.000***
The cost of the use E-marketing	7.269	0.001***

Source. Authors' computation, May, 2014. Note: ***, ** and * denote significance at 1%, 5%

and 10% levels

3.4.5. EFFECT OF ANNUAL INCOME

Annual income influences responses on twelve identified factor in the survey at various significance level. The factors are Flexible use of the use of E-marketing (1%); Technological resources to adopt e-marketing (10%); E-marketing is consistent with our organization's culture (5%) and the cost of the use of E-marketing (10%).

Table 10. Results on the effect of Annual income

Statements	F-value	Sig.
Flexible use of the use of E-marketing	7.682	0.001***
Technological resources to adopt e-marketing	2.806	0.065*
E-marketing is consistent with our organization's culture	4.556	0.013**
The cost of the use of E-marketing	2.885	0.061*

Source.Authors' computation, May, 2014. Note: ***, ** and * denote significance at 1%, 5% and 10% levels

3.4.6. EFFECT OF AGE

Age influences responses on twelve identified factor in the survey at various significance level. The factors are Ease of use of the use of Internet (5%); Flexible use of the use of Internet/E marketing (5%); Top management use of Internet/E-marketing (10%); Technological resources to adopt e-marketing (1%); Adequate staff skills to adopt e-marketing (1%) and E-marketing is consistent with our organization's culture (1%).

Table 11. Results on the effect of AGE

Statements	F-value	Sig.
Ease of use of the use of Internet	1.929	0.013**
Flexible use of the use of Internet/E-marketing	2.256	0.027**
Top management use of Internet/E-marketing	2.296	0.051*
Technological resources to adopt e-marketing	3.378	0.008***
Adequate staff skills to adopt e-marketing	3.671	0.004***
E-marketing is consistent with our organization's culture	4.225	0.002***

Source.Authors' computation, May, 2014. Note: ***, ** and * denote significance at 1%, 5% and 10% levels

3.4.6. Discussions

The findings of the survey seem to imply that respondents have positive attitude towards internet use and the adoption of E-marketing. The identified influencing factors of E-marketing adoption

as reported in Table 2 and Table 3 are in support of the findings of previous studies reported in the literature.

Respondents are willing to use E-marketing in their business activities. This willingness is in line with the findings of earlier works such as Ghobakhloo et al. (2011); Fathian et al. (2008); Saffu et al. (2008) and Bruque and Moyano (2007). When users are willing to use any technology they are likely to put in all efforts to know how to use the technology. Respondents use internet in their business activities which also influence E-marketing adoption. Respondents indicated that ease of use influence E-marketing adoption.

This finding is in support of the findings of earlier researchers such as Awal et al. (2010); Opia (2008) and Venkatesh (2000). They identified influencing factors of E-marketing adoption in the current survey are in lined with the findings of Dlodlo and Dhurup (2013) study which reported that the identified factors in the current survey are key determinants of E-marketing adoption.

4. CONCLUSION AND POLICY IMPLICATIONS

The objectives of the paper have been achieved. The factors that influence E-marketing adoption by SMEs have been examined. The factors are multi-dimensional in nature. The most important three factors according to the survey, are understandability; ease of use and flexible use of the E-marketing technology.

Business should adopt E-marketing in their business activities. There is no need to adopt a 'wait-and-see' attitude towards the adoption of E-marketing technology. E-marketing is believed to improve business performance, improve productivity and job effectiveness. The adoption of E-marketing by SMEs is expected to increase business returns (Dlodlo&Dhurup, 2013; Mora-Monge et al., 2010; Morikawo, 2004). Marketers in E-marketing should also incorporate the findings of the current study to ensure that SMEs are able to adopt E-marketing in their business activities.

If SMEs perceive E-marketing as not flexible and difficult to use the chances are that the technology will not be used. Policy makers and government should ensure that grants; subsidies and loans are made available to SMEs to be able to effectively adopt E-marketing technology. Public education programmes should be put in place to ensure that individuals and businesses are made aware of the potentials and benefits of E-marketing adoption.

Since the current study is a descriptive in nature, future study should focus on causal studies with larger sample size. Future study should also be focused on the perspective of professional marketers in examining the influencers of E-marketing adoption.

REFERENCES

1. Abrahams, L., &Goldstuck, A. (2010).ICT, the network knowledge economy and development. LINK Public Policy No. 11, July. [Online] available:<http://link.wits.ac.za/papers/Abrahams-Goldstuck-2010-eDevelopment-SA.pdf>.
2. Ajzen, I. (1991). The theory of planned behavior.*Organizational behavior and human decision processes*, 50 (2),179-211.
3. Awa, H. O., Nwibere, B. M., &Inyang, B. J. (2010). The uptake of electronic commerce by SMEs: a Meta theoretical framework expanding the determining constructs of TAM and TOE frameworks. *Journal of Global and Business Technology*, 6(1), 1-27.
4. Bruque, S., &Moyano, J. (2007).Organisational determinants of information technology adoption and implementation in SMEs: The case of family and cooperative firms. *Technovation*, 27(1), 241-253.
5. Barry, H., & Milner, B. (2002).SMEs and E-Commerce; a departure from the traditional prioritisation of training?*Journal of European Industrial Training*, 26(7), 316-326.
6. Chaffey, D., & Smith, P. R. (2005).*E-marketing excellence; the heart of e-business*. (2nd ed.). Oxford: Heinemann.
7. Chan, C., &Swatman, P. M. C. (2000). From EDI to E-Commerce: the BHP experience. *International Research and Electronic Networking Applications and Policy*, 10(1), 72-82.
8. Cronje, G. J., Du Toit, J. &Motlatla, M. (2004).*Introduction to Business Management*.(6th ed.). Cape Town: Oxford Business Press.
9. Davies, F. D., Bagozzi, R. P., &Warshaw, P. R. (1989). User acceptance of computer technology: a comparison of two theoretical models. *Management Science Journal*, 35(8), 982-1003.
10. Dlodlo, N., &Dhurup, M. (2013).Drivers of E-Marketing Adoption among Small and Medium Enterprises (SMEs) and Variations with Age of Business Owners.*Mediterranean Journal of Social Sciences*, 4(14), 53-66.

11. Dlodlo, J. B., Nleya, B. M., & Adigun, M. O. (2006). *Providing wireless QOS by integration of Intelligent Software Agents*. Paper presented at the fourth International Science and Technology Conference held at the Vaal University of Technology on 28 to 30 November 2006, Vanderbijlpark: South Africa, 1-17.
12. Elliot, R., & Boshoff, C. (2007). The influence of the owner-manager of small tourism businesses on the success of Internet Marketing. *South African Small Business Journal*, 38(3), 15-27.
13. Esteves, J. (2009). A benefits realization road-map framework for ERP usage in small and medium sized enterprises. *Journal of Enterprise and Information Management*, 22(1/2), 25-35.
14. Falkena, H. (2000). *SMEs access to Finance in South Africa; a supply side regulatory review*. Report by the task group of the policy board to financial services and regulations: Pretoria, South Africa: Kluwer Publishers.
15. Fathian, M., Akhavan, P., & Hoorali, M. (2008). E-Readiness Assessment of Non-Profit ICT SMEs in a Developing Country: The Case of Iran. *Technovation*, (3), 578-597.
16. Fillis, I., Johannson, U. & Wagner, B. (2004). Factors impacting on e-business adoption and development in the smaller firm. *International Journal of Entrepreneurship and Behavioural Research*, 10(3), 178-191.
17. Gay, R., Charlesworth, A., & Esen, R. (2007). *Online Marketing: a customer-led approach*. New York: Oxford University Press
18. Gibson, T., & van der Vaart, H. J. (2008). *Defining SMEs: a Less Imperfect Way of Defining Small and Medium Enterprises in Developing Countries*. [online] Available :http://www.brookings.edu/~media/research/files/papers/2008/9/development%20gibson/09_development_gibson.pdf (20 January 2013).
19. _development_gibson.pdf (20 January 2013).
20. Ghobakhloo, M., Arias-aranda, D., & Benitez-amado, J. (2011). Adoption of e-commerce applications in SMEs. *Journal of Industrial Management Data Systems*, 111(8), 1238-1269.
21. Goldstuck, A. (2009). Make it easy: SMEs want mobility and simplicity, *iWeek*, 206,11.
22. Harris, L., & Dennis, C. (2002). *Marketing the e-Business*. London: Routledge Publishers.

23. Hollenstein, H. (2004). Determinants of the adoption of Information and Communication Technologies (ICT); an empirical analysis based on firm-level data for the Swiss business sector. *Structural Change and Economic Dynamics*, 15(3), 315-342.
24. Jackson, M. L. P. (2004). Entrepreneurial support in South Africa: a case study of a small enterprise support centre in Johannesburg. Thesis submitted for the degree Philosophie Doctor in Business Management. Birmingham: University of Birmingham.
25. Jutla, D., Bodorick, P., & Dhaliwal, J. (2002). Supporting the E-Readiness of small and medium sized enterprises: approaches and metrics. *International Research and Electronic Networking and Applications Policy*, 12(2), 139-164.
26. Kendall, J. D., Tung, L. L., Chua, K. H., Dennis, N. G, C. H., & Tan, S. M. (2001). Receptivity of Singapore's SMEs to electronic commerce adoption. *Journal of Strategic Information Systems*, 10(1), 223-242.
27. Khan, S. (2007). *Adoption issues of Internet banking in Pakistani firms*. Dissertation submitted for the degree Master of Science in Information Technology. Lulei: Lulei University of Technology.
28. Kohn, S., & Husig, S. (2006). Potential benefits, current supply, utilization and barriers to adoption: an exploratory study of German SMEs. *Technovation*, 26(1), 988-998.
29. Kyobe, M. E. (2010). E-security and non-compliance with government regulations on IT: Barriers to e-commerce optimization in South African SMEs. Book Title: E-Commerce Adoption and Small Business in the Global Marketplace: Tools for Optimization. Edited by: Brychan Thomas and Geoff Simmons, 2009. IGI Global publication. ISBN: 978-1-60566-998-4.
30. Kyobe M. E. (2010). A Knowledge Management Approach to Resolving the Crises in the Information Systems Discipline. *Journal of Systems and Information Technology*, Volume 12(2):161-173, . ISSN 1324-7265.
31. Kyobe, M. (2011). Special issue on information and communication technology in South Africa. *Journal of Systems and Information Technology*, 13(3), 1-2.
32. Lee, O. K. M., & Cheung, C. M. K. (2004). Internet retailing adoption by small and medium sized enterprises (SMEs): a multiple case study. *Information Systems Frontier*, 6(4), 385- 397.

33. Levy, M., & Powell, P. (2002). SME Internet adoption: towards a transporter model. Paper read at the 15th BLED Electronic Commerce conference on eReality: constructing the eEconomy held in Slovenia on 17 to 19 June. Slovenia.
34. Lim, W. M. (2010). Factor Analysis of Variables affecting e-Marketing Adoption by UK Independent hotels. *Information Communications and Technology Journal*, 2(1), 39-50.
35. Maguire, S., Koh, S. C. L., & Magrys, A. (2007). The adoption of E-Business and knowledgemanagement in SMEs. *Benchmarking: An International Journal*, 14(1), 37-58.
36. Martin, L. M., & Matlay, H. (2001). Blanket approaches to promoting ICT in small firms: Some lessons from DTI ladder adoption model in UK. *Internet Research: Electronic Networking Applications and Policy*, 11(5), 399-410.
37. Matlay, H. & Addis, M. (2003). Adoption of e-commerce and ICT in small businesses: an HEI based consultancy perspective. An HEI based consultancy perspective. *Journal of Small Business and Enterprise Development*, 10(3), 321-335.
38. Modimogale, L., & Kroeze, J. H. (2011). The role of ICT within Small and Medium Enterprises in Gauteng. *Communications of the IBIMA Journal*, 2011(1), 1-13.
39. Moodley, S. (2002). Global market access in the Internet era: South Africa's wood furniture industry. *International Research and Electronic Networking and Applications Policy*, 12(1), 31-42.
40. Mora-Monge, C. A., Azadegan, A., & Gonzalez, M. E. (2010). Assessing the impact of web-based electronic commerce use on the organizational benefits of a firm: An empirical study. *Benchmarking: An International Journal*, 17(6), 773-790.
41. Morikawo, M. (2004). Information technology and the performance of Japanese SMEs. *Small Business and Economics Journal*, 23(1), 171-177.
42. Mutula, S., & van Brakel, P. (2006). E-readiness of SMEs in the ICT Sector in Botswana with Respect to Information Access. *Electronic Library Journal*, 24(3), 402-17.
43. Opia, O. (2008). An Exploratory study of the Moderating effects of Trust on E-commerce Adoption Behaviour of Nigerian small Enterprises. *African Journal of Entrepreneurship*, 1(1), 43-51.
44. Parker, C., & Castleman, T. (2009). Small firm E-business Adoption: A critical analysis of theory. *Journal of Entrepreneurship and Information Management*, 22(1/2), 167-82.

45. Pearson, M. J., & Grandon, E. E. (2004). Electronic commerce adoption: empirical study of small and medium sized US businesses. *Journal of Information Management*, 42(1), 197-216.
46. Poon, S. & Swatman, P. M. C. (1997). Small business use of the Internet. *International Marketing Review*, 14(5), 385-402.
47. Porter, M. (2001). Strategy and the Internet. *Harvard Business Review*, 79(3), 63-78.
48. Rashid, M. A., & Al Qirim, N. A. (2001). E-Commerce technology adoption framework by New Zealand small to medium sized employees. *Research Letters in the Information Management Systems Journal*, 3(2), 63-70.
49. Rogers, E. M. (1995). *Diffusion of innovations*. (4th ed.). New York: Free Press Publishers.
50. Sadowski, B. M., Maitland, C., & Dongen, J. V. (2001). Strategic use of the Internet by small and medium-sized companies: an exploratory study. *Journal of Information and Economics Policy*, 14(1), 75-93.
51. Saffu, K., Walker, J. H., & Hinson, R. (2008). Strategic value and electronic commerce adoption among small and medium-sized enterprises in a transitional economy. *Journal of Business and Industrial Marketing*, 23(6), 395-404.
52. Soontiens, W. (2002). Managing International Trade: an analysis of South African SMEs and regional trade. *Journal of Management Decisions*, 40(7), 710-719.
53. Sparkes, A., & Thomas, B. (2001). The use of the Internet as a critical success factor for the marketing of Welsh-agri food SMEs in the twenty first century. *British Food Journal*, 103(5), 331-347.
54. Stansfield, M., & Grant, K. (2003). An investigation into issues influencing the use of the Internet and electronic commerce among small medium sized enterprises. *Journal of Electronic Commerce Research*, 4(1), 15-33.
55. Steyn, A.S., & Leonard, A. C. (2012). Guidance for SMEs with the adoption of technology: A conceptual game work. *The Southern African Journal of Entrepreneurship and Small Business Management*, 5(1), 24-33.
56. Taylor, S., & Todd, P. (1995a). Assessing IT usage: The role of prior experience. *MIS quarterly*, 19(4), 561-570.

57. Taylor, S., & Todd, P. A. (1995b). Understanding information technology usage: A test of competing models. *Information systems research*, 6(2), 144.
58. Teo, T. S. H., & Tan, M. (1998). An empirical study of adopters and non-adopters of the Internet in Singapore. *Journal of Information Management*, 34(1), 339-345.
59. Triandis, H. (2004). The many dimensions of culture. *Academy of Management Executives*, 18(1), 88-93.
60. Uzoka, F. M. E., Shemi, A. P., & Seleka, G. G. (2007). Behavioural influences of E-Commerce adoption in a developing country context. *Electronic Journal of Information Systems in Development Countries*, 31(4), 1-15.
61. Venkatesh, V. (2000). Determinants of Perceived Ease of Use: Integrating Control, Intrinsic Motivation and Emotion into the Technology Acceptance Model. *Information Systems Research*, 11(4), 342-365.
62. Vuuren, van J. J., & Groenewald, D. (2007). A critical analysis of the influence of start-up factors in small businesses and entrepreneurial ventures in South Africa. *Acta Commercii*, 4(1), 269-280.
63. Zhao, F. (2005). Entrepreneurship and innovations in e-business: an integrative perspective. *International Journal of Entrepreneurship and Innovation*, 6(1), 53-60.