

## Factors Influencing Adoption of Electronic-Marketing among Small and Medium Enterprises in Nigeria: A Quantitative Approach

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### Authors' contributions

*This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.*

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### ABSTRACT

E-marketing can be described as the application of technology for planning and implementing marketing functions for the purpose of satisfying identified needs. However, there has been a discrepancies on the actual factors that influence its adoption among small and medium enterprises in Nigeria. Hence, to identify the critical factors that influence SME adoption of e-marketing is the main objective of the study. The research synthesized twenty (25) articles and established the variables that influence SMEs e-marketing adoption. Descriptive statistics was applied and factors mentioned three times and more was included in the analysis. The factors of e-marketing adoption mentioned more than three times were tabulated and assigned frequencies. Eleven factors were identified; IT infrastructure, IT awareness, IT Skills, IT knowledge, owner's education level, availability of resources, perceived compatibility, firm size, IT experts, attitude, and lack of financial resources. Furthermore, IT infrastructure (64%) and IT awareness (54%) were found to be the critical factors for e-marketing adoption among SMEs in Nigeria. It is recommended that in making e-marketing adoption decision, the critical factors identified in this study must be considered. Finally, extensive further study should be focused on the use of primary data to identify the factors that influence adoption of e-marketing among SMEs.

**Keywords:** E-marketing; adoption; SMEs; technology; quantitative approach.

### 1. INTRODUCTION

The emergence of the internet have spurred divers avenues over the last two decades for

businesses to progress. Furthermore, the application of internet in marketing activities has further escalated business penetration and enhanced inclusion in business environment.

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