

MARKETING STRATEGIES AND PERFORMANCE OF SELECTED SMALL AND MEDIUM ENTERPRISES (SMEs) IN CENTRAL SENATORIAL DISTRICT OF CROSS RIVER STATE, NIGERIA

Nfawa Erasmus Usani¹,
Emem Akaniyene Sampson²,
Idongesit Joshua Essien³
Ubong Martin Christopher⁴
Mfon Isaac Effiong⁵

^{1234 and 5} Department of Marketing, University of Uyo, Uyo Nigeria.

¹E-mail: nfawaerasmus43@gmail.com

ABSTRACT

Small and medium-scale enterprises (SMEs) are an essential component of the nation's economy, contributing in a number of ways, including creating money, opening up new employment opportunities, introducing innovations, and fostering competition. This research investigated the impact of marketing strategies on the performance of SMEs in the central senatorial district of Cross River State, Nigeria. The study specifically looks at the impact of micromarketing, marketing communication, and electronic marketing on the performance of SMEs. The researchers adopted the survey design. The questionnaire was the instrument administered to SME owners in the six local government areas that make up the central senatorial district, of which 375 copies were retrieved and completed in useable form. Hence, 375 formed the sample for the study. The obtained data were analysed using percentages, and hypotheses were tested using multiple regression analysis. Findings from the study revealed that there is a significant relationship between marketing strategies (micromarketing, marketing communication, and electronic marketing) and the performance of SMEs. The study recommends that SME owners should pay special attention to marketing communication, as that is the strategy with the greatest impact on SME performance.

KEYWORDS: marketing strategies, performance of SMEs, micromarketing, electronic marketing and marketing communication

ABSTRAKT

Kleine und mittlere Unternehmen (KMU) sind ein wesentlicher Bestandteil der Wirtschaft des Landes und tragen in vielerlei Hinsicht dazu bei, Geld zu schaffen, neue Beschäftigungsmöglichkeiten zu eröffnen, Innovationen einzuführen und den Wettbewerb zu fördern. Diese Studie untersucht die Auswirkungen von Marketingstrategien auf die Leistung von KMU im zentralen Senatsbezirk von Cross River State, Nigeria. Die Studie befasst sich insbesondere mit den Auswirkungen von Mikromarketing, Marketingkommunikation und elektronischem Marketing auf die Leistung von KMU. Die Forscher wählten ein Umfragedesign. Der Fragebogen war das Instrument, das den KMU-Besitzern in den sechs lokalen Regierungsbezirken, aus denen sich der zentrale Senatsbezirk zusammensetzt, ausgehändigt wurde. 375 Exemplare davon wurden abgerufen und in brauchbarer Form ausgefüllt. Die 375 Exemplare bildeten somit die Stichprobe für die Studie. Die gewonnenen Daten wurden anhand von Prozentsätzen analysiert, und die Hypothesen wurden mithilfe einer multiplen Regressionsanalyse getestet. Die Ergebnisse der Studie zeigen, dass ein signifikanter Zusammenhang zwischen den Marketingstrategien (Mikromarketing, Marketingkommunikation und elektronisches Marketing) und der Leistung von KMU besteht. Die Studie

empfiehlt den Inhabern von KMU, der Marketingkommunikation besondere Aufmerksamkeit zu schenken, da sie die Strategie mit dem größten Einfluss auf die Leistung der KMU ist.

STICHWORTE: Marketingstrategien, Leistung von KMU, Mikromarketing, elektronisches Marketing und Marketingkommunikation

RÉSUMÉ

Les petites et moyennes entreprises (PME) sont une composante essentielle de l'économie nationale, à laquelle elles contribuent de diverses manières, notamment en créant de l'argent, en ouvrant de nouvelles possibilités d'emploi, en introduisant des innovations et en stimulant la concurrence. Cette étude a examiné l'impact des stratégies de marketing sur les performances des PME dans le district sénatorial central de l'État de Cross River, au Nigeria. L'étude examine spécifiquement l'impact du micromarketing, de la communication marketing et du marketing électronique sur les performances des PME. Les chercheurs ont adopté la méthode de l'enquête. Le questionnaire a été administré aux propriétaires de PME dans les six zones de gouvernement local qui constituent le district sénatorial central, dont 375 exemplaires ont été récupérés et remplis sous une forme utilisable. Ces 375 exemplaires ont donc constitué l'échantillon de l'étude. Les données obtenues ont été analysées à l'aide de pourcentages et les hypothèses ont été testées à l'aide d'une analyse de régression multiple. Les résultats de l'étude ont révélé qu'il existe une relation significative entre les stratégies de marketing (micromarketing, communication marketing et marketing électronique) et les performances des PME. L'étude recommande aux propriétaires de PME d'accorder une attention particulière à la communication marketing, car c'est la stratégie qui a le plus d'impact sur les performances des PME.

MOTS-CLÉS: strategies de marketing, performances des PME, micromarketing, marketing électronique et communication marketing.

INTRODUCTION

The word strategy comes from the ancient Greek word “strategos”, which simply means “general in command of the military”. The term strategy has long been linked with the military, which reflects on how the military intends to react to an adversary’s game plan. Today, marketing and other behavioural disciplines have adopted the construct into their lexicon (Ebitu, 2015:276). Aluko, Odugbesan, Gbadamosi, and Osuagwu (2011:16) describe strategy as a long-term commitment of an organisation's resources to achieve specific objectives. They added that strategy is an organisation’s framework for how best its goals can be achieved in the light of competition, varying organisational resources, and the changing business environment. For small and medium enterprises (SMEs) to survive, Achumba (2000:2) opined that SMEs must learn how to develop and apply strong marketing strategies.

“Marketing strategy” refers to the interplay that occurs between the external and internal environmental factors that examine the organisation’s position in the target market (Wawira, 2016). The overarching corporate strategy serves as the foundation for the marketing strategy. Marketing strategy is refers to those marketing initiatives created to help an organisation achieve its goals (Ebitu, 2016). According to (Ebitu 2015:278), marketing strategies should focus on how an organisation can effectively differentiate itself from its competitors while capitalising on its unique skills to provide superior value to its consumers. It answers the question of how, when, and what small and medium enterprises (SMEs) can do over time to remain competitive and perform stronger in the face of globalisation.

To achieve the performance matrix, SMEs have to plan ahead of time with the best marketing strategies that allow them to examine both long-term and short-term goals, which makes it possible to meet performance within a given time frame. Small and medium enterprises (SMEs) in Nigeria are a fundamental part of the nation’s economic growth. This sector promotes private development and

partnerships, which are known as the major engines of economic development (Ebitu, Basil, and Ufot, 2016). Amin (2021) reported that the importance and contributions of SMEs are easily noticeable. They strengthen the industrialization sector of most developing nations in the world, create jobs, and raise the standard of living of the teeming population of the economy (Gajanayake, 2010; Etuk *et al.*, 2016; Etuk, Udoh, and Eke, 2021). Despite these priceless contributions to economic development and growth, SMEs are constantly confronted with fierce competition from large and well-established companies due to their inability to introduce cutting-edge technology and innovations. This circumstance makes it challenging for SME's to perform and maintain their position in the marketplace effectively (Dzisi and Ofosu, 2014).

As is noticeable in Nigeria and other developing countries of the world, SMEs in Nigeria, particularly in the central senatorial district of Cross River State, are faced with numerous problems ranging from a lack of trained workers, insufficient financial capital, a lack of quality infrastructure, fraud, problems interpreting and analysing market opportunities, a limited range of products, incompatible government policies, and also stiff competition from foreign companies (Etuk *et al.*, 2021; Ebitu, 2016; Mustapha, 2017). Apart from the aforementioned issues, it has been observed that SMEs within the central senatorial district are still unable to realise their full potential, and their business practices continue to be narrowly focused (Mokhtar and Wan-Ismael, 2012).

Researchers have argued that in order to improve performance, SMEs should be more aggressive in exploring a variety of competitive marketing strategies (Etuk *et al.*, 2022). SMEs in the senatorial district should forge their own course for development by depending on the best strategies that enable them to dominate new markets, boost their sales revenue, and broaden their customer base. The impact of marketing strategies on the performance of SMEs in the senatorial district has received minimal research attention by researchers, despite SMEs' contributions to the district. This paper bridges the gap by contributing to the literature and examining three marketing strategies (micromarketing, marketing communication, and electronic marketing) and their impact on the performance of SMEs in the central senatorial district of Cross River State, Nigeria.

Research Objective. This study sought to investigate marketing strategies and its impact on the performance of selected small and medium enterprises in central senatorial district of Cross River State. Specifically, the aim for this study is to:

- Examine the overall relationship between micromarketing, electronic marketing and marketing communication on the performance of SMEs Cross River central senatorial district.

Research Hypotheses

- **H₀₁:** There is no collective significant relationship between micromarketing, electronic marketing and marketing communication strategy and performance of SMEs in Cross River State, central senatorial district.

Overview of marketing strategies. No one marketing strategy is best for all organizations. Business owners must determine what makes the most sense given their position in the marketplace and their overall objectives and resources. Even within an organisation, different marketing strategies may be required to enhance sales (Kotler and Armstrong, 2010). Marketing strategy remains a dynamic subject matter; hence, there are as many definitions as there are authors (Mogaba, 2006). Chigbata, Chukwunonso, and Ifeanyi (2020) see marketing strategy as the effective use of organisational resources to assist business owners in gaining a competitive edge in a certain market area. Igbaji and Eke (2022) summarised marketing strategy as a tactical design that must be implemented by organisations to satisfy their target market, attract new consumers, and attain their objectives. Kasiso (2017) perceived marketing strategies as having the primary objective of boosting sales and creating a long-lasting competitive advantage.

According to Amin (2021), marketing strategy is the design that helps an organisation channel its scarces resources on the best possible task so as to improve sales volume. Marketing strategy, as

described by Etuk *et al.* (2022), is designed, carried out, and managed by organisations in order to achieve their established or intended goals, such as an increase in revenue, market penetration, customer satisfaction, and high performance. In summary, we can now simply define marketing strategies as the approaches that focus on the future, methods, ways, and plans that small and medium enterprises (SMEs) intend to achieve and be competitively successful in the marketplace.

Micromarketing strategy. Micromarketing as a marketing strategy was conceptualised in 1988 by Ross Nelson Kay with special attention to understanding the local market and personalising marketing campaigns to satisfy customer needs and wants in a segmented market (Etuk, USani, and Udoh, 2021). They added that the strategy was first implemented in the real estate sector. Twin (2019) perceived micromarketing as a marketing strategy that an organisation employs to target a niche market with the intention of satisfying consumers and enhancing its sales volume. Perrault, Cannon, and McCarthy (2017) describe micromarketing as a strategy for small firms. According to Shaw (2018), micromarketing refers to the marketing strategy used to market an organisation's products and services directly to a targeted group of consumers based on specific information about the targeted consumers. Usani (2021) sees micromarketing as an emerging marketing technique that is fantastically powerful, personally rewarding, and a future-proofed business model that enhances customer satisfaction, loyalty, and patronage. This strategy remains the most effective and efficient marketing strategy suited for small business owners to enhance growth and promote their brand.

Electronic Marketing Strategy. Organisations of all types are now marketing online. The trend towards more narrowly targeted consumers has caused many organisations to adopt online marketing or electronic marketing, either as a primary marketing technique or as a supplement to other marketing strategies. Electronic marketing has become the fastest-growing form of marketing strategy in recent times. According to Kotler and Armstrong (2010), electronic marketing refers to an organisation's efforts to market products and services and develop strong customer relationships over the internet. As noted by Arens, Weigold, and Arens (2011), the internet has created opportunities for marketers to create value for consumers and build customer relationships. The adoption of electronic marketing has fundamentally changed customers' ideologies of convenience, speed, price, product, information, and services. Etuk *et al.* (2021) assert that electronic marketing is a branch of advertising that encompasses all online marketing operations carried out by an organisation through the use of the internet. Salome and Ofunre (2019) stated clearly that e-marketing has the ability to change how marketing activities are done by moving an organisation's products and services from offline to online platforms. According to El-Gohary (2010), electronic marketing is seen as a new marketing strategy that promotes products, services, ideas, and information via the web and other digital platforms. In a similar perspective, Eni (2017) conceptualised e-marketing as the use of online mediums such as WhatsApp, Facebook, LinkedIn, Histogram, and Telegram for the distribution, promotion, and pricing of organisations products and services to satisfy consumers needs and wants in order to capture value for profit. Hence, e-marketing enables SMEs and other organisations to develop and nurture relationships with their customers and other stakeholders to enhance performance.

Marketing Communication Strategy. Marketing communication involves communicating the characteristics of a firm's product, service, or brand to target consumers through the appropriate medium at the right time, price, and place. Marketing communication, according to Ebitu (2015:230), is the process of sending messages with the objective of making an organisation's products and services attractive to a target audience for patronage. Bearden *et al.* (2001:369) opined that marketing communication is a strategy of an organisation that directly influences the attitudes and behaviours of target consumers. Researchers have proven that these communication strategies that influence the behaviour of consumers include a blend of promotional mix elements such as advertising, personal selling, sales promotion, public relations, publicity, and direct marketing (Usani, Etuk, and Ekpenyoung, 2021). For Ebitu (2015), the

process of integrating the promotion mix is to achieve coordinated and clear messages that promote the organisation's goal and enhance consumer satisfaction. Through marketing communication, business owners try to inform, convince, and remind consumers about the products and services they sell (Usani *et al.*, 2021).

Concept of Performance for Small and Medium Enterprises. Through the literature on performance measurements, scholars have constantly argued that the concept of performance is vague, there are no uniform and standardised terms, and that performance is a multidimensional construct. The widespread use of performance as an economic measure and meta-analysis reveal that performance is an essential underpinning in an organisation (Sonnentag and Frese 2001; Ghalem, Okar, Chroqui, and Elalami 2016; Amin 2021). Samsonowa (2012) contends that despite the diversity of definitions of performance, they are all related to two concepts: effectiveness and efficiency. She added that effectiveness is the measure of how well a goal was attained, and efficiency is the measure of the resources used to get there. Performance can be determined based on sales volume, satisfaction, market growth, market share, and profitability (Usani and Eko, 2021). According to the business lexicon, performance is how well a work is completed in comparison to predetermined standards of precision, thoroughness, cost, and speed.

Overview of Small and Medium Enterprises (SMEs). Various Nigerian agencies, organizations, and authorities have different definitions of micro, small, and medium-sized enterprises (MSMEs). This demonstrates the absence of a clear-cut, widely acknowledged definition of what constitutes a micro, small, or medium-sized business. The Central Bank of Nigeria defines a SMEs as a business that employs no more than 500 people and has capital employed (excluding land) between ₦1 million and ₦150 million. According to the National Policy on Micro, Small, and Medium-Scale Enterprises, SMEs are classified as small to medium-sized businesses based on the assets and personnel they employ. Micro, Small, and Medium-Sized Enterprises (MSMEs) are what the National Council on Industry (NCI) classified as:

- **Micro/Cottage Industry:** A business with an asset base of little more than ₦1.5 million Naira, minus the cost of land, but including working capital, and no more than 10 employees.
- **Small Scale Industry:** A sector of the economy with an asset base greater than 1.5 million but less than ₦50 million, excluding land costs, and employing between 11 and 100 people.
- **Medium Scale Industry:** An industry is considered to be medium scale if it has an asset base of more than ₦50 million but not more than ₦200 million, excluding the cost of the land but including working capital, and/or if its workforce size is from 101 to 300.
- **Large-scale industries** are those with asset bases over ₦200 million, excluding land costs, but incorporating working capital and/or having more than 300 employees.

The definitions provided by various organisations, including the National Association of Small and Medium-Sized Enterprises (NASME), Small and Medium Industries and Equity Investment Schemes (SMEIES), the Small and Medium Enterprises Development Agency of Nigeria (SMEDAN, 2003), and others, vary slightly from one another. According to Ebitu, Basil, and Ufot (2015), SMEs are businesses with fewer than 200 employees and assets worth less than \$300 million, excluding land and buildings. This paper adopts their definition of SMEs. Some strategies that could affect the performance of businesses are micromarketing, marketing communication, and electronic marketing, which are adopted as dimensions of marketing strategies.

Empirical Review. Various studies have been conducted on marketing strategies and performance. Igbaji and Eke (2022) examined the interplay of marketing strategies with pension fund administrators. As a result, they found a strong positive relationship between relationship marketing and marketing communication as key marketing strategies to improve the performance of fund administrators in Cross River State. Adewale, Adesola, and Oyewale (2013) investigated the impact of marketing strategy on the business performance of selected SMEs in the ancient city of Ibadan, Nigeria. Their aim was to conduct a

combined association on the dimensions selected, which were product, price, promotion, and place. They established that the dimension of marketing strategy had a significant link to the business performance of SMEs. Most recently, Etuk, James, and Joseph (2022) studied the influence of marketing strategies on passengers' adoption of Bolt's ride-hailing services in both the cities of Calabar and Uyo. Findings and conclusion of the study showed that marketing strategies have a significant and positive influence on the adoption of ride-hailing services in both the metropolis of Calabar and Uyo. Also, a descriptive study was conducted by Chigbata *et al.* (2020) to ascertain the performance of SMEs in Anambra State, Nigeria, through the adoption of marketing strategies. The correlation results showed that marketing strategies had a positive relationship with SMEs performance. Finally, Ebitu (2016) conducted a study in Akwa Ibom State, Nigeria, to examine the impact of three marketing strategies (product quality, marketing communication, and relationship marketing) on SMEs performance. The study findings revealed that the three marketing strategies studied had a significant impact on the performance of SMEs in Akwa Ibom State.

Research methodology. This investigation took place in the central senatorial area of Cross River State, Nigeria. Abi, Boki, Etung Obubra, Ikom, and Yakurr local government areas are among the six local governments that make up the senatorial district. Since it is home to so many small and medium enterprises, this senatorial district was chosen as the research area. The people of the central area are friendly, and the local governments are renowned for their well-known New Year festivities. A survey research design was used in this study. 384 SMEs made up the study sample, which was selected using a convenient sampling technique. The main tool for gathering data was a carefully structured questionnaire. The instrument's dependability was examined using the Cronbach (alpha) model. The reliability coefficient for Cronbach's alpha of 0.74 was attained. The level of Cronbach's alpha was deemed sufficient to support the use of the instrument. The statistical tool of the multiple regression technique was used to analyse the data, and it was performed electronically with SPSS version 23.

RESULTS AND RESULTS DISCUSSION

Over the course of one month and two weeks, the researchers interviewed 384 SMEs using a questionnaire. Only 9 copies, constituting 2% of the 384 administered copies of the questionnaire, were not properly filled out or returned. Leaving 375 copies, or 93%, to be used in the study. Hence, the 375 questionnaire that were retrieved and properly filled served as the basis for the hypothesis testing process.

Interpretation. The results of the multiple regression analysis used to examine the impact of marketing strategies on the performance of SMEs are summarized in Table 1, 2 and 3. According to the correlation coefficient ($R=0.82$), implies that there is an 82% link between the performance of SMEs and marketing strategies. According to regression coefficient ($R^2 = 0.672$), marketing strategy may have contributed up to 67.2% of the variation in SMEs performance. This implies that under normal circumstances, marketing strategies have an impact on how well SMEs function. The F- calculated of 182.233 is greater than the F- critical of 1.96 at 0.05 thresholds and $P < 0.05$ ($0.000 < 0.05$). This implies that there is a regression relationship between the dependent variable and the independent variables. The beta coefficient was obtained for marketing communication ($\beta = 0.599$, $SE = 0.61$, $t \text{ calc} = 9.901$, $p = 0.000$, $p < 0.05$), micromarketing ($\beta = 0.312$, $SE = 0.061$, $t \text{ calc} = 5.098$, $p = 0.000$, $p < 0.05$), electronic marketing ($\beta = 0.404$, $SE = 0.104$, $t \text{ calc} = 0.355$, $p = 0.000$, $p < 0.05$). Since the P-value is less than 0.05 ($P < 0.05$), the null hypothesis was rejected. Thus, there is a strong positive impact of marketing communication, micromarketing and electronic marketing on the performance of SMEs. From the analysis conducted, it was noticeable that marketing communication was found to have the most significant influence on SMEs performance in the senatorial district with a coefficient of $\beta = 0.599$.

Discussion of findings. Many researchers have paid much attention to identifying effective and efficient marketing strategies to improve the performance of SMEs in Nigeria and other geographical

regions. Accordingly, this present study verified whether there was a combined relationship between the predictor variables—micromarketing, electronic marketing, and marketing communication—and the criterion variable—the performance of SMEs in the central senatorial district of Cross River State, Nigeria. The result of this study indicates that there is a significant positive relationship between the predictor variables and the criterion variable. This implies that marketing strategies have a significant relationship with the performance of SMEs in the central senatorial district of Cross River State, Nigeria. This result is in tandem with the findings of Igbaji and Eke (2022); Adewale *et al.* (2013); Etuk *et al.* (2022); Chigbata *et al.* (2020); and Ebitu (2016), who, in their research at different locations, times, and years, found that marketing strategy underpinnings are positively and significantly related to the performance of businesses. For instance, Igbaji and Eke (2022) opined that marketing communication is the only strategy that improves performance and that marketing communication is an essential dimension for ensuring productivity, patronage, and increasing profitability. Ebitu (2016), who, similarly, found a significant association between marketing strategies and SMEs performance in Akwa Ibom State, Nigeria, makes it clear that marketing communication enhances the knowledge of marketing information and persuades the acceptance of SMEs/organisations offerings. Hence, organisations must be willing and committed to improving their performance through effective and efficient communication skills.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820 ^a	.672	.668	1.12618

a. Predictors: (Constant), Micromarketing, Electronic marketing, Marketing communication

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	924.492	4	231.123	182.233	.000 ^b
	Residual	451.508	356	1.268		
	Total	1376.000	360			

a. Dependent Variable: performance of SMEs

b. Predictors: (Constant), Micromarketing, Electronic marketing, Marketing communication

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	.078	.556		.140	.889
	Marketing communication	.599	.061	.427	9.901	.000
	Micromarketing	.312	.061	.245	5.098	.000
	Electronic marketing	.404	.104	.335	3.895	.000

Dependent Variable: performance of SMEs

Source: SPSS output 2022.

Limitations and future scope. There are a number of restrictions on this study that provide directions for future investigations. This present study was restricted to the central senatorial district of Cross River State in Nigeria and did take into account the performance experience of other senatorial districts within the state. We only considered three marketing strategies, which are micromarketing, electronic marketing, and marketing communication. Other marketing strategies that can impact or influence business performances were not considered. We measured our instrument on selected SMEs within the central senatorial district. Hence, future studies should be directed towards a wider coverage of SMEs to study the impact or influence of marketing strategies on performance.

CONCLUSION

This study was inspired by the fact that SMEs in the central senatorial district of Cross River State operate in a cutthroat environment and might not be aware of the best marketing strategies for enhancing their business performance. Based on the empirical findings of this study, the researchers concluded that marketing strategies (micromarketing, marketing communication, and electronic marketing) positively impact the performance of SMEs in the central senatorial district of Cross River State. Conceptually, this study contributes to knowledge in the marketing field and can be a reference point for future studies on the subject matter.

RECOMMENDATIONS

On the basis of the findings, the researchers suggest that SME owners should exhibit a high level of commitment to marketing strategies by adopting micromarketing, electronic marketing, and marketing communication in their daily operations to enhance their sales, market share, growth, profitability, and performance. SME owners should pay special attention to marketing communication, as that is the strategy with the greatest impact on SME performance. They should also pay attention to how they communicate with customers and how they obtain information concerning customers' needs and wants if their goal is to enhance performance.

REFERENCES

- Achumba, I. C. (2000). *Strategic marketing management in the 21st century*. New York: Mac-Williams and Capital Publishers Inc.
- Adewale, G., Adesola, M. A. and Oyewale, I. O. (2013). The impact of marketing strategy on business performance. A study of selected small and medium enterprises (SMEs) in Oluyole local government, Ibadan, Nigeria. *Journal of Business and Management*, 11(4): 59-66.
- Aluko, M., Odugbesan, O., Gbadamosi, G. and Osuagwu, L. (2011). *Business policy and strategy*. (3rd ed). Lagos: Longman Nigeria Plc.
- Bearden, W. O., Ingram, T. N. and Laforge, R. W. (2001). *Marketing: Principles and Perspectives* (3rd ed). Boston: McGraw-Hill Irwin.
- Chigbata, O. M., Chukwunonso, N. J. and Ifeanyi, O. D. (2020). Marketing strategy and performance of small and medium enterprises (SMEs) in Anambra State. *Sumerianz Journal of Business Management and Marketing*, 3(12): 212-218.
- Dzisi, S. and Ofosu, D. (2014). Marketing strategies and the performance of SMEs in Ghana. (2014). *European Journal of Business and Management*, 6(5): 102-111.
- Ebitu, E. T. (2015). *Marketing management and strategy*. Calabar: University of Calabar printing press.
- Ebitu, E. T. (2016). Marketing strategies and the performance of small and medium enterprises in Akwa Ibom State. *British Journal of Marketing Studies*, 4(5): 51-62.
- Ebitu, E. T., Basil, G. and Ufot, J. A. (2015). 'An Appraisal of Nigeria's Micro, Small and Medium Enterprises (MSMEs): Growth, Challenges and Prospects'. International Business and Education Conference, London: United Kingdom. June 7-11.

- El-Gohary, H. (2010). E marketing: A literature review from a small business perspective. *International Journal of Business and Social Sciences*, 1(1):214-244.
- Eni, J. E. (2017). *Electronic marketing and customer loyalty: Evidence from online shopping platforms*. (Msc. Ed). Delta State University, Asaba campus.
- Etuk, S. G., Usani, N. E. and Udoh, I. S. (2022). Micromarketing and customer satisfaction of transportation networking companies in Uyo, Akwa Ibom State. *Journal of Humanities Insights*, 6(3): 22-35
- Etuk, S., James, E. E. and Joseph, U. E. (2022). Marketing strategies and passengers' adoption of Ride-hailing services. *International Journal of Management & Entrepreneurship Research*, 4(1): pp. 59-73.
- Etuk, S., Udoh and Udowong. E. C. (2021). Electronic marketing and marketing performance of small and medium-scale enterprises in Akwa Ibom State, Nigeria. *British Journal of Marketing Studies*, 9(4): 1-17.
- Igbaji, P. M. and Eke, C. U. (2022). The interplay of marketing strategies and performance of pension fund administrators in Cross River State. *International Journal of Academic Management Science Research*, 6 (3): 61-66.
- Kasiso, M. C. (2017). *The effects of marketing strategies on sales performance of small and medium enterprises in Kenya*. (Mba. Ed). University of Nairobi. Pp. 1-52.
- Kotler, P. and Armstrong, G. (2010). *Principles of marketing*. (13th ed). Harlow, England: Pearson publishers.
- Mogaba, J. E. (2006). *Consumer behaviour: A concept and practical approach*. Lagos: Serenity printing and publishing co.
- Mohamed, H. A., Al-shaigi, R. S. M., Diedhious, P. M. Zakari, A. H., Mbaye, N. Faye, R. and Samuel, D. R. (2014). The impact of marketing strategy on export performance (case study of Sudan Gum Arabic export performance). *International Journal of Science, Environment & Technology*, 3(4):1618-1635
- Mokhtar, M. Z and Wan-Ismail, W. N. S. (2012). Marketing strategies and the difference level of sales and profits performance of the Batik SMEs in Malaysia. *International Journal of Business and Management*, 7(23): 96-111.
- Mokhtar, M. Z. and Wan-Ismail (2012). Marketing strategies and the difference level of sales and profits performance of the Batik SMEs in Malaysia. *International Journal of Business and Management*, 7(23): 96-111.
- Mustapha, B. (2017). Effects of marketing mix strategy on performance of small-scale businesses in Maiduguri metropolitan, Borno State, Nigeria. *Journal of Marketing and consumer Research*, 31: 1-6.
- Salome, I. O. and Ofunre, I. C. (2019). E marketing in Nigeria: Benefits, challenges and strategies. *Journal of Asian Business Strategy*, 9(2):220-234.
- Usani, N. E. (2021). *Micromarketing and customer satisfaction of transportation networking companies in Uyo, Akwa Ibom State*. (Msc. Ed). University of Uyo, Nigeria. P.97
- Usani, N. E., Etuk, S. G. and Ekpenyoung, V. (2021). Integrated marketing communication and marketing performance of hotels in Calabar, Cross River State. *World Academics Journal of Management*, 9(4):33-38.