African Journal of Applied Research
Vol. 7, No. 2 (2021), pp. 71-87
http://www.ajaronline.com
http://doi.org/10.26437/ajar.10.2021.06

DETERMINANTS OF E-MARKETING ADOPTION BY SMALL AND MEDIUM ENTERPRISES IN AFRICAN COUNTRIES

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ABSTRACT

Purpose: Electronic marketing (E-Marketing) is one of the fastest-growing forms of digital marketing in both developed and developing countries including Africa. Most Small and Medium Enterprises (SMEs) adopt e-marketing to enhance business performance and competitiveness. However, the E-Marketing adoption rate by SMEs in African countries has been very low. This study, therefore, intended to synthesize determinants of E-Marketing adoption by SMEs in African countries. Specifically, it assesses the kinds of E-Marketing adopted by SMEs in African countries; and examines the determinants of E-Marketing adoption by SMEs in African countries.

Design/ Methodology/ Approach: A comprehensive review of e-marketing related empirical literature in Africa was done and data were analyzed using Microsoft Excel.

Findings: The findings revealed that (20) African countries adopted E-Marketing with five kinds of e-marketing which include: ICT in 14 countries (70%); E-Marketing in 3 countries (15%); online marketing, web marketing and mobile money services in 1 country (5%) each respectively. Similarly, three significant determinants of E-Marketing adoption in African countries were identified which include: IT skills, knowledge, and education (60%) (self-efficacy); availability of resources (55%) (Facilitating conditions); and IT infrastructure and facilities (50%) (Facilitating conditions).

Practical Implication: The study implies that the SMEs sector in African countries needs to focus on these key significant determinants of E-Marketing adoption to increase its application which will enhance their competitiveness as well as business performance.

***Keywords**: Adoption, E-Marketing, ICT, SMEs, Africa*

ISSN: 2408-7920

African Journal of Applied Research
Vol. 7, No. 2 (2021), pp. 71-87
http://www.ajaronline.com
http://doi.org/10.26437/ajar.10.2021.06

1.0 INTRODUCTION

Electronic marketing (E-marketing) is one of the fastest-growing forms of digital marketing in both developed and developing countries (Kalu, Nto, & Nwadighoha, 2017). It provides opportunities for business enterprises to attract new customers and reach the existing ones more effectively (Taiminen & Karjaluoto, 2015). E-marketing has been defined by various scholars, for example, Iddris & Ibrahim (2015) described e-marketing as the integration of electronic communication technology and traditional marketing media to acquire and deliver services to customers. Similarly, Shaltoni, West, Alnawas, & Shatnawi (2018) identified that the term e-marketing includes, but is not limited to: digital marketing, internet marketing, online marketing, as well as social media marketing. In various business enterprises, including Small and Medium and Enterprises (SMEs), e-marketing appears to be one of the most significant aspects for achieving competitive advantage through business efficiency and marketing improvement (Chong, Man, & Kim, 2018). Studies show that in developing countries, particularly in Africa, SMEs make more than 90% of the businesses and employs about 60% of the workers' population (ITC, 2018). Despite the importance of e-marketing to SMEs, the number of SMEs adopted e-marketing is still low leading to limited application of the technology (Eze & CO, 2017).

E-marketing application by SMEs is very important for enhancing marketing practices to gain and sustain competitiveness. However, this technology seems to be new for SMEs in developing countries where a lack of knowledge of proper implementation is a great setback (Sheikh, Shahzad, & Ishak, 2016). Thus leading to its limited application. Njau & Karugu (2014) supplement that, limited application of e-marketing by the majority of SMEs in Kenya is due to the high development costs, and lack of knowledge on how it improves business performance. In addition, El-Gohary (2012a) identified that limited resources, bad infrastructure, stiff - competition, the readiness of the owners to take risky investment and the newness of e-marketing are the main obstacles limiting the application of e-marketing by SMEs in developing countries. Since SMEs are the main employer in African countries, the use of modern technologies like e-marketing cannot be escaped. Therefore, SMEs need to apply e-marketing technology to improve the adoption rate, gain competitiveness, as well as to explore various business opportunities.

Previous studies reveal that e-marketing is playing a vital role regarding SMEs' performance and competitiveness. For instance, Chong, *et al*. (2018) found that e-marketing has a significant impact on business performance and marketing improvement among SMEs in Asian countries. Similarly, Eid & El-Gohary (2013) findings revealed that e-marketing tools positively influence pre-sale and after-sales activities, marketing performance as well as effectiveness among SMEs in the United Kingdom. On the other hand, Odimmega, Udegbunam, Ile, & Azu (2016) found that inadequate communication infrastructures, high internet connectivity expenses, and inadequate power supply were the main obstacles to e-marketing adoption by SMEs in the Nigerian context. In the same situation, Nkosana, Skinner, & Goodier (2016) revealed that set up costs, owners' lack of IT knowledge and employees' lack of IT skills were the challenges in

ISSN: 2408-7920

African Journal of Applied Research
Vol. 7, No. 2 (2021), pp. 71-87
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http://doi.org/10.26437/ajar.10.2021.06

the adoption and utilization of e-marketing for SMEs at KwaZulu Natal Midlands in South Africa.

Collectively, these studies highlight the benefits and challenges in e-marketing adoption by SMEs in developed and developing countries, particularly the United Kingdom, Asia and Africa. Despite the benefits and potential of e-marketing, its adoption rate by SMEs in African countries is still low (Chube, 2015; Maduku, 2015; Wilson & Makau, 2018). In addition, few studies have been done to assess e-marketing implementation in SMEs (Iddris & Ibrahim, 2015; Manley, 2015; Sultan, *et al*., 2019). Given this situation, this study aimed to synthesize determinants of e-marketing adoption by SMEs in African countries by reviewing the relevant empirical literature. Likewise, the study used the theory of planned behaviour (TPB) by Ajzen (1991) to cluster the reviewed determinants under its three constructs, attitude, subjective norm, as well as perceived behaviour control, to strengthen the results. Further, the study used the following specific objectives: To assess the kinds of e-marketing adopted by SMEs in African countries; to examine the determinants of e-marketing adoption by SMEs in African countries.

2.0 THEORIES UNDERPINNING THE STUDY

2.1 Theory of Planned Behaviour

Theory of Planned Behaviour (TPB) by Ajzen (1991) was used to guide this study, which originates from the Theory of Reasoned Action (TRA). According to this author, the TRA was extended by adding one variable, Perceived Behavior Control (PBC) to overcome its limitation and form the TPB model. The model has three constructs, Attitude (ATT), Subjective Norm (SN) and Perceived Behavior Control (PBC). Attitude refers to an individual's positive or negative feelings about engaging in behaviour; subjective norm refers to an individual's perception of whether people important to the individual think the behaviour should be performed or not; And Perceived behavioural control refers to one's perception of the difficulty in performing behaviour The three constructs is explained by (Taylor & Todd, 1995). According to these authors, perceived behaviour control is determined by facilitating conditions which is the availability of resources needed to perform a behaviour such as time, money, or specialized resources; and self-efficacy which is an individual's self-confidence to perform a behaviour.

TPB has been widely used by various scholars to study the adoption of technology in various empirical settings in the SMEs sector (Mapunda, 2019; McLaughlin & Stephens, 2019; Sanne & Wiese, 2018; Shrestha, 2019). In this study, the model is used to explain which determinants influence SMEs to adopt e-marketing to improve their business performance and marketing activities in general. E-marketing offers a lot of opportunities as identified by Teixeira, *et al*. (2018) new sales opportunities, reduced marketing and communication costs, better management of marketing information, as well as more customers' feedback on products. The TPB model postulates that actual behaviour is motivated by behaviour intentions, where the behaviour intentions are a function of an individual's attitude towards behaviour, subjective norms and

ISSN: 2408-7920

perceived behaviour control (Ajzen, 1991). In the context of e-marketing adoption TPB model summarizes that an individual's behaviour intention to adopt e-marketing is determined by attitude, subjective norm and perceived behaviour control. Thus, the relevancy of TPB in this study is that the adoption of e-marketing by SMEs can be influenced by ATT, SN and PBC.

2.2 E-marketing Adoption by SMEs

ICT has played a vital role in various sectors including SMEs. The technology has widened the markets as the SMEs could reach their customers worldwide without consideration of time and geographical zone (Nuseir, 2018). Currently, SMEs, owners are aware of ICT tools like computers, the internet and digital marketing. As explained by Teixeira, *et al*. (2018) through e-marketing, adoption, SMEs in various sectors can identify and track market opportunities, adapt to dynamic environments, and increase customer base regardless of the limited resources they have.

Several studies have been conducted worldwide regarding the determinants of e-marketing adoption by SMEs. For instance, Teixeira, *et al*. (2018) conducted a literature review to identify the determinants of digital marketing adoption by Portuguese SMEs. The results revealed that limited knowledge on digital marketing, difficulty in recruiting and training skilled professionals, as well as the existing decrease of the price associated with outstanding digital marketing service, is perceived to be the obstacles in the implementation of digital marketing by SMEs in the country. Similarly, Kurian, *et al*. (2019) undertook a study to analyze the combination of social media marketing and SMEs in Singapore. They found that lack of training and lack of knowledge to the SMEs' employees, were some of the factors affecting the adoption of social media marketing in their enterprises which results in the underutilization of business potentials in the country.

Yaseen, *et al*. (2019) carried research to determine the level of digital marketing adoption among SMEs in Jordan. Their findings revealed that limited usage of social media and email, lack of human skills, lack of awareness of digital marketing, and lack of technological tools were the main factors affecting the adoption of the technology in the country. Likewise, McLaughlin & Stephens (2019) investigated the social media adoption of intentions SMEs, owners using the theory of planned behaviour in Ireland. Their findings indicated that attitude, subjective norm and perceived behaviour control have a significant impact on SME owner's intention to adopt social media marketing in the country.

Sanne & Wiese (2018) conducted a study to determine whether the theory of planned behaviour could be used to predict social media advertisement in South Africa. Their findings revealed that attitude and subjective norm have a significant influence on marketers' behaviour intention to adopt Facebook advertisement. On the other hand, perceived behavioural control was found to have an insignificant influence. Further, Mugobi & Mlozi (2020) did a study to assess the determinants of ICT adoption at UNESCO World Heritage Sites in Tanzania. Their results showed that, perceived relative advantage, perceived less complexity, IT infrastructure and

ISSN: 2408-7920

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Vol. 7, No. 2 (2021), pp. 71-87
http://www.ajaronline.com
http://doi.org/10.26437/ajar.10.2021.06

support skills, competitive pressure significantly influenced decision makers' intention to adopt the technology in the country. However, perceived compatibility was statistically insignificant.

Based on the above reviewed empirical studies, there are inconclusive results on the determinants of e-marketing. Some researchers indicated significant results (McLaughlin & Stephens, 2019) while others have reported insignificant findings (Mugobi & Mlozi, 2020; Sanne & Wiese, 2018). Such inconsistencies in findings motivated the researcher to conduct a study on the determinants of e-marketing adoption by SMEs in African countries.

3.0 RESEARCH METHODOLOGY

This article is based on a specified literature review to synthesize significant literature related to determinants of e-marketing adoption by SMEs in African countries. The inclusion and exclusion criteria for selecting the articles were set. This paper adopted a quantitative approach in which descriptive analysis was used. A literature review was conducted to extract the most frequently mentioned determinants of e-marketing adoption by SMEs in Africa. Variables in this study were identified from twenty (20) selected literature in an African business environment. To measure the magnitude of the determinants of e-marketing, adoption, the literature was selected based on the relevance and suitability of the topic under the study.

3.1 Data sources

The main source of data for this study was scholarly articles accessed through the following search engines: Google Scholars, Google Search Engine, Google Books, Sage Publications, Emerald Insights, Taylor and Francis, Wiley online, Science Direct, Dissertations Reports, and Conference Proceedings.

3.2 Search keywords

The following set of keywords was used to search determinants for e-marketing adoption among SMEs in African countries. ("E-marketing" OR "Internet marketing" "intranet" OR "extranet" "Mobile marketing" OR "Web-marketing" OR "Email-marketing" OR "Social media marketing" OR "Online-marketing" OR "ICT" OR "Digital marketing") AND ("Small and Medium Enterprises" OR "Microenterprises" OR " Small Businesses") AND ("Africa" OR "North Africa" OR "East Africa" OR " West Africa" OR " Developing Countries" OR " Ethiopia" OR " Tunisia" OR " Egypt" OR " Nigeria" OR "Ghana" and other African countries).

3.3 Inclusion and exclusion criteria

The search was limited to e-marketing research papers written in English, otherwise, they were excluded. The literature was bounded to the SMEs that adopted e-marketing or ICT in African countries. The study included the e-marketing/ICT papers written since 2011 because during this time African countries had very low ICT Development Index (IDI) *(*Ponelis & Holmner, 2015). In addition, the study was restricted to ten (10) years (2011-2020) as it is the most common timeline since Dombeu & Rannyai (2014) applied the same approach.

ISSN: 2408-7920

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3.4 Sample size and Study variables

A sample of 20 kinds of literature out of 54 African countries was regarded as adequate for statistical analysis since other scholars (Mohammed, Almsafir, & Alnaser, 2013; Rumanyika & Mashenene, 2014) used 12 pieces of literature to draw up their conclusion. On the other hand, the study variables were selected from the reviewed literature, based on the rule that, they must appear more than once.

3.5 Data Analysis

The study used descriptive statistics to analyze data from the reviewed literature. The determinants of e-marketing adoption mentioned more than once were tabulated and assigned frequencies. Then, the total frequencies of each e-marketing determinant were divided by twenty (number of countries) and times by a hundred to get the percentage. The determinants which scored 50% or above were considered to be significant (Magasi, 2016; Rumanyika & Mashenene, 2014). Finally, the results were summarized using clustered column charts.

4.0 FINDINGS AND DISCUSSION

4.1 The kinds of e-marketing adopted by SMEs in African countries

The results are presented based on study objectives and analyzed data. From the reviewed literature the study revealed that between 2011 and 2020 e-marketing has been adopted by SMEs in twenty African countries. However, the number of countries that adopted e-marketing is small as expected by the author since the continent has 54 countries. In addition, five e-marketing categories were revealed by the author during the literature review. These include ICT, e-marketing, online marketing, web marketing as well as mobile money services. The e-marketing appeared itself as a kind, due to some scholars who researched e-marketing generally without specifying the kind. Table 1.0 summarizes the list of African countries and Figure 1.0 depicts the categories of e-marketing.

Table 1: Summary of the countries where e-marketing was adopted by SMEs in Africa

Author	E-marketing project	Country
El-Gohary & El-Gohary (2016)	E-marketing	Egypt
Wilson & Makau (2018)	Online marketing	Kenya
Nkosana, Skinner, & Goodier (2016)	ICT	South Africa
Gyamfi (2016)	E-marketing	Ghana
Diing (2016)	ICT	South Sudan
Kazungu, Panga, and Mchopa (2015)	E-marketing	Tanzania
Kanyabikali (2014)	Web-marketing	Rwanda
Makiwa & Steyn (2016)	ICT	Zimbabwe

ISSN: 2408-7920

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Ntwoku, Negash, & Meso (2017)	ICT	Cameroon
Rachidi & El-Mohajir (2016)	ICT	Morocco
Chube (2015)	ICT	Botswana
Mulatu (2017)	ICT	Ethiopia
Eze et al. (2015)	ICT	Nigeria
Mumba (2014)	ICT	Zambia
Malinga & Maiga (2020)	Mobile money services	Uganda
Kossaï, et al., (2020)	ICT	Tunisia
Gobin-Rahimbux, et al., (2017)	ICT	Mauritius
Mbaye, (2016)	ICT	Senegal
Kaitano & Shafaghi, (2017)	ICT	Malawi
Abdulhadi, (2012)	ICT	Libya

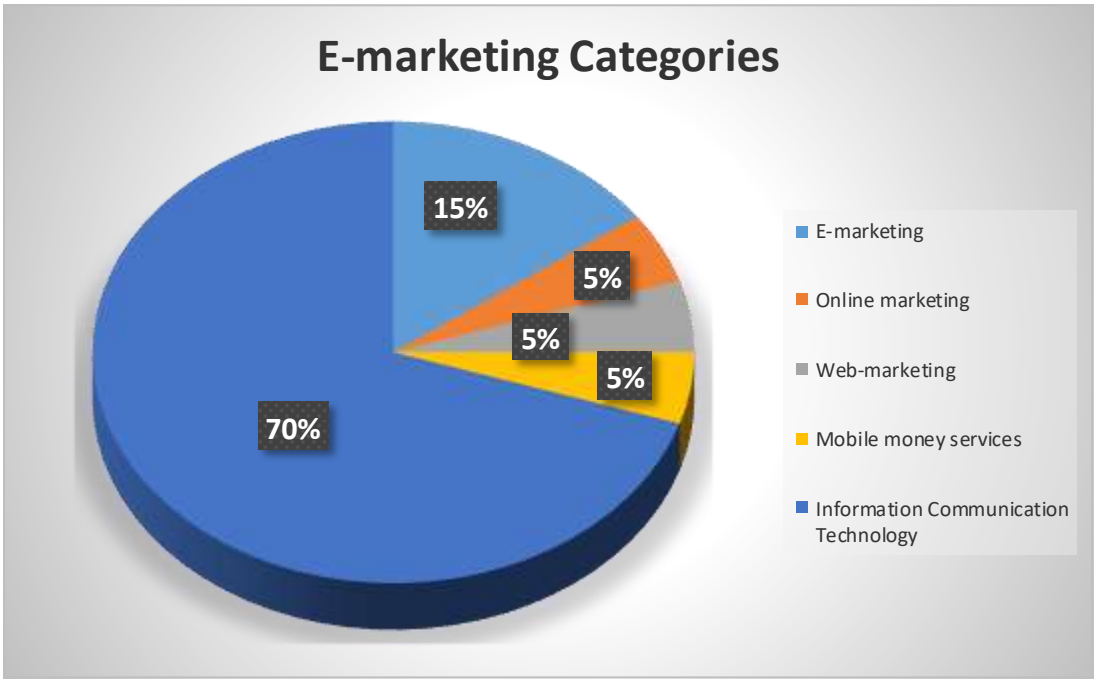

Figure 1: Kinds of e-marketing adopted by SMEs in twenty African countries.

Under ICT, the results indicate 14 countries adopted the technology, which is equivalent to 70%; similarly, e-marketing was adopted by 3 countries which are equal to 15%; furthermore, online

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marketing, web marketing and mobile money services were adopted by one country thus representing 5% each. From the findings, it can be observed that there is a need for more empirical research projects to be conducted on e-marketing adoption in African countries. The findings are supported by those of Manley, (2015) from South Africa, which revealed that a few studies focused on the adoption of e-marketing by SMEs in the developing economy. Likewise, El-Gohary (2012) findings showed that there is inadequate empirical research concerning E-marketing adoption which has been done in developing countries. Moreover, Sultan, *et al*. (2019) witnessed the shortage of researches on e-marketing adoption in underdeveloped or less developed countries.

4.2 The determinants of E-marketing adoption by SMEs in African countries

The results revealed ten determinants of e-marketing adoption by African countries which include: Size and type of the firm, type of the product, availability of resources, IT Skills, knowledge, and education, government support or regulations, IT experts, set up costs, e-marketing awareness, IT infrastructure and facilities, and perception of the owners. Table 2.0 summarizes determinants of e-marketing adoption from twenty African countries.

Table 2: Summary of e-marketing determinants in African countries

Authors	Findings/determinants
El-Gohary & El-Gohary (2016)	i)The size of the business, ii) type of the product, iii) availability of resources, iv) knowledge of the owners, v) e-marketing awareness, and vi) government support
Wilson & Makau (2018)	i)Lack of financial resource ii) lack of IT infrastructures, iii) lack of awareness of technology, and iv) cost of IT experts
Nkosana, et, al. (2016)	i)Set up costs, ii) ICT –awareness, iii)lack of ICT skills, iv) failure to import software
Gyamfi (2016)	i) Managers skills ii) owner's lack of awareness of the technology, iii) competition in the industry; and iv) the type of industry and iv) the type of product/service they produce.
Diing (2016)	i)Availability of resources, ii) type and size of the firm, iii) government regulations, iv) IT experts
Kazungu et al. (2015)	i)Lack of e-marketing knowledge, ii) high technology cost, iii) inaccessibility of internet facilities and iv) absence of a regulatory framework to guide e-marketing
Kanyabikali (2014)	i)The high cost of web implementation, ii) lack of infrastructure, iii) IT skills and knowledge, iv) perceived benefits, v) lack of top management supports, v) web-marketing awareness
Makiwa & Steyn (2016)	i) Lack of ICT knowledge and skills, ii) poor infrastructure, iii) lack of Government support and v) negative perception of managers and owners towards ICT
Ntwoku, Negash, & Meso (2017)	i)Firm size and ii) owners' education
Rachidi & El Mohajir (2016)	i)Lack of financial resources, ii) education level and iii) lack of IT training

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http://doi.org/10.26437/ajar.10.2021.06

Chube (2015)	i)Set up costs, ii)IT experts costs, iii)lack of IT skills and knowledge, iv) owners' resistance to change, and v) security of IT tools
Mulatu (2017)	i) Adoption costs, ii) lack of IT experts, and iii) lack of owners/managers awareness
Eze, Ayigbe, Eberechi, & Jordan, (2015)	i)Lack of ICT facilities, ii) IT infrastructure, and iii) IT awareness
Mumba (2014)	i) Lack of financial resources, ii) high cost of ICTs, iii) poor networks, iv) poor government policies, v) lack of IT skills among women business owners.
Malinga & Maiga (2020)	i)Availability of resources, ii)IT skills and knowledge, iii) technology awareness, iv) IT infrastructure
Kossaï, et al., (2020)	i)Firm size, ii)availability of resources, iii)IT experts
Gobin-Rahimbux, et al., (2017)	i)Size of the firm, ii)IT knowledge, iii)set up costs iv) owners' perception
Mbaye, (2016)	i)Availability resources, ii)set up costs, iii)difficulty in finding partner
Kaitano & Shafaghi, (2017)	i)Availability of resources, ii)IT experts, iii) set up costs, iv) infrastructure
Abdulhadi, (2012)	i)Size of the firm, ii)available resources, iii)IT skills, iv)government regulations, v)IT experts

The ten determinants of E-Marketing adoption was selected based on the rule that, they must appear more than once. Then, a table was created and each determinant was used as a heading. Under each heading, the findings from twenty countries were placed according to similarities. Thus, Table 3.0 summarizes determinants of e-marketing based on their similarities.

Table 3: Summary of determinants of E-Marketing adoption grouped based on similarities

Author	**STF**	**TP**	**AR**	**ITS**	**GP**	**ITE**	**SC**	**EA**	**ITI**	**OP**
El-Gohary & El-Gohary (2016)	X	X	X	X	X			X		
Wilson & Makau (2018)			X			X		X	X	
Nkosana, et al. (2016)			X	X			X	X		
Gyamfi (2016)	X	X		X				X		
Diing (2016)	X		X		X	X				
Kazungu, et al. (2015)				X	X		X		X	
Kanyabikali (2014)				X			X	X	X	
Makiwa & Steyn, (2016)				X	X				X	X
Ntwoku, et al. (2017)	X			X					X	
Rachidi & El Mohajir (2016)			X			X			X	
Chube (2015)				X		X	X			X
Mulatu (2017)						X	X	X		
Eze, et al. (2015)								X	X	
Mumba (2014)			X	X	X		X		X	
Malinga & Maiga (2020)			X	X				X	X	
Kossaï, et al., (2020)	X		X			X				
Gobin-Rahimbux, et al., (2017)	X			X			X			X
Mbaye, (2016)			X				X			

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Kaitano & Shafaghi, (2017)			X			X	X		X	
Abdulhadi, (2012)	X		X	X	X	X				

Key : (1) STF - Size and Type of the Firm, (2) TP – Type of the Product, (3) AR – Availability of Resources, (4) ITS – IT Skills, Knowledge, and Education, (5) GS – Government Support, (6) ITE – IT Experts, (7) SC –Set up Costs, (8) EA – E-marketing Awareness (9) ITI – IT Infrastructure, and (10) OP – Owners' Perception

Furthermore, based on the findings of Table 3.0, the frequencies of the e-marketing determinants were formed, and the percentage was calculated. Out of ten determinants, three of them were significant due to the score of 50% and above, while, the rest were insignificant. Therefore, IT skills, knowledge, and education (60%); availability of resources (55%); and IT infrastructure and facilities (50%); were the critical determinants of e-marketing adoption by SMEs in African countries. Table 4.0 summarizes frequencies and percentages for determinants of E-marketing and Figure 2.0 which is a 3-D clustered column chart, depicts the same.

Table 4: Frequencies and percentage of determinants for E-Marketing adoption

Sn	**Determinants**	**Frequency**	**Percentage (%)**
1	Size and type of the firm	7	35
2	Type of the product	2	10
3	Availability of resources	11	55*
4	IT Skills, Knowledge, and education	12	60*
5	Government support and Regulations	6	30
6	IT experts	8	40
7	Set up costs	9	45
8	E-marketing awareness	8	40
9	IT infrastructure and facilities	10	50*
10	Perception of the owners	3	15

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http://doi.org/10.26437/ajar.10.2021.06

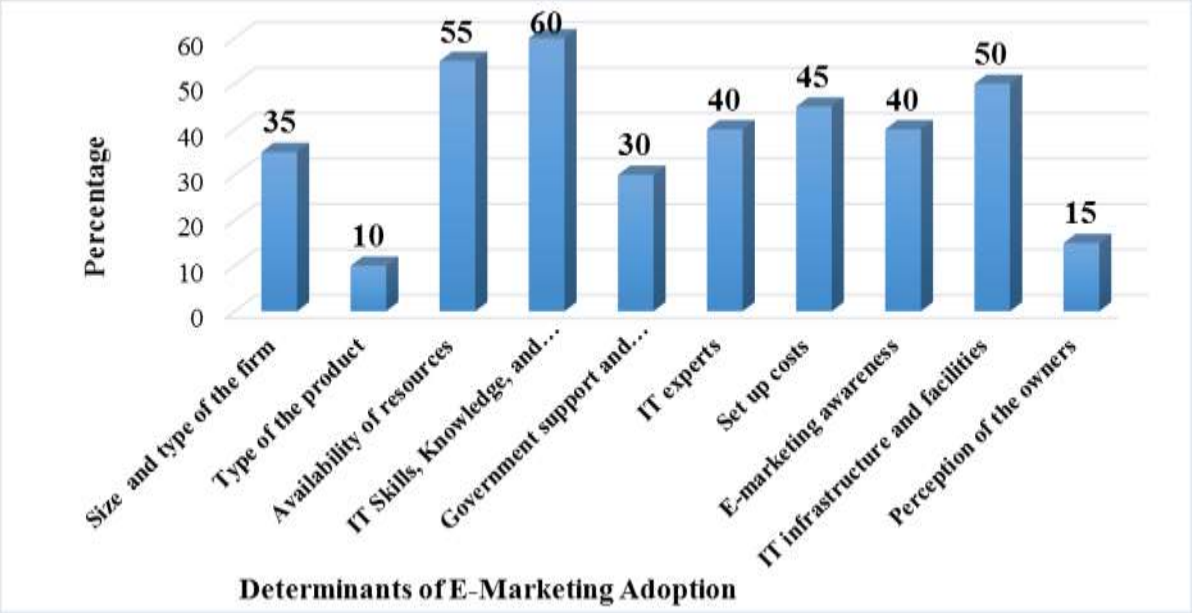

Figure 2: Frequencies and percentage of determinants of e-marketing adoption by SMEs in Africa

With regards to IT skills, knowledge, and education it can be clarified that, if the SMEs, owners and their employees are well trained in E-Marketing, they become more confident and competent. Based on the TPB, IT skills, training and education are clustered under self-efficacy which is perceived behaviour control. As explained by Rumanyika & Mashenene (2014) the IT education and training create awareness and increase confidence and competencies to users of the technology. The findings are supported by that of Nkosana, *et al*. (2016) which revealed that IT skills have a significant influence on employee's intention to adopt ICT in small rural hotels in KwaZulu-Natal midlands, South Africa. Likewise, Gobin-Rahimbux, *et al*. (2017) found that IT training is among the determinants of digital marketing adoption among the SMEs in the handicraft sector in the Mauritian context. Further, Kazungu, *et al*. (2015) proposed IT education and training as one of the intervening strategies to enhance E-marketing adoption in Tanzania.

Similarly, the availability of resources has been spotted to have a significant influence on the adoption of E-Marketing. As identified by Taylor & Todd (1995) resources such as time, money, as well as specialized resources belongs to facilitating conditions. Thus, based on the TPB model, the availability of resources placed under facilitating conditions is perceived behaviour control. The findings are supported by that Diing (2016) which indicated that the availability of resources has a significant impact on the adoption of digital marketing among SMEs in South Sudan. Likewise, the findings corroborate those of Wilson & Makau (2018) which revealed that

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financial resources significantly influence the intentions of SMEs owners to adopt online marketing in Kenya. Moreover, El-Gohary & El-Gohary (2016) found that the availability of resources has a positive impact on the decision to use e-marketing by SMEs in Egypt.

Furthermore, well developed IT infrastructures and facilities in a particular country would simplify and influence a positive adoption of e-marketing by SMEs. These include hardware, software, servers, and network connectivity. On the theoretical concern, this comes under facilitating conditions which are perceived behaviour control. The findings are supported by that of Iddris & Ibrahim (2015) which revealed that internet infrastructure has a significant impact on e-marketing adoption by SMEs in the Ghanaian context. Similarly, the findings of Kanyabikali (2014) showed that internet infrastructure was, among other factors influencing the adoption of World Wide Web marketing among Rwandan Hotels. Moreover, Odimmega, *et al*. (2016) found that communication infrastructure was among the determinants inhibiting E-Marketing adoption among SMEs in Anambra state, Nigeria.

5.0 CONCLUSION, RECOMMENDATIONS AND IMPLICATIONS

The purpose of this paper was to synthesize the determinants of e-marketing by SMEs in African countries. Based on the empirical literature review, the conclusion and recommendations are centered on the following specific objectives.

Assessing the kinds of E-Marketing adopted by SMEs in African countries.

E-Marketing has been adopted by SMEs in twenty African countries. In addition, four e-marketing kinds have been revealed which including ICT in 14 countries (70%), e-marketing in 3 countries (15%), online marketing, web marketing and mobile money services were adopted by one country thus representing 5% each. It is recommended that more empirical research should be conducted in African countries and the focus should be on other kinds of e-marketing. The study also recommends to the policymakers and IT experts in African countries to work together with SMEs and explore what limit the trend of adopting various kinds of e-marketing.

Examining the determinants of E-Marketing adoption by SMEs in African countries.

The IT skills, knowledge, and education (60%) (self-efficacy); availability of resources (55%) (Facilitating conditions); and IT infrastructure and facilities (50%) (Facilitating conditions); are the critical determinants of e-marketing adoption by SMEs in African countries. The study recommends that measures should be taken by the policymakers and IT experts to improve e-marketing adoption using the key determinants in their respective countries, which in turn can positively increase its implementations by the SMEs sector.

The study implies that SMEs in African countries needs to focus on the key significant determinants of e-marketing adoption to increase its application which will enhance their competitiveness as well as business performance. In addition, there is an opportunity for African scholars to do empirical research in this area.

ISSN: 2408-7920

African Journal of Applied Research
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http://www.ajaronline.com
http://doi.org/10.26437/ajar.10.2021.06

6.0 STUDY LIMITATIONS AND FURTHER STUDIES

This study reviewed the past studies to synthesize the determinants of e-marketing adoption by SMEs in African countries. In that case, it was difficult to establish the reliability and validity of the data. Another limitation was a restricted database to view the empirical literature that could have relevant information to the current study. Thus, further study can be done by collecting primary data related to other kinds of e-marketing adoption by SMEs to complement the literature review presented.

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