



**E-MARKETING AND TRADITIONAL MARKETING IN A COVID 19 PANDEMIC – A
COMPARATIVE ANALYSIS**

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Abstract

The corona virus (Covid-19) is a global pandemic which has affected lives of hundreds of thousands of people with deeper impact on the global economy. The corona virus (Covid-19) is extensively affecting the e-commerce, technology businesses, and business travel. The fear response to the treat has given rise to social safety measures such as lockdowns which is followed by depressing outcome such as increase in unemployment and decline in the economy. Due to lockdown there is a sharp decline in economic activity and how policymakers, government and industry will respond to overcome this harm, and even how marketers will respond to changing consumer behavior is an issue of research. Nowadays, traditional market is increasingly squeezed by the emergence of modern market that develops rapidly. This has given rise to increase in e-marketing. The marketer has found e-marketing as the solution for communicating and marketing with customers. This study provides a comparative analysis between traditional and e-marketing in Covid-19 (Pandemic) environment. The study adopted the analytical survey method to gather information on the variables. A self-administered questionnaire with total of 263 was distributed to SME owners, whereby data was analyzed by means of percentage-frequency occurrence and three research hypotheses were tested using the chi-square. The main results stemming from the research indicate that e-marketing provides better efficiency than traditional marketing and e-marketing has positive significance than traditional marketing. Based on the findings, it was recommended that businesses should fully embrace e-marketing in advertising as digital platforms have come to stay and advertising via these platforms is becoming a global best practice. They will not only reap the benefits of advertising via social media but also be at par with their counterparts in Diaspora.

KEYWORDS: Covid-19, Traditional Marketing, E-Marketing, Global Pandemic.

Coronavirus is a new disease caused by covid-19 currently affecting the joints of life throughout the world. Covid-19 pandemic is one of the global health crises and cannot be predicted in recent times. According to the Centers for Disease Control and Prevention, covid-19 anoints infectious and deadly virus. In the United States, the number of people infected and dying from coronavirus infections is increasing rapidly, so steps are needed to slow the spread of the pandemic virus globally and nationally (Fernandez & Shaw, 2020).

The attack of the COVID-19 pandemic has not only affected businesses, schools, health facilities, and socialization but also impacted general marketing and branding in huge way. The major businesses and enterprises are cutting back the costs and marketing has become the biggest suffer of this cost cutting. Most companies have either slowed down or postponed their scheduled marketing plans. Like In UK alone, only 14% of marketing campaigns will go ahead as scheduled. 90% of businesses are reviewing budgets for marketing. Email open rates are up and website visits are down. Retail sales are expected fall in the post Covid19 era. CPM (Cost per Thousand) rates are dipping, standing at \$ 0.81 compared with \$1.88 rate in November 2019. The media industry and marketing communication has been hit hard by Covid19 pandemic cautiously designed campaigns are being cancelled or rebooked, there is a constant changing demand of near-real time creative content creation to align with dynamic situation also the money is being pulled out of the system and ad spend is down.

The brand have to deal with fear of what is ahead as actions and behavior of the consumers is greatly influenced by social rumors. The marketers have to deal with fear responses such as social anxiety, panic shopping or xenophobia, contamination concern and health anxiety shown by individual customers. The brand requires assuring positive communication with consumer, they should aim at building trust and safety which they offer. The consumers are expecting ethical behavior from the brands.

The impact of COVID-19 pandemic on our lives, our behaviors, and our routines is immense. But in this age of internet and Covid-19, the marketer should promote their product and services online. Leveraging the power of digital marketing can prove to be a good idea, especially during the current Covid-19 outbreak as it will continue to keep marketers active and relevant among their customers. The right digital marketing strategy will keep their business afloat amid the ongoing pandemic. In this complicated situation the marketer needs to understand their customers, their buying journey and provide them with relevant content that will help them at each step of the purchasing process. The e-marketing has proved to be an effective way to communicate with the customers than traditional marketing. The customer want more and positive communication from brands and as more customers are staying at home due to lockdown users are looking towards digital media to keep them feeling connected, updated, and entertained. Further the lower advertisement cost in e-marketing also gives marketer an opportunity to reach more customers in budgets. This is making e-marketing growing strong. There are Over 2 million coronavirus related

pages came into existence between 25th March and 6th April and 100, 000 pages are added each day.

1.2 Statement of the Problem

The Covid-19 pandemic has changed the way businesses think about marketing, forcing them to adopt marketing channels that they may not have considered previously particularly on e-marketing or digital platforms.

There has been a paradigm shift and the traditional means of advertising (that is television, radio, newspapers and magazines) do not suffice on their own anymore, given the abundance of loop holes inherent in advertising via these mediums especially in the aspect of feedback, online/social media advertising has gained grounds. Traditional marketing communicates with customers through dedicated media channels like television, radio, newspapers, magazines; but the failure of traditional marketing channels to yield significant returns on investment is attributed to many reasons including lack of interactive engagement between the customers and the brand; e-marketing appeared as the solution to the let-down of traditional marketing. It is also important to note that this area of study is yet to receive attention from researchers. It is based on this premise that an analysis of e-marketing and traditional marketing in Nigeria is necessitated.

1.3 Objectives of the Study

The objectives of the study are;

1. To ascertain the level of awareness on whether e-marketing provides better efficiency than traditional marketing among marketers and customers.
2. To assess the level of adoption of e-marketing tools compared to traditional marketing by users.
3. To determine whether e-marketing shows positive significances to business than traditional marketing.

1.4 RESEARCH QUESTIONS

The following research questions will be addressed in this Study;

1. What is the level of awareness on e-marketing providing better efficiency than traditional marketing among marketers and customers?
2. What is the level of adoption on e-marketing tools compared to traditional marketing?
3. Does e-marketing show any positive significance to business than traditional marketing?

1.5 Statement of the Hypothesis

Hypothesis 1

H₀; the level of awareness on e-marketing providing better efficiency than traditional marketing is not high.

H₁; the level of awareness on e-marketing providing better efficiency than traditional marketing is high.

Hypothesis 2

H₀; the level of adoption of e-marketing tools compared to traditional marketing is not high.

H₁; the level of adoption of e-marketing tools compared to traditional marketing is high.

Hypothesis 3

H₀; e-marketing does not have any positive significances to business than traditional marketing.

H₁; e-marketing does have positive significances to business than traditional marketing.

Literature Review

Literature review is an important part of a research study as it involves many activities which include identifying, reading, evaluating, describing, summarizing, discussing, citing, and synthesizing various documents with an intention of incorporating them in the study under investigation.

This section deals with Conceptual clarification, Theoretical framework and Literatures on the subject matter. The conceptual framework guides the study and summarizes the dependent and independent variables. The theoretical framework enhances overall framework of the research and deals with the theory that this study anchored on while literature reports on the previous research done by different authors on related topic, how the research was conducted, their observations, findings and their recommendation.

Conceptual Clarification

Marketing: traditional marketing versus e-marketing

Marketing plays a fundamental role in the success of any enterprise as it helps organizations to identify and satisfy customer needs, which in turn earns the organization a profit. According to the American Marketing Association the term, marketing, can be defined as the "...set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large" (AMA 2014). Marketing can take on a variety of forms; however, the two main methods that are prominent in modern day society are that of traditional and e-marketing activities (Salehi et al 2012). Traditional marketing includes many forms of marketing activities; in essence they are the most common forms of advertising methods that one sees every day, and has four main categories, namely: telephone, broadcast, print and direct mail (Marketing-schools, 2012). In contrast e-marketing can be seen as the use of information technology to communicate, deliver value and build relationships with one's customers in such a way as to benefit investors and the organization as a whole (Liew&Loh in: Rentchler&Hede 2007). Essentially e-marketing can be seen as the result of information technology (IT) applied to traditional offline marketing principles and techniques (Hasan 2011).

Amhed and Hussain (2014:189) conducted a comparison between traditional marketing and e-marketing and a number of differences between these methods were identified. Firstly, they indicate that there is a difference in cost in those traditional marketing methods such as newspapers, magazines, radio and television all carry a price tag relating to quality and target reach. E-marketing, on the other hand, can also carry a cost in that the business pays for the platform the organization makes use of. However, the cost involved is relatively low which makes it a viable option for small businesses. In this respect it would imply that e-marketing is more affordable for small businesses as opposed to traditional methods, as small businesses' success relies largely on reducing costs while increasing the organization's sales (Salehi et al 2012). Another difference is that of immediacy. Traditional marketing takes time to set up and requires various drafts to be formulated before the draft can go to print or be broadcasted. With e-marketing techniques, however, it can, if required, be instantaneous, and further provide an immediate impact by delivering meaning and information upon request (Amhed&Hussain 2014, Salehi et al 2012). E-marketing provides an easier means of feedback compared to traditional marketing. Organizations can track the amount of e-traffic received and can monitor the conversion rates of viewing to purchase (Amhed&Hussain 2014). E-marketing can be seen to have an advantage with regard to frequency as traditional marketing is much more expensive when it comes to cost per view. While traditional marketing tools are affective in reaching a broad target market, teenagers and millennia's are a target segment that is using technology more frequently and they are apt to be exposed to e-marketing campaigns, which could tie in well with the target market of a small business (Amhed&Hussain 2014). Ahmed and Hussain (2014) also indicate a similarity between the two marketing forms as they are both able to attract a specific demographic segment and therefore could potentially miss out on a specific target market. Finally, small medium enterprises need to keep the factor of permanence in mind when considering which medium to select. To this end traditional marketing media, once printed, remains as is for a period of time, while e- marketing methods are less permanent and can change without huge associated costs (Amhed&Hussain 2014). From the comparison of traditional marketing and e-marketing it can be seen that e-marketing is an attractive method for SME businesses. While many SMEs still make use of traditional marketing methods, the internet has led to a more connected environment, and the growth of users making use of internet in business has resulted in a decline of the use and distribution of traditional marketing media. (Hasan 2011). It has therefore become important to evaluate the usage of traditional marketing versus e-marketing by SMEs.

- **E-marketing / Digital Marketing**

Digital marketing is the advertising of products or brands via electronic media. Digital marketing differs from conventional marketing because of the use of channels and methods that activates an business to study marketing campaigns and understand what is working and what isn't – generally in real time. Businesses can take quick action after consumers' feedback or requirements. More importantly, communications become two ways – effectively. That makes the customers happier. Digital marketers screen things like what is being viewed, how long and how many times, what content works and doesn't work, etc. They open their eye 24/7 to see what happening and what is upcoming. In this case, internet is most closely associated with digital marketing, others include text messaging, instant messaging, mobile apps, electronic billboards, digital television and radio channels, etc. The term 'digital marketing' was first used in the 1990s. In the 2010s, digital marketing became more upgraded as an effective way to create a better relationship with the consumer. The prompt growth of digital media has created new chances and places for marketing and advertising. An estimation of 4.5 trillion online ads served annually with digital media. Money spent on digital media increased 48% in 2010. Digital marketing is often denoted as 'online marketing', 'internet marketing' or 'web marketing'. The term 'digital marketing' becomes popular in certain countries. In the USA 'online marketing' is still widespread, in Italy is known as 'web marketing' but in the UK and rest of the world, 'digital marketing' has become the most common term.

- **Conventional/Traditional Marketing**

Traditional marketing is what we regularly see marketers are doing around us. It refers to any type of promotion, advertising or campaign that has been implementing by companies for years which have a recognized success percentage. Methods of traditional marketing can include print advertisements, such as press, newsletters, billboards, flyers, danglers and other POSM materials. Another form of traditional marketing include television spots or commercials and radio spots or endorsements. Print marketing is the eldest method of traditional marketing. Advertising in paper form has been in use from the ancient times, when Egyptians created sales messages and wall posters on papyrus. Currently print marketing refers to advertising space in newspapers, magazines, newsletters, and other printed tools.

- **Digital Marketing vs. Conventional/Traditional Marketing**

There is a debate whether digital marketing is outstanding traditional marketing or not. Most of the people believe that digital marketing has taken over and traditional marketing hardly exists. Over the last year traditional marketing had fallen nearly 160% and at the same time digital marketing improved 14%. As traditional marketing is evolved for so long people are familiar to it. Searching ads in magazines and newspapers, or looking at roadside billboards is still common activities and people do them all the time. Most of the time traditional marketing is reaching only local audiences. The main problem of traditional marketing is the results of the communication cannot be measured precisely or at some

points it cannot be measured at all. It is even costly than digital marketing. In another note, mostly traditional marketing is not interactive. The communication is done only in one way. So there is no quick way to know what people are thinking or want to say about their brand/products or communications. Talking about digital marketing, businesses now know whom they want to target and what they offer to them. So, here right people get to know about what company has to say. If the targeted person wants to know any further information about the products or services from the business, they can let him/her know very easily with a very low communication cost. Thus people become more interested in products or services and company gets more customer. The bonding become deep as customer can constantly talk with the brand. That creates loyal customers. In terms of money, digital marketing is extremely cheaper than traditional marketing and the effectiveness is extraordinary. The win of digital marketing over traditional marketing can be easily pointed out. However, People, especially in the third world countries are still accustomed with traditional marketing. So, it's hard for any business to grow by shaking the hand only with the digital marketing. The world is still not prepared to ignore traditional marketing.

Theoretical framework

Every substantial phenomena, is bound to have logical and empirical explanations. It is in such situations that theories prove their utmost value, especially in scholarly endeavors. This study does not exist in a vacuum, it is underpinned by two the technological determinism theory.

Technological Determinism theory

The technological determinism theory was pronounced a full fledge theory in 1964 through the works of the Canadian media scholar, Marshal McLuhan, (Asemah et al, 2017). The theory states that there is a long and still active tradition of searching for links between the dominant communication technology of an age and key features of society – with a common element of media centeredness, (McQuail, 2010). The thrust of this theory is the fact that everything that happens in the society has been revolutionized by the introduction and adoption of new media technologies. It further goes to say that the technologies of the day determine the behavior of societal members and society by extension. Going from the above explanation about technologies becoming the major determinants of lifestyles and patterns in the society, the theory is relevant to this study in that social media is part of the recent technological developments that has come to stay and its presence has changed the way things work in the society. Advertising has now moved on from the traditional media to the new media (social media). Thus this theory explains the existence and the extent to which new technologies (social media in this case) have changed the way things work in the society as against the usual norm of advertising in traditional media. And this goes a long way in understanding the level of adoption of these technologies by online business professionals in Nigeria.

Empirical Review

Prasad (2020) observed some common trend during corona virus spread they observed overall retail demand is down by 90%. The companies are spending their advertising budget on PPC followed by email marketing and regional advertising. The keyword related to corona virus has claimed sharply by 26%, 45% of global consumers globally are devoting more time on social media – over 10% are also creating and uploading videos themselves. Around 43% of customers want to hear from their brand during this pandemic. And there is 400% rise in reading the article or news about corona virus. Dudhatra (2020) has suggested the e- marketers to invest on digital marketing for maintaining the status quo. According to him e-marketers have a huge potential to deliver quality services during this pandemic that will earn them lot of appreciation. Similarly Modi (2020) has suggested the organization to invest more digital marketing tactics and digital platforms to gain significant shares in the market.

In a study titled “Social media advertising/marketing: A study of awareness, attitude and responsiveness by Nigerian youths” by Otugo, Uzuegbunam and Obikeze (2015); it is noted that the advent of social media has introduced a paradigmatic shift in the way advertisers/marketers promote their goods and services. The study posits that the realm of social media advertising is still in its developmental stages. Facebook is also identified as the most popular platform among users and advertisers alike. The study found that the level of awareness of social media advertising (Facebook in particular) among youths is high; it also concludes that some challenges exist as it pertains to the attention an engagement with the products via the ads. It recommends that social media advertisers make their ads more assertive, eye-catching, detailed, brief and concise, more visible and more properly positioned. Nyekwere, Nnanyelugo and Azubuike (2014) in their study “An Assessment of the use of social media as advertising vehicles in Nigeria: A study of Facebook and twitter” assert that social media sites such as Facebook and twitter are potent tools in modern communication and marketing. The study revealed that 70% of business organizations in Nigeria are embracing social media to communicate with their customers. 35% of businesses surveyed acknowledged success with the use of social media advertising. They recommended that more Nigerian organizations should embrace social media advertising since it has the potential of reaching their target audience.

A study by Adegbuyi, Akinyele and Akinyele (2015) on the “Effects of Social Media Marketing on Small scale business performance in Ota-metropolis, Nigeria”, it is revealed that social media provides businesses the opportunity to engage their audience on many different levels including personal. It also states that in the beginning (of social media marketing efforts by businesses), it is important for a business to focus on creating relationships with consumers.

Research Methodology

Research methodology is defined as the systematic process or procedure designed for generating, collecting, and analyzing the data required for solving a specified problem. This chapter discusses the ways and means through which the study was carried out. It also presents the research Area of Study, Source of Data, Sampling Technique. Method of Data Collection, Method of Data Analysis, Other areas covered are; Reliability of Instrument Validity of Instrument and Limitations of the Study was adopted for the study.

Area of Study

This study is a survey research made up of e-marketers and traditional marketers in Lagos Metropolis Lagos state. The population of this study is made up of online businesses in Nigeria. There is however no formalized documentation of the exact number of such businesses, given that they exist in both the formal and informal economy. The target population for this study is 300.

Sources of Data

The researcher employed the use of both the primary and secondary sources of data. Primary sources of data are firsthand information. The data is generated by the researcher for the purpose of the study, primary data collected for these study are questionnaires given to the enterprises under study to elicit responses. While that of the secondary data are facts that the researcher collected from already existing sources. The secondary sources from which data were generated are newspapers, textbooks, magazines, journals, published research work, memo-graphs.

Sampling Techniques

The simple random sampling technique is employed, giving each member of the population an equal chance. A total of 300 questionnaires are accidentally distributed to the respondents based on the criteria of having an e-marketing business and traditional marketing business operating in Lagos States Nigeria, out of which 270 were completed and returned which represents 90% of the total questionnaires product. Out of the 270 questionnaires that were returned 7 was rejected due to wrong completion. Thus, only 263 questionnaires that were properly filled were used in the analyses.

Hence, the sample size determination is stated below:

$$n = \frac{N}{1+N(e)^2}$$

Where; N = population of the study (300)

n = sample size

e = level of significance [0.05]

1 = constant.

Method of Data Collection

Using the questionnaire, data was collected by the distribution of the instrument to the respondents, via mail and social networks using Google forms as a survey tool.

Method of Data Analysis

The response gotten from the questionnaires were presented in tabular forms. The responses were converted to frequencies and percentages. Interpretation was based on the findings and the research question of the study. The hypothesis formulated in this work was tested with the use of chi-square method, which shows the magnitude of the discrepancy between the variables, expectation and observation. The test was carried out at 5% level of significance using SPSS statistical tool.

Chi-square is represented as follows:

$$X^2 = \sum \frac{(O - E)^2}{E}$$

Here \sum = summation

O = observed frequency

X^2 = calculated = chi-square calculated

E = Expected frequency

To answer the four research questions posed for the study. The following hypothesis postulated were tested. The reason for testing the hypothesis is to ascertain whether to accept or reject it based on the observed values of the chi-square (x^2) methods of analysis. The following procedures were applied.

The null hypothesis (H_0) were stated.

Level of significance is taken to be 5% (0.05).

Critical value is the theoretical value X^2 .

Expected frequency is denoted by E.

Observed frequency is denoted by O.

Degree of freedom = (Number of rows – Number of columns)

OR $v = df = (r-1) (c-1)$. $\alpha = 0.05$ level of significance for the test of the hypothesis.

The researcher compared the theoretical value X^2 with the empirical X^2 value.

Decision rule: accept the null hypothesis if the empirical value X^2 is greater than the table/critical X^2 value; otherwise reject it.

Reliability of the Instrument

Here, a measure of reliability called Cronbach's Alpha was employed. Cronbach's Alpha ranges in value from 0 to 1. A coefficient equal to or greater than 0.6 is considered a minimum acceptable level, although some authorities argued for a stronger standard of at least 0.70. The internal consistency for this instrument is considered high and acceptable given a result of 0.76.

Validity of Instrument

The research instrument was presented to experts in the department of marketing in National Open University Lagos Nigeria; who validated it. Suggestions and corrections were taken cognizance of and effected before the administration of the instrument to respondents.

Data Analysis

Table 1: Level of awareness on whether e-marketing provides better efficiency than traditional marketing?

S/N	Variables	Frequency	Percentage (%)
1.	Large extent	248	94.3
2.	Little extent	15	5.7
3.	Not At All	0	0
Total		263	100

Source: Field survey, (2020)

Table (1) 94.3% indicated that digital users are aware that e-marketing provides better efficiency than traditional marketing. This implies that there is a high level of awareness of among e-marketers who use online marketing techniques to grow their business.

Hypothesis1

H₀; the level of awareness on e-marketing providing better efficiency than traditional marketing is not high.

H₁; the level of awareness on e-marketing providing better efficiency than traditional marketing is high.

1. Degree of freedom (df):

$$Df = (C-1) (R-1)$$

Where C= No of columns

R= No of rows

$$Df = (2-1) (3-1)$$

$$= 2$$

2. Critical value of X² at 5% significance level and 2 degree of freedom is 5.994
3. Expected value of X² (O_e):

$$O_e = \frac{248 + 15}{2} = \frac{263}{2} = 131.5$$

4. Computation of X²

$$X^2 = \frac{(248-131.5)^2}{131.5} + \frac{(15-131.5)^2}{131.5} = 206.4$$

Result; 206.4 > 5.994

Decision; based on the decision rule, we accept H₁ and reject H₀

Table 2: Responses on most preferred marketing tools adopted by e-marketers and traditional marketers.

S/N	Variables	Frequency	Percentage (%)
A.	E-marketing tools (Facebook & Instagram)	240	91.3
B.	Traditional marketing tools Pamphlets & Business cards	23	8.7
C.	None	0	0
Total		263	100

Source: Field survey, (2020)

Table 2 above indicates response of using e-marketing tool and traditional marketing tools and it was found that 91.3% of the respondents are using Facebook & Instagram either often or always while 8.7% are using pamphlets & business cards. This implies that social media platforms are employed for e-marketing by online businesses in Nigeria.

Hypothesis 2

H₀; the level of adoption of e-marketing tools compared to traditional marketing is not high.

H₁; the level of adoption of e-marketing tools compared to traditional marketing is high.

1. Degree of freedom (df):

$$Df = (C-1) (R-1)$$

Where C= No of columns

R= No of rows

$$Df = (2-1) (3-1)$$

$$= 2$$

2. Critical value of X² at 5% significance level and 2 degree of freedom is 5.994
3. Expected value of X² (O_e):

$$Oe = \frac{248 + 15}{2} = \frac{263}{2} = 131.5$$

4. Computation of X²

$$X^2 = \frac{(248-131.5)^2}{131.5} + \frac{(23-131.5)^2}{131.5} = 179.04$$

Result; 179.04>5.994

Decision; based on the decision rule, we accept H₁ and reject H₀

Table 3: Responses on whether e-marketing has positive significances to business than traditional marketing

S/N	Variables	Frequency	Percentage (%)
1.	significance	248	94.3
2.	insignificance	15	5.7
Total		263	100

Source: Field survey, (2020)

Table (3) shows that 94.3% agreed that e-marketing has positive significance while 3.0% indicated insignificance. This implies that the practice of e-marketing improves the services and care given to customers to a large extent than traditional marketing.

Hypothesis 3

H₀; e-marketing does not have any positive significances to business than traditional marketing.

H₁; e-marketing does have positive significances to business than traditional marketing

1. Degree of freedom (df):

$$Df = (C-1) (R-1)$$

Where C= No of columns

R= No of rows

$$Df = (2-1) (2-1)$$

$$= 2$$

2. Critical value of X² at 5% significance level and 2 degree of freedom is 5.994
3. Expected value of X² (O_e):

$$O_e = \frac{248 + 15}{2} = \frac{263}{2} = 131.5$$

4. Computation of X²

$$X^2 = \frac{(248-131.5)^2}{131.5} + \frac{(15-131.5)^2}{131.5} = 206.42$$

Result; 206.42>5.994

Decision; based on the decision rule, we accept H₁ and reject H₀

Findings

At the end of this study, the following findings are made;

1. As regards to the frequency at which digital users are aware that e-marketing provides better efficiency than traditional marketing, it was discovered based on data collated from respondents that e-marketing provides better efficiency than traditional marketing in Nigeria.
2. The second research question inquired the preferred platform for advertising by online businesses in Nigeria and it is found that businesses use Facebook and Instagram for advertising on social media. However, from the percentage-frequency, it is clear that businesses subscribe more to the use of Facebook and Instagram for social media advertising. This could imply that most online businesses using social media advertising in Nigeria are targeting generalized audience rather than specialized audience, in the sense that Facebook and Instagram users are more eclectic in nature when compared to other media users for instance who are basically comprised of professionals looking to connect with other professionals. It was also discovered that most advertisers prefer to advertise on Facebook and Instagram simply because they are more popular
3. As regards to whether e-marketing has positive significance 94.3% agreed that e-marketing has positive significance while 3.0% indicated insignificance. This implies that the practice of e-marketing improves the services and care given to customers to a large extent than traditional marketing.

Conclusion

The Covid-19 has drastically impacted the life, economy and consumer behavior around the world. The organization and marketers have to adapt to these new normal. The e-marketing has come as a great opportunity for marketers to respond and manage this crisis. It was found that in our country Nigeria internet users are mounting with each passing day. Due to this, companies are spending huge amount of their budget on e-marketing, and with each passing day, companies are shifting from traditional to e-marketing.

Recommendations

The following recommendations are made;

1. Businesses should fully embrace e-marketing in advertising as digital platforms have come to stay and advertising via these platforms is becoming a “global best practice”. They will not only reap the benefits of advertising via social media but also be at par with their counterparts in Diaspora.

2. Media practitioners especially advertising practitioners should see the gap created by lack of professionals in the field of social media advertising and act proactively by co-opting the trend and adding it to their arsenal so as to remain valuable in these changing times.

Implications of the Study

- The results of this study may contribute to positive social change by providing small retail business leaders with an understanding of successful strategies for e-marketing.
- More financial support should be taken in order to reach more mass and get the exact survey and relevant information.
- More emphasis on data mining can be helpful and fruitful in this research.
- Primary data can be more reliable and so it could be used in this type of research.

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