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The Impact of Electronic Marketing on Retail Outlet Performance In Nigeria: A Survey Of Online Retail Outlets In Port Harcourt, Rivers State

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Abstract: *Following the inherent perceived risk, electronics environment and the impact of e-marketing quality on consumer behavior being associated to e-marketing, it is uncertain whether these factors affect the performance of online retail outlets in a developing country like Nigeria. This study specifically examined the effect of E- marketing on retail outlet performance. Survey research design was adopted in this study on the target population of customers in Port Harcourt metropolis who patronizes online retail outlets with a sample size of Ninety (90) respondents. The purposive (judgmental) sample technique was used while questionnaire was the research instrument. The data generated was analyzed with simple percentages, and the hypotheses tested with spearman rank correlation coefficient using Statistical Program for Social Science version 18. It was found amongst others, that risk on finance, product delivery, information and security does not affect online retail outlets and that electronic environment have an impact on the marketing process of online retail outlets. It was also found that e-marketing quality has impact on consumer behavior as it concerns their perception on product value, e- service quality, prices and customer service. On the whole e-marketing has positive impact on retail outlet performance. It was then concluded that E-marketing has revolutionized the manner in which certain businesses market their products. It is therefore recommended that online retail outlets should ensure that their websites are properly hosted and their serves performance improved by employing strategies that will attract more trust and drastically reduce perceived risk.*

Keywords: *Electronic Marketing, Online Retail Outlet, Perceived Risk, Electronics Environment and E-marketing Quality*

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I. Introduction

The development of e-marketing has been one of the most important and influential trends in the field of business, marketing and information Technology over the past decade. It has revolutionized the manner in which certain businesses market their products, thus the advent of social media offers the potential to revolutionize the manner in which businesses and consumers interact in the future. Electronic marketing is more than just marketing carried out over the internet. It involves the effective use of technology in all its forms, in such a manner that it plays a supporting role, which is defined by business and marketing needs. The most important piece of technology in electronic marketing is probably not in the internet; rather, it is more likely to be the database that holds valuable information about this most critical resource that a marketer needs (Abrahams, 2002). Technology and the availability of data continually increased during changes in organizations customer interaction.

Marketing professionals consider the 21st century to be a distinctive period because of the electronification of traditional marketing practices. Since the 1960s, marketers have lived and worked through three distinct stages. The first was the PC age (1960-1990), with its rapid expansion of computing power fueled mainly by development of the microchip. In this stage, marketing managers were able to develop and use customer databases and other vital databases to enhance marketing practice (Leo, 2002). The second stage was the internet age (1990-2000), when use of the internet became a regular part of the daily work experience of marketers. The widespread use of the internet, combined with a long-running bull market from 2000-2008, led to the third stage; namely, the “dot.com bubble” (Kirsner, 2001). The “dot.com bubble” was a breeding ground for new business models and novel marketing concepts (Abrahams, 2002). Statistics indicates that the number of internet users in Nigeria increased from 200,000 in the year 2000 to 5 million in 2006, for a growth rate of 2,400%. Increasing numbers of businesses now handle commercial exchanges of goods, services, information, and ideas through technology, such technology tools are Smart cards, debit cards, ATM cards, point-of-sale technology, scratch cards, and similar technology are highly visible in the Nigerian business environment (Awe and Olubamise, 2006). In 2006, Nigeria had a population of 159.4 million (Awe and Olubamise, 2006). In

September 2006, a total of 5 million, or approximately 3.1% of the population, were internet compliant (African Internet and Population Statistics, 2006). Generally, electrification of business enterprises has seen hindered largely by the country's underdeveloped and unreliable fixed line infrastructure, but this is changing with the intensification of competition and emergence of new technologies. More than 40 ISPs, have been licensed, as well as a number of data carriers and internet exchange and gateway operators, making it possible for selected organizations to electrify their marketing practices.

E-marketing is gradually gaining prominence as a tool for competition in Nigeria. Most banks now offer e-banking transactions online so that customers can patronize them from the convenience of their homes or offices. The growth and acceptance of credit/debit cards and automated teller machines (ATMs) are also testimonials to the country's fledging e- marketing. Today, with e-payment solution companies like Master Card, Interswitch, Visa Card, and E-tranzact, Nigerians can pay, withdraw, or transfer funds anywhere in the country, as well as make purchases with their e-cards. This development coincides with the increasing development and growth of Western shopping malls in the country, shopping online has also gained acceptance with more Nigerians, who recognize the importance of buying from abroad and who realize that it is no longer necessary to go in person to shops to make their purchases. These changes have promoted organizations to step up efforts to electronification their marketing operations to better satisfy customer needs.

Electronic marketing has changed the face of marketing through technology enabled observation, surveying and experimentation. Most firms now use at least one of the commercial online services for accessing general news information or for research on more specialized subjects. Tens of thousands of commercial databases are available worldwide, providing information on business, technical, and scientific, topic company reports, broker reports, newspaper ad journal articles, and patent documents. Although, e-marketing is associated with perceived risk, electronics environmental factors and its unique quality which impacts on consumer behavior that affect the sales performance of e-marketing business. Online retailing is a subset of e-commerce or e-marketing. It refers to the purchase and sale of goods between consumers and retailers using the internet – also referred to as the business to consumer (or 82C) market. Another term interchanged for online retailing is e-retailing. The growth of online shopping has occurred in the context of greater familiarity with, and confidence in, the use of the internet across a range of activities. This reflects a substantial cultural change in how societies conduct economic transactions. More retailers are now going for global growth in order to capture a share of the expanding online market, and as this occurs, multi-not single-channel retailing will increasingly be the norm in both developed and developing markets. In time, a new hierarchy of layers may in fact emerge, with new pure play and mixed-channel operators.

1.1 Statement of Problem

Since the boom of the internet in the late 1990s, Web-based companies are being established every day. What is more, new opportunities for growth emerge daily, expanding the reach and capabilities of the cyberspace. However, for all its benefits and advantages, e- marketing faces some challenges that are unique to the industry. One of the challenges is online environment, in contrast to a physical one, greater risk and less trust are expected due to the fact that there is major difficulty in evaluating a product or service as there are no visual or tangible indications about the quality of the product nor face-to-face interaction with sales staff, and the purchase is affected by security and privacy issues (Laroche, et al. 2005). Therefore, it is assumed that people may feel a certain degree of risk from spammers and scammers when purchasing a product through the internet. Other challenges are inadequate security procedures and unrecognized brand name which has jeopardized customers' confidence in the usefulness of the internet as a trading platform. This is because any online research and purchasing decisions are made solely based on trust. But it is difficult to achieve customer trust where there is inadequate security measure, expertise and financial means to guard against unauthorized access to confidential information by employees and from outsiders and hackers pose a hindrance to e-marketing retail.

In the light of the above, developing and underdeveloped nations is usually characterized with high cost of installing infrastructure, high price of technology, large investment requirements and liquidity constraints; Uncertain return on investment (ROI); Limited worker expertise caused by a general shortage of highly skilled workers and insufficient training; Lack of management vision, support and enthusiasm in the adoption of internet technology; inability to outsource IT expertise; and bad experiences in the past are all hard nuts to be cracked when it is to online retail marketing in such nation like Nigeria. So it becomes pertinent to ask, "Won't these E- marketing associated factors have negative impact on retail outlet performance with respect to sales?

1.2 Objective of Study

The general Objective of this study is to evaluate the impact of electronic marketing on online retail outlet performance in Port Harcourt. This specifically aimed to:

1) Find out the extent perceived risk affect the patronage of online retail outlet
2) Determine the effect of electronics environment on marketing process of online retail outlet
3) Find out the effect of electronics marketing impact on consumer behavior to online retail outlet.

II. Review of Related Literature

2.1 Marketing in Electronics Technology Era

The last decade of the twentieth century was a revolutionary period of time for the marketing discipline, however its subject matter did not change Marketing still pertains to the exchange of value between buyers and sellers. The revolution is on the routes and dynamics of the systems accommodating these exchange processes and transactions are challenged strongly with the "internet" phenomenon entering the world of businesses. The emergence of a common, interactive and continuously available commercial platform filled most scholars and practitioners with awe.

Advancements in communication and information technology is creating a totally new world of its own whose citizens will out number the largest nation in the world in a very short period of time (The Economist, 2005). This nation is not only a compilation of people who use a common technology; but have the culture of understanding the technological tools they utilize to connect. With the excitement created by the rapid changes induced by technology, Sheth and Sisodia (2009) have re-visited and categorized marketing's law like generalizations as: (i) location-centric ones based on the physical separation between buyers and sellers, (ii) time-centric ones modeling same or similar patterns of product and market evolution over time, (iii) market centric ones dividing the consumer market into manageable segments and serving each one with slight variations of a common marketing mix, and (iv) competition-centric ones focusing on short-sighted, inadequate measures of competitive performance and viewing competition as a major threat.

The authors' argument is that the internet is the driving force challenging and changing most location-centric concepts. While there is no reason to disagree, it is possible to propose that it mostly invalidates the other three generalizations as well. Changing the classical time cycles of marketing, creating atomic market segments and totally personalized marketing mixes and offering an environment where competition strengthens the market are some of the arguments that can change the other three established principles of marketing at the same time.

2.2 Electronics Technology and Retail Marketing

Since Quelch and klein (1996), first introduced the question of whether non-store marketing will become a revolution in retailing. Probably this question was raised based on some heating issues in electronics marketing such as perceived risk of e-marketing, electronics environment and e-marketing quality impact on sumer behavior. However, many studies took on affirmative approach, especially after the approach of the electronic marketing environment which resulted to the use of the terminology "internet marketing" in the literature that shows the strength of the winds of revolution. Examples of such significant phrases are "super diffusion innovation: (Dickson, 2002), "the fourth disruptive event in the history of retailing" (Christensen and Tedlow, 2000), "an exogenous shock in marketing" that will displace other tools and the relevant disciplinary knowledge (Deighton, 2007), and a frenetic movement whose impact is "transformational" rather than additive (Harari, 2009).

. Actually, some studies claim it is so different from traditional forms that it may have the capacity to eliminate retailers and wholesalers entirely (Ben-Jamin and Wigand, 2005). According to such revolutionist views, even if the basic blocks of marketing will not be totally shattered, many of the assumptions on which traditional marketing organizations are built should be questioned now (Berthon et al, 2000).The internet marketing environment offers extensive customization and personalization opportunities.

2.3 Perceived risk of E- Marketing

In E-commerce the retail channel is the internet. The risk linked to the channel is usually greater than the risk linked to the seller in online shopping. Online buying may be associated with negative results that are not found in traditional commerce, such as consumer's inability to value the quality of the product directly, the lack of personal contact with a salesperson, the costs of learning how to use the internet or site, the change from other channels to the electronic one, the generation of anxiety and stress for consumers who don't feel comfortable using the internet, the absence of interaction and social contact with other people, and security of payment and personal (Salo and Karjaluoto, 2007)

Even though consumers perceive the Internet as offering a number of benefits, the Internet tends to magnify some of the uncertainties involved with any purchase process. Consumers perceive a higher level of risk when purchasing on the Internet compared with traditional retail formats (Lee & Tan, 2003). Perceived risk is defined as the potential for loss in pursuing a desired outcome while engaged in online shopping; it is a combination of uncertainty with the possibility of serious of outcome (Ko et al., 2010). The idea of perceived risk has been captured through the use of various scales by measuring the perception of dangerous events occurring (Featherman and Pavlou, 2002). Perceived risk reduces the willingness of consumers to buy goods over the internet (Barnes et al., 2007). Greater perception of risk on the part of consumers' acts as a deterrent to their purchase intentions. Several authors have observed that the perceived risk in E-commerce has a negative effect on shopping behavior on the Internet, attitude toward usage behavior and intention to adopt E-commerce (Zhang et al., 2012).

Consumers, on the Web, may fear providing credit card information to any commercial Web provider and those consumers simply do not trust most Web providers enough to engage in exchange relationships involving money. This perceived risk among consumers translates into their reluctance to use credit card information over the Internet resulting in their disengagement from electronic transactions (Hoffman et al., 2009).

However, the perception of risks and costs is not identical for all consumers. While some buyers perceive electronic commerce as a risky and expensive way of buying, others value the advantages of e-commerce, as the ease of information searching and of comparing products and prices. In any case, it can be supposed that the perceived risk will lead consumers to consider different signals when forming their attitude and feelings towards a web site (Martin and Camarero, 2009). Forsythe and Shi (2003) proposed that perceived risk include private risk, product risk and the risk of unknown origin would impact on the online shopping and could explain the barriers of online shopping. Previous studies have argued that the following types of risks are usually involved in purchase decisions: financial risks, product risk, convenience risk, health risk, quality risk, time risk, delivery risk, after-sale risk, performance, psychological, social, and privacy risk, website design style and characteristics, and trust in the web site affect significantly online consumers' purchasing behavior (Martin and Camarero, 2009; Tasi and Yeh, 2010; Zhang et al., 2012).

Financial Risk

Despite the significant growth and optimistic outlook for the future growth of online shopping, negative aspects are also becoming more frequently associated with this alternative shopping method. For example, consumers are worried that the Internet still has very little security with respect to using their credit cards and disclosing personal information (Pallab, 2006). Financial risk is the perception that a certain amount of money may be lost or required to make a product work properly. Also, it is defined as potential net loss of money, and includes consumers' sense of insecurity regarding online credit card usage, which has been evidenced as a major obstacle to online purchases (Maignan & Lukas, 2007).

Product Risk

The Internet just like any type of non-store shopping makes it difficult to examine physical goods; consumers must rely upon somewhat limited information and pictures shown on the computer screen (Jarvenpaa and Tractinsky, 2009). Product risk is the perception that a product purchased may fail to function as originally expected (Kim et al., 2008). And it is the loss incurred when a brand or product does not perform as expected, is largely due to the shoppers' inability to accurately evaluate the quality of the product online (Bhatnagar et al ., 2000).

Time Risk

Time risk is the perception that time, convenience, or effort may be wasted when a product purchased is repaired or replaced Hanjun et al. (2004). Time risk includes the inconvenience incurred during online transactions, often resulting from difficulty of navigation and/or submitting orders, or delays receiving products (Forsythe et al., 2003).

Delivery Risk

Potential loss of delivery associated with goods lost, goods damaged and sent to the wrong place after shopping (Dan et al, 2007). Consumers fear that delivery will be delayed due to various circumstances; the delivery company won't deliver within the time frame agreed with customers, or consumers fear that the goods may be damaged when handled and transported, or no proper packaging and handling during transportation(Claudia, 2012).

Social Risk

Social risk refers to the perception that a product purchased may result in disapproval by family or friends (Li and Zhang, 2002). It also refers to the potential loss of status in consumer's social group due to either the inappropriateness of the product or disapproval of using internet as a shopping channel (Stone and Gronhaug, 2003). Usually, consumers try to obtain advice or consent from others in their social group in order to reduce social risk.

Since the boom of the Internet in the late 1990s, Web-based companies have been starting up every day. What is more, new opportunities for growth emerge daily, expanding the reach and capabilities of the cyberspace. However, for all its benefits and advantages, e-marketing faces some problems that are unique to the industry. That is, Web-based enterprises have a special set of challenges that traditional brick-and-mortar businesses do not have. They include;

2.4 Electronic Environment and Marketing Process

The competitive or industry environment contains factors that are essential to every company in the corresponding sector. The main forces that are operating in any industry are: customers, competitors, suppliers and potential substitutes for goods and services (Pickton and Broderick, 2001). Enterprise's operation or enterprise's internal environment is associated with a variety of issues. It is commonly thought that the changes in the external environment, determine the company's need for change. But the company's internal environment may cause the company's need to change as well (Silins, 2007). One of the most significant economic trends of the past decade is the growing use of the Internet for conducting business. Many firms are being driven toward greater adoption of e-commerce by pressure to compete at the global level. In turn, the Internet and e-commerce are important vehicles propelling the process of globalization. Globalization is generally regarded as the increasing interconnectedness of the world through flows of information, capital and people facilitated by trade and political openness as well as information technology (IT). Beyond this, however, the nature and impacts of globalization are highly contested (Held et al., 1999). Convergence theorists regard globalization as a universal process of homogenization in which countries tend toward a common way of producing and organizing economic life with resulting common social outcomes (Ohmae, 2000, 2005).

Divergence theorists argue that national diversity in the pursuit of differing social and economic outcomes will prevail and prevent convergence from taking place (Berger & Dore, 2006). Transformation theorists regard globalization as an uneven process involving elements of both convergence and divergence, in which countries around the world are experiencing a process of profound change as they try to adapt to a more interconnected but uncertain world (Giddens, 2001,2009).

Globalization is being intensified by the spread of the Internet, linking businesses and individuals around the world into a common electronic network. There is great excitement about the Internet's potential for removing geographical obstacles to economic growth and for achieving global integration in developing as well as in industrialized countries. On the other hand, there is concern in many countries that the Internet will be a tool of Western (especially U.S.) economic and cultural hegemony, a long-held fear of many opponents of globalization. A related concern is that uneven diffusion of e-commerce and the Internet is creating a "digital divide" and exacerbating the gap between rich and poor countries.

The national environment, which is one of the key features of the selection environment of firms and consumers that affect innovation outcomes (Downs & Mohr, 2006), includes a country's demographics, economic and financial resources, information infrastructure, industry structure, organizational environment, and consumer preferences.

Country demographics are likely to act as enablers or inhibitors for e-commerce development, as they relate to market size and concentration, consumer needs and ease of access to technology. Case studies shows that densely populated nations, such as Singapore and Germany enjoy strong IT infrastructures, whereas large countries with low population density, such as China and Brazil, suffer from underdeveloped infrastructures, plus distribution and delivery problems.

Numerous factors (economic, infrastructural, cultural and political) apparently determine both businesses' and consumers' engagement with e-tailing. However, two main reasons for the importance of online shopping among internet users stand out. The first is the readiness of retailers to establish an initial online presence (Nikolaeva, 2006).

Consumer mistrust of online companies, the perceived quality of the merchandise they sell and online payment security issues will together partly explain low user transaction levels, although the real engagement with B2C e-commerce in many developing countries may be obscured, as few countries have comprehensive information on online sales and purchases (Forrester Research, 2009).

Industrial and technological convergence, extinction of physical constraints, changes in consumer and retailer needs, competitors that turn up from previously non-market sectors, made it much more difficult. Nowadays it is difficult to understand how to position oneself, how to differentiate competitors from partners and co-producers (although sometimes these positions coincide). The market is different, and it continues changing (Fisks, 2009).

Today's market can grow incredibly fast. New ideas and structures, standards, and necessities can spread in the way, it happened earlier with all the vogues. Such a rate is determined by a possibility of communicating with the help of technology, not tied to geographic districts and the formation of consumers' continued desire for the newest, best, most stylish, smaller and faster devices. Once a product enters the same market, it passes into the other. Each new future technology is much better than its predecessor (Battelee, 2005).

As soon as something new and revolutionary appears on the market, it is immediately being desired. It is enough to make one click in amazon.com, in order to get the desired product within a few days being anywhere in the world (Fisks, 2009). Changing market environment brings new habits, urgencies and rules, which put business and marketing in a face of new challenges. Customers are mutually divergent and educated, their requirements are higher and they have more impact than ever before (Lindstrom & Seybold, 2011).

Customer's structural and behavioral model's changes transformed the market fundamentally, making the formerly profitable industry for a loss, forcing currently profitable industries to look for other options; it opened up completely new fields of business.

In order to successfully operate a long-term run, enterprise should develop according to the environment in which it operates. Many companies are successful in meeting the market demand, but are unable to track environmental changes, considering that the initial formula of success will work forever. They do not understand the ongoing changes in the external environment until the other company becomes able to meet customers' requirements better. For this reason, such firms often lose their competitive advantage and are forced to leave the market (Caune, 2009).

Caune (2009) believes that the external environment consists demographic, political, social, cultural and macroeconomic factors, as well as technological advances.

2.5 E-marketing Quality Impact On Consumer Behaviour.

In the early stages of the Internet's emergence, some retailers made only cautious attempts to extend their operations there. They feared that on-line activities would cannibalize their "off-line" business and hurt profits (Alba et al., 2007). Today, since the bursting of the Internet bubble, retailers are ready to dominate the Internet channel as well, and their fears appear to have been misguided. Although our assessment of the threats posed by the Internet may have changed, the threats are no less real. The Internet does provide a competing channel to retailers' traditional distribution channels, and therefore any retailer transacting business on-line has to address issues regarding cannibalization of off-line operations by on-line activities, coordination of the Internet with off-line as possible channel conflicts.

These issues are faced by any retailer who operates multiple channels and appear to be more pronounced for the Internet because of its ubiquitous nature (Iyer, 2008). In other words, the Internet knows no geographical boundaries, and retailers are unable to limit customers' access to it. This deprives retailers of the benefits of traditional tools for controlling channel competition, making competition from the Internet potentially much more severe.

Zettelmeyer (2000) studied the effect of the Internet on price competition. They showed that the Internet does not necessarily intensify price competition, and can actually reduce it. While these studies provide insight into the potential effects of competition from the Internet, managers need to complement that insight with empirical knowledge of the effects of some pertinent on-line activities (e.g., customer visits) on managerially relevant out- comes (e.g., cannibalization, brand equity formation).

E-marketing is noted for cost reduction, whereas cost is one of the determinant of price level which has significant influence on consumer buying behavior. As search costs drastically reduce, the online retail market has become increasingly integrated (Brynjolfsson, Dick and Smith., 2010). Search engines such as Google, Yahoo! and Ask.com allow consumers to be directly connected to manufacturers throughout the world. 'Shopbots' such as webjet and pricespy.co.nz automatically search major retailers, allowing consumers to compare prices and other attributes (such as shipping time and product availability) amongst retailers. One would anticipate that these reduced search costs would result in a near perfect market whereby consumers would always select the cheapest price for homogenous goods such as books and CD's.

Moreover, consumers frequently do not choose the lowest priced good, reflecting the continued importance of retailer branding. In a year-long study comparing the prices charged by the four largest internet and conventional retailers for selected books and CD's, Brynjolfsson, HU and Smith (2010) found online prices were on average 9 -16% lower than conventional brick and mortar stores. Furthermore, they found that internet retailers made smaller and more frequent price changes than their conventional counterparts, reflecting their lower menu costs. Indeed, Ellison and Ellison (2009) found that computer parts retailers often actively monitor shopbot websites, frequently changing their price in response to competitors' actions. These price changes were often small and simply designed to maintain their position in the shopbot rankings. Such findings are unsurprising given consumers' reduced search costs and firms' minimal menu costs.

The ability to locate and purchase a vast array of goods previously unavailable at conventional retailers arguably provides a greater motivation for the rise of e-Commerce than lower prices (Brynjolfsson et al 2003). Whilst conventional inventories are limited by shelf and storage constraints, internet retailers face no such issues.

Centralized warehouses and drop-shipping arrangements with distributors, allow internet retailers to maintain an almost unlimited 'virtual inventory'. Moreover, "the enhanced search features and personalized recommendation tools offered by internet retailers" drastically increase product awareness and exposing consumers to a wider variety of products than was previously feasible at a conventional retailer (Brynjolfsson, Hu and Smith, 2010). This increase the demand of such product as consumers are also motivated by product availability. Gallino and Moreno (2012) analyzed the consequences for a major US home ware retailer of implementing a buy-online-pick-up-in-store (BOPS) system. BOPS allow consumers to search stores' inventory online. If a nearby store has the product in stock, customers have the option of picking up the good from that store within two hours of purchasing it online. Given that consumers save on shipping costs and are able to pick the good up at their convenience, one would expect online sales to increase. However, the opposite occurred. Although online traffic increased, online sales within a 50 mile radius of a store fell relative to areas unaffected by the change. However, this decrease was more than offset by an increase in store traffic and sales.

These results are easily explained via information verifiability. Although stores listed their inventory online prior to the BOPS implementation, consumers realized that stores had no incentive to provide accurate information and accordingly disregarded it. Instead of driving to the store relying on unverifiable information, consumers preferred to purchase goods online, where their availability was guaranteed. In contrast, the obligation to provide the good within 2 hours of purchase requires stores to maintain accurate inventory records. The rise in foot traffic following BOPS' implementation shows that consumers prefer to view the good first-hand before purchasing, but will only do. So if they believe the product will be available. Nevertheless, the effect of BOPS may not be nearly as significant for standardized products such as books or DVD's where the need to see the good first-hand is significantly diminished (Gallino and Moreno, 2012). With the advent of e-Commerce, the traditional view that a high exchange rate benefits domestic retailers has been discredited (Infometrics, 2012). As the dollar appreciates, domestic retailers are forced to compete against international retailers whose prices become increasingly attractive.

III. Conceptual Framework and Research Hypothesis

From the literature reviewed it is established that e-marketing is associated with three variables-perceived risk, electronics environment and e-marketing quality impact on consumer behavior and their design in this study to be the circumstance that will affect the online retail performance. It is therefore, conceptualized that (i) perceived risk will influence consumers patronage, (ii) Electronic environment will also determine marketing process of online retail outlet that will have direct affect patronage and (iii) E-marketing quality depend on its impact on customer behavior in respect to customer perception of product value, e-quality price and customer service which are most important in the formation of patronage patterns. This is presented in a model below.

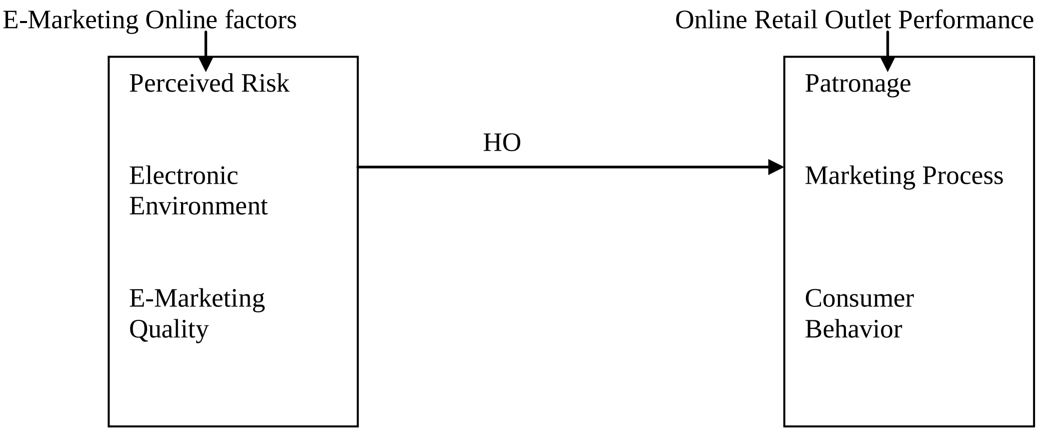

Figure I: Conceptualized Framework of E-Marketing Impact Online Retail Performance
Source: Egele, Ikechi and Ozo (2017)

Based on the above conceptualized framework, the study develops the hypothesis that:
HO: E-marketing associated variables do not have impact on online retail outlet performance positively.

IV. Methodology

Survey research design was adopted by administering 90 questionnaires structured in the five-point Likert scaling to consumers of online retailing stores in Port Harcourt selected through purposive sampling techniques.

The data collected was analysed with simple percentage and spearman rank correlation coefficient using Statistical Program for Social Science (SPSS) package version 18.

V. Result

Out of the 90 questionnaires distributed, 75 questionnaires representing 53% was retrieved and were used for analysis. From research question two, we found out that 58 of the respondents representing 70.7 disagree that risk on finance, product delivery, information and security does not affect the patronage of online retail outlets. By this we now accept that risk on finance, product delivery, information and security do not have negative effect on online retail outlets. From research question 3, we found out that 55 of the respondents representing 73.4% disagree that electronic environment have an impact on the marketing process of online retail outlets. By this, we now accept that electronic environment have an impact on the marketing process of online retail outlets. From research question 4, we found out that 59 of the respondents representing 78.7 disagree that electronic marketing has negative impact on consumer behaviour, as it concerns consumer perception of product value, e-service quality, prices and customer service. By this, we now accept that e-marketing quality has positive impact on consumer behavior. The hypothesis which stated that "electronic marketing does not impact retail outlet performance positively was tested at a significance level of 0.05.

NONPARAMETRIC TEST:

Correlations

			E-MARKETING	RETAIL OUTLETS
Spearman's rho	E-MARKETING	Correlation Coefficient	1.000	.981**
		Sig. (2-tailed)	.	.000
		N	75	75
	RETAIL OUTLETS	Correlation Coefficient	.981**	1.000
		Sig. (2-tailed)	.000	.
		N	75	75

**. Correlation is significant at the 0.01 level (2-tailed).

The spearman's rank order correlation co-efficient was 0.981 and its probability is 0.000. Hence $P < 0.05$, therefore, the alternate hypothesis was accepted, while the null hypothesis was rejected. We therefore come to the conclusion that electronic marketing impact positively on retail outlet performance positively.

VI. Conclusion

The development of e-marketing has been one of the most important and influential trends in the field of business, marketing and information technology over the past decade. It has revolutionized the manner in which certain businesses market their products. The findings of this study reveal that some online retail outlet studied provides data base that holds valuable information about the most critical resource that a marketer needs. It further shows that electronic marketing has changed the face of marketing.

VII. Recommendations

The following recommendations were made that:

i. Online retail outlets should create a relaxing in- store environment such hospitable atmosphere will give customers a comfortable sitting area, wifi access, digital theater and provide them with warm and friendly assistance.
ii. Online retail outlets should ensure that their websites are properly hosted and their serves performing maximally.
iii. Online staff requires expertise, to effectively manage websites and keep to maintained therefore, online retail outlets should employ staffs with expertise and continuously train them on new and emerging technologies.
iv. Online retail outlets in collaboration with the federal government should check and combat fraud and risk of losing money online.

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