

APPLICATION OF E-MARKETING IN NIGERIAN BANKING

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Abstract

On-line Banking is the newest and the least understood operational device for retail banking services due to its high degree of technicality and sophistication. It is the interest of this empirical study, which gains a thorough insight into its nature, and areas of applicability by Nigerian Banks by examining the effects of marketing variables on the marketing of banking services. The paper also explores the aspects of information and communication technology (ICT), which includes World Wide Web (www), intranet network, e-mail, Supply Chain registration with search engines etc. The other areas of focus are on the applicability of the Internet to the banking operations in the areas of product, customer/public orientation, distribution network, business research and general communication (among others). The major findings of the study are that e marketing has positive effects on profits, customers base, general communication, economic and commercial operations. The major shortcoming of e-marketing in operation is that there is little or no control measures, regulations or substantive laws and controlling boards for internet use in Nigeria. By and Large, it is hoped based on this study that e marketing will be a major tool for customer satisfaction and subsequent realization of organizational objectives.

Keywords: *Marketing, e-marketing, Banking, Customers, Services, Product, Internet, Information, communication Technology, on-line.*

Introduction

Marketing, a crucial human invention, embraces the activities we engage in to satisfy economic needs and wants. With exchange as its core concept, the creation of customer value and satisfaction are the crux of modern marketing thinking and practice. Kotler and Armstrong (2000) see marketing as “a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others”.

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Thus, the above definition represents social and managerial perspective of marketing while activities such as product development; research, communication, distribution, pricing and service among others are the core marketing activities. However, the explosive growth in computer, telecommunication and information technology, gave birth to contemporary marketing which has had a major impact on the way companies bring value to their customers/clients. Customers now interact with their banks on line and vice versa. Headquarter Banks now reach their various branches through the internet facility. In fact large scale sharing of information resources is fast becoming a dominant feature of the African media landscape.

Having the above peculiar situation that exist in the African nation in mind, this study will give an isolated view of the degree of information and communication technology (ICT) appreciation in the Nigerian banking sector, the factors constraining such utilization and the effectiveness of the Internet utilization in the Nigerian banking services. Much as there is literature on the global experience of the Internet system, few detailed empirically based studies exist concerning Internet appreciation in Nigerian banking organizations, including the constraining factors and the efficacy of such appreciation.

Although some Nigerian companies have introduced some Internet related business, few of these companies may have leveraged on their web presence to increase profitability, where others have just put up barely functional websites, without associated appreciable results (Osugwu, 2002).

It is on record that the electronic digital computer made its first entrance or appearance in Nigeria in 1963 in connection with the analysis of the 1962/63 national census data. In the 10 years between 1963 and 1973, the total computer population in the country stood around 20-25, with 6 or so associated with the multinational companies (Nwachukwu, 1991). By 1977, the numbers of installations have grown to around 70. It was by this time that many universities, government departments and parastatals, organizations including West African Examination Council (WAEC), Joint Admission and Matriculation Board (JAMB), National Electric Power Authority (NEPA), Nigeria Ports Authority (NPA), Federal Office of Statistics (FOS), as well as many banks and commercial firms began to show interest in computers. This paper attempts to appraise the extent of application of e-marketing to Nigerian banks, relative assessment of the factors limiting the use of internet in Nigerian banks, key success in Nigerian banks, extent of benefit of internet services to banking business in Nigeria. An assessment of the level of success achieved by Nigerian bank as a result of internet use, ascertainment of whether or not information technology has any effect On the success of marketing:

Review of Literature

The focus here are on definition of marketing, evolution of marketing, Evolution of banking in Nigeria, nature of services, marketing of banking services, evolution of e-marketing in Nigeria, application of c-marketing to banking services, finally, the level of application of e-marketing to Nigerian banking services will be featured towards the end of this paper.

Marketing Defined

Marketing, more than any other business function, deals with customers. Creating customer value and satisfaction are the heart of modern marketing thinking and practice. In essence, the two-fold goal of marketing is to attract new customers by promising superior value and to keep current customers by delivering satisfaction (Kotler and Armstrong 2000). Many people think of marketing only as selling and advertising, but today, it summarily can be seen as telling and selling to satisfy customers needs. The satisfaction of customers needs, however, should be understood by knowing their purchase decisions i.e. the predictable sequence of behaviour in making purchases aimed at solving a perceived problem or satisfying a recognized need. Which can be influenced externally or internally (Kolesar and Galbraith, 2000). Therefore, the understanding of the various definitions depends on the knowledge of various perspectives with which people have viewed marketing over time.

Finally, Achumba and Osuagwu (1996) classified marketing definitions into three major groups:

- a. Definitions that conceptualizes marketing as a process enacted through marketing channel/connection the producing organization with its market.
- b. Definitions that emphasize marketing as an organization that is present to some degree in both producers and consumers.
- c. Definitions that sees marketing as a concept or philosophy of business. This is the idea that marketing is a social process involving willing consumers, clients or producers.

Nature of Services

According to Kotler, P. Armstrong, G. Saunders, J. Wong, V. (1996) service is an activity or benefit one party can offer to another, which is essentially intangible and does not result in the ownership of anything. Agreeing to this definition. Adrian Palmer (1999) and Kotler et al. (1996) identified five main service characteristics when designing marketing programmes, they are intangibility inseparability, variability, perishability, and that services cannot be owned.

Marketing of Banking Services

Banking services refer to those activities basically involving the mobilization of saving and other deposits, granting of credit facilities, transfer of funds, money creation and so on. (Ibitoye and Ajayi 2001) Marketing if summarized within the assumption of the 4ps (product, price promotion and price). Can be integrated into the configuration of banking services. The marketing mix can be applied thus:

Product: This includes the convergence of segment provision by bank. (i.e. the stated banking services above). The function rendered by the bank purposely to serve the customer is the “product” of the bank. Complementary products as cash cards, magnetic stripe cards carrying PIN (Personal identification Numbers), credit cards, flash cards, charge cards based upon the visa and master cards system.

Price: Is a critical marketing mix tool, which is the amount of money or Money worth that customer pays for the service. In banking values attached to borrowers in form of lending rates for example is the 'price'.

Place: Banks own their retail outlets in form of branches and cash offices. These outlets are erected at strategic positions for the purpose of proximity, for the customers nearer to those branches. Banks also make use of direct marketing techniques, and in some cases, employ their own personal sales forces I.e. Marketing Personnel. (Morden, 1991).

Promotion: Includes all activities the bank undertakes to communicate and promote its service (i.e. product) to the target market (Kotler, 1997). Osuagwu, (2002). views promotion as a communication effort of a company that is aimed at informing and reminding customers/clients of their products/services and their benefits and persuading them to buy the products/services.

E-marketing Defined

Being a contemporary issue, e-marketing is a subject of research in many disciplines and is such a rapidly growing field of study that a universally accepted definition is difficult. However, there are a number of researchers that give definitions based on how related e-commerce is, to the concept(s) they discuss.

As cited by Hassan and Tibbits (2000), Kalakota and Whinston (1997) described e-commerce from different perspectives.

- a. Communication perspective: The delivery of information, products/services, or payment via telephone lines, computer networks or any other means.
- b. Business perspective: The application of technology toward the automation of business transactions and workflows.
- c. Service perspective: A tool that addresses the desire of firms' consumers and management to cut service costs while improving the quality of goods and increasing the speed of service delivery.
- d. Online perspective: Provides the capability of buying and selling products and information on the Internet and other online services;

The above definition by Kalakota and Whinston (1997) may be seen as a premise on which other definitions are based. The definition by Turbal, F. Lee, J. King, I. and Chung, M. I-I. (2003) posits that e-commerce is an emerging concept that describes the buying and selling of products, services and information via computer networks, including the internet. This implies that the transaction between individuals and/or groups to obtain what they need and want through creating and exchange of products goods or services of value with others is not complete or be termed as e-marketing if the use of technological intermediary computers and Internet, - are not included.

In view of the above assertion, Jansson and Soi (2000), too, defined e-commerce as the new way of doing business as a result of technological development, which translates the message.

For this study, e-marketing will be defined as a process by which individuals, groups or organization(s) obtain, conceive, offer, execute or distribute products, services or information of value via internet enabled computer networks or technological involvement of digital media to satisfy the purpose, Wants or needs of buyers, sellers and other third party intermediaries.

Summarily, it can be observed from the discussion, so far, that e-marketing technologies provide effective and efficient ways in which corporate buyers can gather information rapidly and negotiate with suppliers, implement order fulfillment over communication links and access post sales services (Norm and Yufei, 2000).

E-marketing in Nigeria

The focus of globalization has continued to advance while competition in industries across the world grows more intense everyday. Nigeria's service industry has not been spared from the growing competition, with the quest of firms to open up, and develop more markets while diversifying operations. These competitive pressures make it increasingly necessary for Nigerian firms to diversify their income base through increased efficiency as well as seek to grow their volume of business. Recent developments in Africa, and more specifically, return of democracy to Nigeria according to Kyari (1999) have shown increase investors interest, though, high risk within the country is affecting the hope for a positive change.

Much as there is literature on the global experience of the Internet system, few detailed empirically based studies exist concerning Internet appreciation in Nigeria, including the constraining factors and the efficacy of such appreciation (Osuagwu, 2003).

Nigeria, like most developing countries, is an information poor country. The scarcity of published current information is particularly acute in the informatics areas Nwachukwu, (1991), which is still in its infancy (Jimba and Atinnio, 2000). Although, the internet system provides opportunities for business organizations all over the world, the use of e-business, e-commerce or e-marketing makes business transactions that hitherto took several months, concluded within hours or days via the internet. It may thus, be tempting to conclude, as a result of benefits associated with the internet system that it will be generally accepted and applied efficiently and effectively in business organizations all over the world. But, prevailing factors like poor infrastructure facilities among others exist within Nigeria, a developing country, encumbering her appreciation of technology as a prerequisite for Advancement in growth, development and the adoption of technology, to fully actualize the potentials of marketing as a discipline. Likewise, the internet system is fraught with difficulties in a developing economy like Nigeria, where basic infrastructure facilities such as adequate and regular power supply, and telephone services are lacking. Also, the awareness of Internet is low among the people and even where such awareness exists, very few people have access to computers. (Osuagwu 2003) More so, lack of Internet Education has been implicated in various studies. which is a major constraint to internet utilization among

business organizations (Osuagwu 2003). This constrains efficient and effective use of Internet in marketing activities.

Suffice it to say, that most industries in Nigeria, have been influenced in one way or another, by this promising new technology, which made Philip Consulting a consulting firm in Nigeria in 2001, make a sectoral research on web effectiveness of some Nigerian firms. However, a common phenomenon in the Nigerian business environment is the use of e-mail. (Osuagwu, 2003). This based on the empirical research work of (Durlacher, 1998). This is so, not only because most business organizations in Nigeria prefer it to other forms of internet communication but the in-effectiveness of the Nigeria postal service plus the relatively high cost of courier services. This depends on the industrial sector being studied. As such, the concept and practice of e-marketing may not have permeated Nigerian companies but there are traces of evidence of practice of e-marketing in Nigeria. What is in doubt is whether the concept of e-marketing is well understood while knowing the extent of its practice and factors enhancing or inhibiting e-marketing in Nigerian companies.

Nonetheless, the banking sector in Nigeria mostly uses the internet as a marketing tool for financial services. This buttresses the position of e marketer (2000), Irish Times (1999), that nowhere has the presence of e-commerce been more apparent than in the banking industry. Many banks in Nigeria have established presence on the internet and many others are still in the process of doing so, to benefit the potentialities of this remarkable technology.

On-line banking service is the newest delivery channel for retail banking services, due to the extent of competition and globalization.

It (on-line banking) refers to several types of services through which bank customers can request information and carry out most retail banking services such as balance reporting, inter account transfers, bill payment etc. via telecommunication networks e.g. mobile phones ('or mobile banking without leaving their homes or organizations. (Daniel, I 1999 Mols I 1998 Sathye, I 1999).

The major forms of online banking practiced in Nigeria are:

1. Web based banking: where a customer can access his/her account(s) when he/she uses the Internet.
2. Modern based banking: the use of a modem to dial-up a bank's server, to access his or her account(s) in a bank(s).
3. Dial-up banking: this is a private network between a bank and its corporate customers. (This is mostly used in supply chain management).

The idea of introducing a transforming technology such as on line banking to Nigeria may not only be the influence of competition, globalization or profitability, but also business drivers such as meeting customer demands, creating new distribution channels, improving business image and reducing costs. In general, an organization seeks to adopt advanced technologies so that it can react to external and internal pressures to be able to face the critical challenges to its growth and survivability (Aladwani 2001).

Today, marketing is believed to start from the customer and end at the customer. So, consumer behaviour is of paramount importance because all organizational products are made to suit and gain consumers awareness, trial, use and loyalty. This supports Curries (2000) position that in the era of electronic commerce, customer care and choice are

becoming the new focus of management thinking worldwide. The aspired benefits from adopting on line banking cannot be realized without careful management of the entire adoption process. This necessitates early understanding of the issues involved in on-line banking such as immature technology (technological environment) and shortage of internet specialists (Gupta, 2000). Likewise, constant change in the internet technology may result in ceasing operations of the development project i.e. changing the information technology consultant and starting a new online banking project.

Application of E-marketing to Banking Services

Electronic banking, also known as cyber banking, or on-line banking, includes various banking activities conducted from home, business, or on the road, instead of at a physical bank location, (Turbal, E. Lee. J, King, D. and Chung, M.H. (2003). Electronic banking has capabilities ranging from paying bills, to securing loans electronically. It started with the use of proprietary software and private networks, but was not particularly popular until the emergence of the web. Cyber banking saves time and money to users, (both the bank and customers).

Some of the advantages of on-line banking, according to Turbal et. Al. (2003) includes the following;

Get current account balances at any time, obtain, charge and credit accounts, payment of bills with ease, downloading of account transaction instantly, transfer of money between accounts, customer can send an e-mail to the on-line bank representative to obtain balance(s), being able to manage one's money and bills at one's own schedule a new meaning for "banking hour".

Global interactions between banks and their customers have been well enhanced by the introduction of the Internet facility. According to Niels Peter Mols, (2000); "The more the internet is perceived as an important media for communication between the bank and its customers and not as a threat, the closer customer organizational relationship".

It has been predicted that the retail banks competitive advantage will be determined by their ability to be among the first to master the internet- based distribution and communication channel. (Ghorab, 1997).

So, towards the effective marketing of banking services, the ultimate interest of a bank therefore will be the determination of customer demand for the bank's services, motivating service delivery, and distributing such services to the ultimate benefit of the customer. The bank needs to be guided in the area of customer interest before rendering the service as unique needs and wants can be studied from an integrated database where all customer information is gathered. The internet technology makes it possible to track individual usage patterns, making it easy to capture detail about the customers. This knowledge may be used for different kinds of direct marketing e.g. generating and tracking leads, and contacting customers and sending them relevant information by e-mail.

Methodology

The objective of this chapter is to provide a careful examination and succinct exhibition of the methodology, procedure, format and strategy utilized in carrying out this research work. In this study, a survey research design is adopted. Conceptually, this is a category of descriptive research, which is aimed at collecting large and small samples from a given population in variables pertaining to a research phenomenon (Dengta & Au, 1989, Osuagwu, 2003) Its adoption is because of its economic value and feasibility in addressing the research problem in question bearing in mind the vast nature and scope of the research.

The sample frame for this research was drawn from a population of financial institutions operating within the precincts of Lagos State of Nigeria. One hundred copies of questionnaires were administered to relevant personnel in the conveniently sampled financial institutions. The questionnaires were left with these relevant personnel for completion, with an agreed date fixed for collection of the completed questionnaires. However, some dates were to be rescheduled due to either non-completion or un-attended to, loss or misplacement of questionnaires.

At the time of collection, relevant discussions were held with the respondents where possible, in order to explore other cognate issues not covered in the questionnaire, thereby affording the opportunity to discuss various endogenous and exogenous factors that affect (positive or negative) the utilization of Internet facility in the transaction of business in their organizations.

Analysis of Data

Table 1: Aspects of the Internet in use in Nigerian Businesses

ITEM	Aspects of the Internet in use	6	5	4	3	2	1	N	MN	SD	RK	X ²	df	P.
A1	Email	48.0	24.0	10.0	4.0	4.0	10.0	75	4.78	1.65	1	43.36	5	0.000
A2	World Wide Web	42.0	18.0	8.0	12.0	12.0	8.0	75	4.42	1.75	2	25.12	5	0.000
A3	Internet Network	42.2	17.8	13.3	6.2	11.1	13.3	70	4.38	1.86	3	24.73	5	0.000
A4	E-Commercial Web Hosting	8.7	8.7	32.6	13.0	21.7	15.2	71	3.24	1.51	4	11.65	5	0.040
A5	Supply Chain Registration with Search Engines Connectivity Web Hosting	9.1	13.6	18.2	22.7	20.5	15.9	69	3.20	1.55	5	3.18	5	0.670
A6	E-Commerce Domain	14.6	6.3	16.7	14.6	29.2	18.8	73	3.06	1.68	6	8.00	5	0.156

Data source: survey Questionnaire

Note: All aspects under consideration are in use but the ranking tells their relative importance in terms of usage.

In Table 1 above, the result of the respondents confessed use of the different aspects of Internet, but at varying degrees. It can be seen that e-mail ranked 1st. Therefore, it is the most important and highly utilized aspect, of the Internet system in Nigerian businesses. Furthermore, 72% of respondents asserted that they use the facility to a high extent while the shape of the distribution of respondents in this category is significant at 0.000 probability level ($P < 0.05$, $\chi^2 = 43.36$).

Table 2: Areas of business; which Internet is used in Nigerian Banking

ITEM	Business areas of use	6	5	4	3	2	1	N	MN	SD	R	χ^2	S	P.
B1	General Communication Channel	34.7	14.3	24.5	8.2	6.1	12.2	74	4.27	1.72	1	17.49	5	0.004
B2	Intra-company communication	31.3	22.9	12.5	8.3	8.3	16.7	73	4.10	1.86	2	11.75	5	0.038
B3	Management Related information	24.5	24.5	14.3	14.3	8.2	14.3	74	4.00	1.74	3	6.22	5	0.285
B4	Public relations	24.0	16.0	24.0	10.0	16.0	10.0	75	3.92	1.68	4	5.92	5	0.314
B5	Outside Information dissemination	24.5	12.2	18.4	24.5	10.2	10.2	74	3.86	1.65	5	6.71	5	0.243
B6	Business research	16.3	14.3	34.7	14.3	10.2	10.2	74	3.82	1.51	6	12.35	5	0.030
B7	Advertising medium	22.4	4.1	30.6	20.4	14.3	8.2	74	3.76	1.56	7	14.06	5	0.015
B8	Marketing outlet	18.4	14.3	22.4	16.3	16.3	12.2	74	3.65	1.65	8	1.82	5	0.874
B9	New product Development	21.3	10.6	25.5	10.6	17.0	14.9	72	3.64	1.74	9	4.96	5	0.421
B10	Building customer relationships	16.7	18.8	12.5	20.8	20.8	10.4	73	3.58	1.65	10	2.75	5	0.738
B11	Distribution Networks	14.3	18.4	22.4	14.3	14.3	16.3	74	3.55	1.67	11	1.75	5	0.421
B12	Banking outlets	16.3	12.2	18.4	20.4	20.4	12.2	74	3.47	1.63	12	2.06	5	0.841
B13	E-commerce (trading)	21.3	10.6	8.5	19.1	25.5	14.9	72	3.38	1.79	13	5.98	5	0.905
B14	Environmental scanning	8.5	12.8	23.4	25.5	6.4	23.4	72	3.21	1.59	14	10.06	5	0.073
B14	Supply Chain activities	12.5	8.3	14.6	22.9	20.8	20.8	73	3.06	1.64	15	4.75	5	0.447

Data source: survey questionnaire

NOTE: All aspects of business under consideration are in use but the ranking tells their relative intensity of usage.

Table 2 presents result of respondents' evaluation of the different areas in which Internet is used in Nigerian businesses. As expected, the use of internet as a general communication channel is found to be a major area in which internet service in banks has found major application or patronage ($P < 0.05$ χ^2 17.49) totaling 49% agreeing to its use in a high extent.

This made the response distribution significant at 0.0004.

A critical study of the table above shows the relevance of communication or information technology as an integral path for growth and development of banks. As such table 2 above is ranked based on their relative intensity of usage.

Table 3: Factors limiting the use of Internet in Nigerian Banks

ITEM	Internet use constraints	6	5	4	3	2	1	N	MIN	SD	R	X ²	df	P.
C1	Poor buyer behaviour	14.0	14.0	11.6	25.6	4.7	30.2	68	4.63	10.20	1	19.02	6	0.004
C2	Lack of other Relevant infrastructure	31.1	8.9	8.9	20.0	13.3	17.8	70	3.71	1.91	2	9.53	5	0.090
C3	Poor state of the Nigerian economy	27.3	15.9	4.5	18.2	15.9	18.2	69	3.66	1.92	3	7.00	5	0.221
C4	Lack of Encouraging Government Policy low level of internet education	18.6	18.6	11.6	16.3	7.0	27.9	68	3.42	1.91	4	6.54	5	0.258
C5	Low level of internet based competition	26.7	8.9	6.7	22.2	6.7	28.9	70	3.40	1.99	5	14.60	5	0.012
C6	Lack of financial resources	25.6	4.7	11.6	25.6	7.0	25.6	68	3.40	1.90	6	12.95	5	0.024
C7	Lack of political stability in Nigeria	27.3	4.5	9.1	13.6	20.5	25.0	69	3.30	1.98	7	10.82	5	0.055
C8	Lack of sufficient corporate technical expertise	24.4	8.9	8.9	11.1	15.6	31.1	70	3.22	2.02	8	11.40	5	0.044
C9	Lack of encouraging managerial culture	22.7	2.3	15.9	13.6	20.5	25.0	69	3.18	1.88	9	8.91	5	0.113
C10	Lack of reliable telephone system	13.6	4.5	22.7	20.5	20.5	18.2	69	3.16	1.61	10	5.91	5	0.315
C11	Industrial structure of industries	22.2	11.1	6.7	6.7	20.0	33.3	70	3.09	2.03	11	14.87	5	0.011
C12	Lack of sufficient internet service providers (ISPs)	15.9	11.4	9.1	13.6	29.5	20.5	69	3.09	1.78	12	7.27	5	0.201
C13	Lack of reliable electricity	17.8	11.1	8.9	8.9	22.2	31.1	70	3.00	1.92	13	10.60	5	0.060
C14	Legal provision in Nigeria	20.5	6.8	11.4	2.3	22.7	36.4	69	2.91	2.00	14	20.36	5	0.001
C15		4.7	14.0	7.9	18.6	18.6	37.2	68	2.56	1.61	15	17.42	5	0.004

Data source: survey questionnaire

NOTE: All factors under consideration pose problems of differing intensities but the ranking tells their relative intensities of limiting the usage of Internet in developing countries.

Table 3 above shows the result of respondents on factors that pose problems and limiting the usage of internet in Nigerian banks. Out of the entire problems stated, poor buyer behaviour ranked the first of all problems with a means of 4.63 ($P < 0.05$, $x^2 = 19.02$ and significance level of 0.04). Likewise 40% of respondents agreed that lack of relevant infrastructure ($P < 0.05$, $x^2 = 9.53$ significance level of 0.090) is another relative factor that affect the use of Internet in developing countries.

Table 4: Extent of Benefit of Internet Services to Banking Business in Nigeria as a Developing Country.

ITEM	Benefit of internet service to organizations	6	5	4	3	2	1	N	MN	SD	R	X ²	df	P.
D1	Extent of probable benefit in the near future	40.0	35.0	10.0	2.5	5.0	7.5	65	4.80	1.51	1	32.30	5	0.000
D2	Extent of benefit of internet to my organization	40.9	22.7	6.8	20.5	2.3	6.8	69	4.59	1.58	2	27.46	5	0.000

Data source: survey questionnaire

NOTE: the respondents, on more than average, saw Internet services as beneficial to their organization, both now and in the future.

The above table 4 exhibits the content analysis of response on the benefit of Internet services to business. D1 and D2 show that the respondents on more than average saw Internet services as beneficial to their organization now and in future. ($P < 0.05$, x 27.46 & 32.30 with both having 0.000 significance).

Table 5: Hypotheses Table

ITEM	Hypotheses	5	4	3	2	1	Total	N	MN	SD	X ²	df	P.
F1	E-marketing has no effect on marketing in Nigeria Banks	17.0	14.9	8.5	29.8	29.8	100.0	72	2.60	1.48	8.43	4	0.077
F2	Culture has no effect on the success of e-marketing in developing nation	14.9	21.3	25.5	19.1	19.1	100.0	72	2.94	1.34	1.40	4	0.843
F3	Customer convenience purchasing has no effect on the success of e-marketing in Nigerian banks	10.6	23.4	10.6	31.9	23.4	100.0	72	2.66	1.36	8.00	4	0.092

Data source: survey questionnaire

Test of Hypothesis

To test the tentative statements of fact that form the basis of this research, apart from the several questions deduced towards continuing or negating the hypothesis respondents view were enquired to confirm the efficacy of the hypothesis stated in figure 5 above. However, it is of dire necessity to state the decision rule that guided in either accepting or rejecting Hypothesis.

Decision rule states that when calculated chi-square figure is less than the tabulated chi-square figure, we accept null hypothesis conversely when the calculated figure is higher than the tabulated figure, we reject the null hypothesis at the level of significance chosen, and accept the alternative hypothesis.

Hypothesis I

Therefore, to test the first hypothesis; which states “e-marketing has no effect on marketing in Nigerian Banks”. It was revealed that an average of 73% and 67% respondents opined that business organizations utilize the internet as a general means of communication which presently and in future benefit their organizations towards the achievement of their goals and objectives (See tables 2 and 4). Therefore at 0.077(7.7%) probability ($P < 0.05$, χ^2 8.43) the decision rule is upheld that when the χ^2 calculated is greater than χ^2 tabulated, reject null hypothesis and accept alternative. So, since 7.7% probability is higher than 5% expected, the null hypothesis is rejected and alternative which states “e-marketing is a veritable tool for enhanced business performance in a developing economy is accepted

Hypothesis II

That “Culture has no effect on the success of e- marketing in developing nation”.

The result of the respondents confessed the effect of culture on e-marketing with 38.3% disagreeing to the above stated hypothesis.

Hypothesis III

That “Customer convenience purchasing has no effect on the success of e-marketing in Nigerian Banks”

The research results express the view of 55.3% of 72 respondents disagreeing to the above hypothesis. ($P < 0.05$, χ^2 8.00, p 92% probability level). Likewise, the confirmation of respondents that they use the Internet as a general communication channel signifies the essence of information dissemination, which is a prerequisite to product acquisition.

Also; the conveniences in the use of Internet to transfer information substantiates why e-mail is a key factor to business success and the mostly used aspect of the Internet. However, since $P < 0.05$ (P is greater than 0.05) expected, the null hypothesis is rejected while alternative is accepted.

Findings & Conclusion

The following are the findings of this study:

- e-marketing provides customers shorter, more convenient faster and comfortable channel to engage in transactions.
- That only change is the constraint concept in marketing
- That e-marketing has positive effect on profits, turnover and customer base in Nigerian Banks, if properly applied
- That there are varied definitions of marketing, as proposed by scholars
- That introduction of on-line banking in Nigeria is due to the influence.
- That there are no control measures, regulations or substantive laws and controlling boards for the use of the internet.
- That a common phenomenon in the use of internet in the Nigeria business environment is the use of e-mail. The World Wide Web (www) and the intranet network are very much in use of mostly at the banks.

- That economic and commercial interests have been the driving forces for the spread of e-marketing.
- That the internet system is generally used as a means of general communication in Banking.
- That the use of Internet services in Nigerian businesses is of great benefit now and in future.
- That information and Communication Technology (ICT), helps to constitute new public forum for closing the gap between policy makers and their constituency.
- That the use of internet facilitates the bank's efforts at reaching its customers, identifying their preference and rendering effective service to ensure consumer loyalty.
- That the Internet aids the banking organization in the areas of niche marketing, database marketing, micro-marketing, interactive marketing, relationship marketing and mass customization.

It can be deduced that the Internet system is one of the popular information sub highway of the modern world. To take advantage of this revolution, marketers, businessmen and bankers alike introduced the Internet, a product of man's insatiable need to satisfy the ever-changing wants of customers. Therefore, the emergence of e-marketing arose due to the increasing needs and wants of customers because of the changes that occur in the environment. However the amoebic nature of business organizations to react to customer needs and wants according to the marketing concept, despite limitations, resulted in the general use of e-mail and intra network set up as the major methods of communication.

Evans and Wurster (1997) portray the Internet as a facility that enables firms to reach a large audience with a high degree of richness in the communication whereby it changes the tradition ii trade-off between reach and connectivity on the hand, and the richness of the media (i.e. hand with, customization and interactivity) on the other.

Therefore, it facilitates the use of such approaches as database, interactive and relationship marketing.

The multiple channel banking organization where the Internet might dominate their transactions will have to cope with organizational challenges because they have to be efficient through the alignment of technology, human resource management and resource allocations, and at the same time give their employees the possibility to provide good personal service This is likely to increase the complexity of the banking operations and thus add to the existing co-ordination problems connected with, for example, changes and modifications of existing services (Products) as portrayed in the presentation of stricter ct iii (1997).

Because the use of internet in banking services is just growing in Nigeria, multiple channel retail banks involved in the usage of internet, sometimes run into problems such as internet conflicts, and even confused customers. This leaves room for more specialized firms, which

aim at competing on limited services and low prices or pure branch-based firms which stake on the personal relationships built on face-to-face. The Internet banks usually enquire sensitive information from their customers, believing that the information will be properly guarded, thereby requiring such customer to trust compatibility of customer and company goals. More so such customer is not likely to switch to another bank shortly after. By and large, whether the total effect of internet banking is primarily positive or negative for the individual retail banks is highly uncertain and depends on the actions of the retail banks themselves, but there is no doubt about the expectation that internet banking will become much more important in the future.

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