

## e-Entrepreneurship and the Survival of Small and Medium Enterprises in South-South, Nigeria

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### Abstract

The study investigated e-entrepreneurship and the survival of SMEs in South-South, Nigeria. The population of the study consisted of 6,966,348 registered administrators of SMEs in the study area. A cross sectional survey design was used in the study. The sample of registered operators of SMEs was selected using the proportionate sampling technique while the random sampling technique was adopted in selecting the respondents who were given the questionnaire. A self-designed questionnaire titled: Adopting E-entrepreneurship for the Survival of SMEs Questionnaire (ADEESSQ) was used for data collection. Mean statistics and standard deviation were utilized in addressing the research questions while the Spearman's rank order correlation was adopted in testing the hypotheses at 0.05 significance level. The result of the study revealed that the use of whatsapp affects the level of patronage of small and medium ventures in South-South, Nigeria to a very high extent, that the use of Facebook influences the market share of small and medium enterprises in South-South, Nigeria to a very high extent, that the utilization of Instagram influences the pace of turnover of small and medium enterprises in South-south to a high extent. It was concluded and recommended among others that: SMEs operators in Nigeria should adopt strategies such as the use of whatsapp for attracting large volume of sales and maintaining a competitive advantage through profit. The SMEs in Nigeria need to leverage the use of Facebook in reaching and educating their present and potential customers in order to inform them on availability and benefits of their products so as to attract better market share. It is imperative for SMEs in Nigeria to adopt the use of Instagram as a less stressful promotional technique for communicating with their customers for increase in their rate of turnover.

### **Background to the Study**

Consumers have become so dynamic and cynical in their day to day demands and wants such that the survival of businesses today are doubtful themselves; small and medium ventures are equally affected by this swift change that has far reaching effect across all human endeavour globally, particularly in the management and survival of business enterprises. The above postulations are relying on the premise that business setting and landscape have become so doubtful and exposed to changes to the extent that small and medium enterprises as a plug that ignite the development of every nation's economy can no longer remain as a passenger but be on the driver seat of the change that have characterized daily control of business enterprises. It is on these bases that Hande (2016) asserted that small and medium enterprises (SMEs) are recognized worldwide as the drivers of financial improvement because of their significant role in gross domestic product (GDP) growth, new job creation and entrepreneurship. Wiklund and Shepherd (2011) were of the view that succeeding in the present rapidly changing business space, organizations irrespective of their size need to continually look for new opportunities and innovative ideas, to which having an e-entrepreneurial orientation has been perceived as potentially helpful.

Small and medium enterprises (SMEs) have progressively turned into a powerful engine for monetary development and advancement in the present quickly developing and dynamic aggressive worldwide economy (Khan, Obaidullah and Alam, 2011). Corroborating on this, Ebiringa (2011) argued that small and medium enterprises (SMEs) have a prominent role in the economic advancement of most nations of the world and vital for revenue generation to owners. Furthermore, Omolara (2018) stated that SMEs contribute significantly to accomplishing general economic improvement. This contribution can lead to a surge of GDP, improved standard of living and reduction in the rate of unemployment (Haque & Yamoah, 2014). As a result of these facts, it is pertinent that developing countries economy take full advantage of the benefits such ventures offer. SMEs are non-subsidiary, independent firms with not less than 250 employees and a capital base of Euro 10 million (OECD, 2005). SMEs are firms found and managed by an individual or individuals whose intent and purposes are to take risk and venture into business with by creating wealth through profit.

Organization for Economic Co-operation and Development (2005) concluded that the number of employees and financial base of SMEs varies from countries to countries. Ayozie, Jacob, Oboreh and Ayozie (2013) asserted that SMEs in Nigeria can be determined by the criteria of project costs, capital, number of workers, volume of sales, yearly business turnover and the financial strength. The federal and state ministries of industry and commerce in Nigeria have used the value of fixed capital as a criterion in determining what a small business should be, in this regard, the worth has fluctuated from N60,000 in 1972, N159,000 in 1975, N250,000 in 1979, N500,000 in 1986, to a fixed venture of not more than N2,000,000 in 1992 and N5,000,000 in 2003 and beyond (Ayozie, Jacob, Oboreh & Ayozie, 2013). SMEs have been right from the inception of the country. Ayozie, etal (2013) argued further that in Nigeria there is relative facts in most

communities on the successes made by us for-fathers in their various trades such as fishing, iron smelting, farming, cottage industries and the likes. Political orientation was not the focus of their self-reliant efforts in business; it therefore holds that the people's right attitude to enterprise largely depends on the availability of the incentives which would inform their decision to take on risky ventures. However, Nigeria has not made significant effort in recognizing the relevance of this sector in spite of the nation's position as the world leader in entrepreneurial spirit (Omolara, 2018)

Ottih (2014) viewed the concept of entrepreneurship as deliberate actions of individuals, undertaken to establish, maintain or maximize profit through production or distribution of goods and services. Iwok and Akpanuko (2014) viewed entrepreneurship as “the process of creating a new thing that has value. This is done by devoting efforts and time, taking the necessary psychological, financial, and social risks; and receiving full benefit of profit accruable from the business and personal fulfillment”. Balachandran and Sakthivelan (2013) stated that entrepreneurship is a phenomenon of tremendous societal importance, and it is appropriate to argue that in the globalization era, particularly, now that the shift from traditional business to where internal and external information and communication processes at enterprises across almost every industry sector have been increasingly engulfed by electronic information technologies such as whatsapp, facebook and instagram.

Whatsapp is a free mobile application that uses telephone's internet connectivity to let users communicate via chats without SMS charges. The application additionally lets one offer records and pictures, and supports free voice and video calls (Mazereeuw, 2018). Kriel (2018) observed that whatsapp is intended to help small scale entrepreneurs' better share information with their clients. Other features available in whatsapp are capacity to send messages, photographs and recordings, whatsapp business also affords SMEs the opportunity automate and rapidly react to messages (Kriel, 2018). Gbadeyan and Boachie-Mensah (2016) stated that Facebook which was launched in 2004 holds the most promise for retailers, in offering varieties of way to reach and attract new shoppers; it is ranked as the most used social network worldwide. They posited that daily basis traffic to the network is on the rise. There is ability to create a Page which serves as an extension of their online shop that can be used to connect with customers, distribute content, promote products offers, services brands and attract online shoppers (Gbadeyan & Boachie-Mensah, 2016). Katawetawarak and Lu Wang (2011) observed that facebook can also be used to advertise products and provide a link to a blog post about the business or industry to online shoppers. Corner (2017) asserted that process of creating an account with instagram is seamless. Instagram allows for pictures and videos posts and this obviously has an advantage for SMEs as they can promote their wares or services through visual posts (Booth, 2017). Booth (2017) further argued that any business attempting to utilize web based media as an online marketing strategy will likely utilize instagram to advertise their products. This is because advertisers can post captions alongside the pictures of their products and this can be extremely helpful to other people; prospective customers can make comments on posts, make enquiries on the products and make orders via SMS which offers a good customer service.

It is on this note that, Ogedengbe, Ogedengbe, Okhakhu and Ewanlen (2018) posited that if enterprises are to keep up with the stiff competition, change, uncertainty and dynamism, urgent attention must be given to technical (e-entrepreneurship) business transaction, especially in less developed and developing countries of the world, like Nigeria, where businesses are most often subsistence. This study, therefore, defines the term “e-entrepreneurship” as an allusion to companies that operate and purposefully reach their customers using the internet. Entrepreneurship skills are necessary to the development and survival of small and medium enterprises (Amatori, 2006). Nevertheless, achieving viable business development is a venture that requires peculiar skills (Perks and Smith, 2006). From the forgoing, it becomes clear that the success of a business depends on the owner's entrepreneurial skills and prowess. This would unarguably have immense benefit for SMEs throughout their lifecycle.

### **Statement of the problem**

Despite the respective attention and recognition Nigerian government have placed on her small and medium enterprises due to its fountain role towards socio-economic development occasioned by their production/marketing propensity, and the contribution towards employment generation of her teeming youths. It is still observed that there is a major gap in Nigeria's business scenery in the past with particular reference to small and medium enterprises (SMEs). This could be because of financial constraints occasioned by high rates in lending and requirements for loans. There could also be the issues of unavailability of viable entrepreneurial skills and innovation by SMEs which is needed to keep them in an advantage position in the face of competition.

This circumstance may have arisen due to poor market reach and business proposals or because of poorly thought out strategies and innovation. Akhamiokhor (2017) posited that for Nigeria to effectively deal with the issue of unemployment and increasing rate of poverty, sufficient consideration must be given to the development of sound entrepreneurial skills and the most trending is e-entrepreneurship or online shopping. It is worrisome that Nigeria SMEs will still be hopeless because of ignorance, poor capacity building efforts and lack of focus on e-entrepreneurial strategies and innovative prowess. It is on these bases, that this study sought to investigate how the adoption of e-entrepreneurial cleverness can lead the survival of SMEs in Nigeria.

### **Research Questions**

This study was guided by the following research questions:

1. To what extent does the use of WhatsApp affect the level of patronage of small and medium enterprises in South-south, Nigeria?
2. To what extent does the use of Facebook affect the market share of small and medium enterprises in South-south, Nigeria?
3. To what extent does the use of Instagram affect the rate of turnover of small and medium enterprises in South-south, Nigeria?

## Hypotheses

The following hypotheses guided the study:

- Ho<sub>1</sub>:** The use of Whatsapp does not significantly affect the level of patronage of medium enterprises in South-south, Nigeria.
- Ho<sub>2</sub>:** There is no significant relationship between the use of Facebook and market share of small and medium enterprises in South-south, Nigeria.
- Ho<sub>3</sub>:** The use of Instagram does not significantly affect the pace of turnover of small and medium enterprises in South-south, Nigeria.

## Methods

The scope of this research was delimited to South-South, Nigeria. The area comprises of six states namely: Akwa-Ibom, Bayelsa, CrossRiver, Delta, Edo and Rivers State. The population of study consisted of the 6,966,348 registered operators of SMEs in the area representing 1,319,607 from Akwa-Ibom, 541,332 from Bayelsa, 921,256 from CrossRiver, 1,536,158 from Delta, 898,084 from Edo and 1,749,911 from Rivers State (SMEDAN and NBS, 2013). The cross sectional survey design was adopted in the study using a sample size of 696,635 representing 10% of registered operators of SMEs in the area. Proportionate sampling technique was used in determining actual sample of registered operators of SMEs to be selected. These now gave a sample of 114 from Akwa-Ibom, 48 from Bayelsa, 78 from Cross River, 132 from Delta, 78 from Edo and 150 from Rivers States, totaling 600 registered operators of SMEs that were randomly selected for the purpose of questionnaire administration. The questionnaire was titled: Adopting e-entrepreneurship for the survival of SMEs questionnaire (ADEESSQ). The ADEESSQ was subjected to reliability test. It is expected that data gathered from the respondents would be a representation of the opinions of all SMEs operators in the country. The study duration was between November 2016 and November 2018. The data gathered was analyzed using the mean statistics and standard deviation. These were used in answering the research questions while the hypotheses were tried utilizing the Spearman's rank order correlation coefficient at 0.05 level of noteworthiness.

**Table 1:** Distribution of sampled data of registered SMEs among states in South-South, Nigeria.

S/N	States	Number of registered SMEs	10% of Population	Proportion	Sample
1	Akwa-Ibom	1,319,607	131,961	0.19	114
2	Bayelsa	541,332	54,133	0.08	48
3	CrossRiver	921,256	92,126	0.13	78
4	Delta	1,536,158	153,616	0.22	132
5	Edo	898,084	89,808	0.13	78
6	Rivers	1,749,911	174,991	0.25	150
<b>Grand total</b> 6,966,348			<b>696,635</b>	<b>1</b>	<b>600</b>

Source: Survey Data, 2019

## Results

**Research Question 1:** To what extent does the use of whatsapp affect the level of patronage of small and medium enterprises in South-south, Nigeria?

**Table 2:** Effect of use of Whatsapp on the level of patronage Small and Medium Enterprises

S/N	Whatsapp	Mean	S.D	95% CI	
				Lower	Upper
1	Creation of better relationship with customers	4.19	0.74	4.00	4.38
2	Good communication with suppliers	4.33	0.62	4.18	4.49
3	Increase wider market coverage	4.14	0.86	3.93	4.36
4	Understanding when and how to give price discount to customers	4.16	0.88	3.94	4.38
5	Cheaper and safer means of reaching customers	4.27	0.75	4.08	4.46
6	Procedures in setting flexible competitive advantage	4.22	0.83	4.01	4.43
7	Possible information and management of feedback mechanism	4.22	0.58	4.07	4.37
8	Familiarity on how to keep financial records	4.19	0.74	4.00	4.38
9	Important knowledge of media message	4.33	0.62	4.18	4.49
10	Knowledge of customer demand	4.14	0.86	3.93	4.36
	<b>Grand Total</b>	4.21	0.74	4.03	4.41

Table 2 shows the mean rating of the respondents on the extent to which the utilization of whatsapp influence the level of patronage of small and medium enterprises in South-South, Nigeria. It shows that the participants agreed to a high extent, creation of better relationship with customers with a mean rating of 4.19 (0.74), with the 95% CI moving from 4.00 to 4.38. This was followed by good communication with suppliers with a mean rating of 4.33(0.62), with the 95% CI moving from 4.18 to 4.49. Increase wider market coverage has a mean rating score of 4.14(0.86), with the 95% CI moving from 3.93 to 4.36. While, cheaper and safer means of reaching customers have a mean rating score of 4.27 (0.75), with the 95% CI moving from 4.08 to 4.46. Procedures in setting flexible competitive advantage has a mean rating of 4.22 (0.83) with the 95% CI moving from 4.01 to 4.43. Possible information and management of feedback mechanism has a mean rating score of 4.22(0.58), with the 95% CI moving from 4.07 to 4.37. Familiarity on how to keep financial records has a mean rating score of 4.19(0.74), with the 95% CI moving from 4.00 to 4.38. Important knowledge of media message has a mean rating score of 4.33(0.62), with the 95% CI moving from 4.18 to 4.49. Finally, knowledge of customer demand has a mean rating score of 4.14(0.86), with the 95% CI moving from 3.93 to 4.36

From the foregoing therefore, SMEDAN (2016) reports indicated some levels of variations in the patronage for the sampled (food and beverage firms) small and medium enterprises, just five of them had a decrease in sales growth of - 13.9438, 6.749562, 13.06447, - 4.921 and 3.861922 in 2016 as against the information firms recorded in 2015. However, nine firms recorded an expanded sales growth in their activities when

compared with the sales of the previous year 2015, for instance, flour firms recorded the most outstanding growth in sales of 131.8142 in 2016 as against 13.84568 in 2015 and Tantalizers recorded the least sales growth in the sector of 0.538837 in 2016 as against -33.8625 in 2015. Consequently, we deduce that maybe the reception of logistics management strategies could be responsible for the sales growth of these firms. The secondary data from the stock trade on sales growth is in line with the findings of the mean rating of 3.48 on sales growth showing that a decent number of food and beverage firms agreed that the items mentioned explains the reason for the sales growth recorded in 2016.

**Research Question 2:** To what extent does the use of Facebook affect the market share of small and medium enterprises in South-South, Nigeria?

**Table 3:** Effect of Use of Facebook on Market Share of Small and Medium Enterprises

S/N	Facebook	Mean	S.D	95% CI	
				Lower	Upper
1	Strategies in attracting sales	3.95	0.83	3.74	4.16
2	Enriches customer knowledge	3.92	0.92	3.69	4.15
3	Ability to generate new ideas and technologies	3.89	0.92	3.66	4.12
4	Product presentation towards better customer attractions	3.79	0.97	3.55	4.04
5	Initiatives for new markets creation	3.90	0.86	3.69	4.12
6	Knowledge of time management	3.92	0.87	3.70	4.14
7	Innovative mindset through creativity to increase market share	3.87	0.89	3.65	4.10
8	Knowledge of competitors strategies	3.81	0.88	3.59	4.03
9	Adopting tactical measures towards customer	3.86	0.88	3.64	4.08
10	Applying innovative ideas towards improvement of sales	3.92	0.87	3.70	4.14
	<b>Grand Total</b>	<b>3.88</b>	<b>0.88</b>	<b>3.66</b>	<b>4.10</b>

Table 3 revealed the mean rating of the respondents on the extent to which the use of Facebook influence the market share of small and medium enterprises in South-South, Nigeria. It shows that the participants agreed to high extent the statement items on serial number 1-10. Strategies in attracting sales has a mean rating of 3.92 (0.83), with the 95% CI moving from 3.74 to 4.16. This was followed by enriching of customer knowledge with a mean rating of 3.92 (0.62), with the 95% CI moving from 3.69 to 4.15. Ability to generate new ideas and technologies has a mean rating of 3.89 (0.92), with the 95% CI moving from 3.66 to 4.12. Product presentation towards better customer attractions has a mean rating of 3.79 (0.97), with the 95% CI moving from 3.55 to 4.04. Initiatives for new markets creation has a mean rating of 3.90 (0.86), with the 95% CI moving from 3.69 to 4.12. Knowledge of time management has a mean rating of 3.92 (0.87), with the 95% CI moving from 3.70 to 4.14. Innovative mindset through creativity to increase market share has a mean rating of 3.87 (0.87), with the 95% CI moving from 3.70 to 4.14. Knowledge of competitor's strategies has a mean rating of 3.81 (0.88), with the 95% CI moving from 3.59 to 4.03. Adopting tactical measures towards customer has a mean rating of 3.86 (0.88),

with the 95% CI moving from 3.64 to 4.08. Applying innovative ideas towards improvement of sales has a mean rating of 3.92 (0.87), with the 95% CI moving from 3.70 to 4.14. With a grand mean of 3.88 and a standard deviation of 0.88, therefore, the answer to research question 2 is that the use of Facebook affects the market share of small and medium enterprises in South-South to a high extent.

This finding is in agreement with the findings of a study by Sarwoko, Surachman, Armanu and Djumilah (2013) entrepreneurial characteristics and competency as determinants of business performance in SMEs, their study revealed that entrepreneurial characteristics affect the performance of businesses. It implies that entrepreneurial characteristics determine how competent owners of SMEs will be and ultimately how well a business will fare.

**Research Question 3:** To what extent does the use of Instagram affect the rate of turnover of small and medium enterprises in South-South, Nigeria?

**Table 4:** Effect of Use of Instagram on the Rate of Turnover of Small and Medium Enterprises

S/N	Instagram	Mean	S.D	95% CI	
				Lower	Upper
1	Having adequate knowledge of market	3.63	0.96	3.39	3.88
2	Acquiring good technique for communicating with suppliers	3.65	0.85	3.44	3.86
3	Having good speech development in business transaction	3.79	0.94	3.56	4.03
4	Developing the capacity to prepare price mechanism	3.87	0.96	3.63	4.11
5	Knowledge on when, how and where to invest	4.10	0.84	3.88	4.31
6	Ability to draw and present business proposals to clients	3.90	0.91	3.68	4.13
7	Knowledge of market dynamics	4.13	0.85	3.91	4.34
8	Awareness of introduction of new products	3.87	0.58	3.72	4.02
9	Understanding relationship with the media on products campaign	3.63	0.96	3.39	3.88
10	Having better grasp of internet transactions	3.65	0.85	3.44	3.86
	<b>Grand Total</b>	<b>3.82</b>	<b>0.87</b>	<b>3.06</b>	<b>4.01</b>

Data in table 4 shows that majority of the respondents agreed that the use of Instagram affect the rate of turnover of small and medium enterprises in South-south to a high extent. This is seen in the mean ratings of respondents to the various statement items in the table. Item one on having adequate knowledge of market has a mean rating of 3.63 (0. 96), with the 95% CI moving from 3.39 to 3.88. Similarly, item 2 on acquiring good technique for communicating with suppliers has a mean rating of 3.65 (0. 85), with the 95% CI moving from 3.44 to 3.86. Having good speech development in business transaction has a mean rating of 3.79 (0.94), with the 95% CI moving from 3.56 to 4.03. Developing the capacity to prepare price mechanism has a mean rating of 3.87 (0. 96), with the 95% CI moving from 3.63 to 4.11. Knowledge on when, how and where to invest has a mean rating of 4.10 (0. 84), with the 95% CI moving from 3.88 to 4.31. Ability to draw and present

business proposals to clients has a mean rating of 3.90 (0.91), with the 95% CI moving from 3.68 to 4.13. Knowledge of market dynamics has a mean rating of 4.13 (0.85), with the 95% CI moving from 3.91 to 4.34. Awareness of introduction of new products has a mean rating of 3.87 (0.58), with the 95% CI moving from 3.72 to 4.02. Understanding relationship with the media on products campaign has a mean rating of 3.63 (0.96), with the 95% CI moving from 3.39 to 3.88 and finally having better grasp of internet transactions has a mean rating of 3.65 (0.85), with the 95% CI moving from 3.44 to 3.86.

With a grand mean of 3.82, standard deviation of 0.87 and the 95% CI moving from 3.06 to 4.01, the answer to research question three is the use of Instagram affects the rate of turnover of small and medium enterprises in South-south, Nigeria to a high extent. This tends to be in conformity with Chan and Yazdanifard (2014) who posited that social marketing is critical for an association to impact their shoppers' conduct so as to build its benefit.

### **Bivariate Analysis**

In this section of the study, the results for the tests on the hypotheses are presented. The assessment in this section addressed only hypothetical statements which can be described as being of a bivariate nature (the relationship between two variables). As earlier stated, the Spearman's rank order correlation coefficient is adopted in this section as appropriate for testing these relationships as it supports a non-parametric premise with regards the distribution of the population for the study. The analysis therefore examined the relationship between the dimensions of e-entrepreneurship (Whatsapp, Facebook and Instagram) and the measures of marketing performance (level of patronage, market share and rate of turnover). In this vein the study adopts the correlation criteria put forward by Evans (1996):

- .00 - .19 very weak
- .20 - .39 weak
- .40 - .59 Moderate
- .60 - .79 High
- .80 - 1.0 Very high

**Table 5:** e-Entrepreneurial and survival of SMEs

		ESSME	PATRONAGE	MARKET SHARE	TURNOVER
Spearman's rho	Correlation	1.000	.658**	.538**	.737**
	Coefficient				
	Sig. (2-tailed)	.	.000	.000	.000
	N	63	63	63	63
	Correlation	.658**	1.000	.662**	.706**
	Coefficient				
	Sig. (2-tailed)	.000	.	.000	.000
	N	63	63	63	63
	Correlation	.538**	.662**	1.000	.697**
	Coefficient				
	Sig. (2-tailed)	.000	.000	.	.000
	N	63	63	63	63
Correlation	.737**	.706**	.697**	1.000	
Coefficient					
Sig. (2-tailed)	.000	.000	.000	.	
N	63	63	63	63	

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

The result shown on table above represents the relationship between e-entrepreneurial and survival of SMEs measurement: level of whatsapp and the measures of level of support. The result for the tests of hypotheses 1 – 3 are presented as follows:

**Hypothesis 1**

Ho<sub>1</sub>: The use of whatsapp does not significantly affect the level of patronage of medium enterprises in South-south, Nigeria. From table 5 above, the associated *p*-value of the relationship between E-Entrepreneurship and the Survival of Small and Medium Scale Enterprises revealed to be significant (where *p* = 0.000) which is less than 0.05. The result agrees with the high correlation coefficient (rho = .658) which implies that E-Entrepreneurship is a high predictor of the level of patronage of small and medium scale businesses. Therefore, we reject the first null hypothesis, implying that the use of whatsapp significantly affects the level of patronage of medium enterprises in South-south, Nigeria.

**Hypothesis 2**

Ho<sub>2</sub>: There is no significant relationship between the use of Facebook and market share of small and medium enterprises in South-south, Nigeria. From table 5 above the associated *p*-value of the relationship between E-Entrepreneurship and the Survival of Small and Medium Scale Enterprises, the use of facebook and market share is observed to be significant (where *p* = 0.000) which is less than 0.05. The result of the analysis agrees with the moderate correlation coefficient (rho = .538) Therefore, we reject the second null hypothesis, implying that there is a significant relationship between the use of facebook and market share of SMEs in South-South, Nigeria.

### **Hypothesis 3**

**H<sub>0</sub>:** The use of Instagram does not significantly affect the pace of turnover of small and medium enterprises in South-south, Nigeria.

From table 5 above the associated *p*-value of the relationship between E-Entrepreneurship and the Survival of Small and Medium Scale Enterprises, the use of Instagram and the rate of turnover is observed to be significant (where  $p = 0.000$ ) which is less than 0.05. The result from the analysis corresponds with the moderate correlation coefficient ( $\rho = .737$ ) suggesting that E-Entrepreneurship and the survival of Small and Medium Scale Enterprises moderately impacts their survival and rate of turnover. Therefore, we reject the third null hypothesis, implying that the use of Instagram significantly affects the pace of turnover of small and medium enterprises in South-south, Nigeria.

### **Conclusion and Recommendations**

It is altruism that small and medium enterprises (SMEs) have progressively turned into an engine for economic growth and development in the present fast developing and dynamic competitive global economy, therefore leveraging internet marketing becomes imperative for e-entrepreneurship innovations to strive in a monkey of waters of uncertainties and expand the frontiers of business across globes through the convenience of the internet. Entrepreneurs have to use this all important platform to launch their businesses in the cloud or develop an account on social Network platforms such as Facebook, Instagrams and WhatsApp.

#### **Recommendations**

1. The SMEs operators in Nigeria should adopt strategies such the use of WhatsApp for attracting large volume of sales and maintaining a competitive advantage through profit.
2. The SMEs in Nigeria need to leverage the use of Facebook in reaching and educating their present and potential customers in other to inform them on availability and benefits of their products so as to attract better market share.
3. It is imperative to for SMEs in Nigeria to adopt the use of Instagrams as a less stressful promotional technique for communicating with their customers for increase in their rate of turnover.
4. The government of Nigeria through the ministry of commerce and industry should as a matter of urgency provide some incentives in terms soft loans to the SMEs operators as a way of alleviating their hardships.
5. The government should as a necessity supervises the operations of these SMEs, this will boast and encourage the operators in their efforts.
6. The operators of SMEs in Nigeria need to embrace the usefulness of online shopping to expand their market reach.

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