

E-Marketing Utilisation among Apparel MSEs in Nairobi, Kenya

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Abstract: *The ubiquitous nature of the internet has provided a new marketing platform for the cotton, textile and apparel value chain. Utilisation of E-Marketing strategies has been challenging for many micro and small enterprises (MSEs) in Sub-Saharan Africa. In addition, there is paucity of data on how utilisation of E-Marketing affects the enterprise's performance. This paper, investigated the utilisation of E-Marketing strategies and the influence on the performance of MSEs' in the fashion/apparel industry in Nairobi County, Kenya. This study used a cross section analytical survey method and a questionnaire to collect data from 156 fashion enterprises that had an online presence by December 30th 2012. A sample size of 170 enterprises was selected from a population of 226 enterprises. The response rate was at 91.7%. The respondents were selected using simple random sampling method. The data was analyzed using (SPSS) version 19.0. Descriptive statistics were generated and frequency distributions were used to describe the demographics of the respondents, characteristics of the enterprises, utilization of E-Marketing strategies and their effect on the MSE's performance. Regression analysis and one way ANOVA were used to examine the linear relationships between the independent and the dependent variables. This study adds new knowledge on utilisation of E-Marketing in fashion MSEs in Nairobi county, Kenya and provides insight into how utilization of E-Marketing strategies affect performance. This study recommends that more fashion entrepreneurs should be innovative and keep abreast with developments in the eBusiness environment to increase their market share and profitability.*

Key words: *E-Marketing strategies, MSE, Nairobi County, Performance.*

Introduction

The Clothing textile and apparel value chain has been a major economic contributor for many countries. The increase in the growth rate of MSEs in early 2000s around the world has been attributed to many reasons. Some of these reasons are, the increasing trend in outsourcing by large firms to small firms, the relative stability of the global economy in the 1990s, which also encouraged entrepreneurial activity and the emergence of new economies around the world, [1].

In a related study, Grail research [2] reported that, the fashion or apparel industry formed a significant component for MSEs in many economies, with, the global fashion hubs having been in Europe and the USA since the 1900. Other studies have also revealed that textile,

apparel and clothing industry in Africa and particularly Kenya, were major players in the MSE sector, employing both skilled and semi skilled workers, [3,4]. In spite of their significance, past statistics have shown that, three out of five MSEs failed within the first few months of operation, [5]. In sub-Saharan Africa and in particular Kenya, it has been reported that one of the main challenges for fashion enterprises is marketing, [4,6]. It was further noted that in Kenya, marketing, the lack of customers and stiff competition were the major challenges facing over 55% of the apparel traders, thereby resulting in low profitability.

The advent of E-Marketing has brought in new marketing opportunities that could resolve the marketing challenges faced by fashion MSEs

[7,8]. The perceived advantages of using E-Marketing includes improvement of business and operational effectiveness as well as the ability to reach out for new markets and business opportunities. In relation to marketing technology, it has been proposed that the relevant ICT for MSEs in the informal sector in Africa is the mobile telephony, [9].

Wandaka, [3] noted that entrepreneurs in the fashion industry used the internet to display their products in websites, while mobile telephony was used to interact with their customers and receive payments through mobile money transfer (M-Pesa) and other mobile payment systems. The internet and mobile phone, otherwise referred to as E-Marketing, have been reported to provide a cheaper platform to reach different market segments faster and at relatively cheaper costs compared to traditional marketing strategies, [14].

Despite the amount of effort spent by the Kenyan government, there have been reports on marketing challenges faced by fashion MSEs, [3]. Utilization of E-Marketing strategies among fashion enterprises in Kenya has not been comprehensively addressed. In addition, there is limited research on the influence of utilization of E-Marketing strategies to the performance of fashion MSEs in Kenya.

This study sought to:

- i) Determine the E-Marketing strategies used in selected fashion enterprises in Nairobi County, Kenya.
- ii) Analyze the effect of utilisation of E-Marketing strategies on the performance of selected fashion enterprises in Nairobi County, Kenya.

The study's null hypothesis (H_{01}), was that there was no significant relationship between the utilization of E-Marketing strategies and the MSE's performance in the fashion industry in Nairobi, Kenya.

Research Methodology

This study used a cross-section analytical survey method, to collect data from the respondents. The

study was carried out in Nairobi county, Kenya. The respondents were selected from those fashion enterprises with an online presence by the commencement of the study.

The study targeted the fashion enterprises in Nairobi County dealing in fashion products such as couture apparel, ready-to-wear clothes and accessories. A list of all fashion enterprises on the internet by 30th December, 2012 and located in Nairobi County, Kenya, was generated.

The identified fashion MSEs served as the sampling frame for the study. 226 fashion enterprises were identified from different domain resellers and social media platforms. The study used a stratified random sampling technique to determine the desired sample size from the target population. These fashion enterprises were stratified according to the internet sites they were located in, within Nairobi county. Based on a total population of 226 fashion enterprises that had been identified from the leading domains and the social media platforms, a sample size of 170 enterprises was computed. The base sample size was increased by 20% to take into consideration potential non-response. The respondents from the sample were selected by a simple random sampling method using random table numbers. The study used mainly primary data which was collected using a questionnaire that had both structured and unstructured questions. A five point likert scale, ranging from 1=Strongly Agree, 2=Agree, 3=Undecided, 4= Disagree, 5= Strongly Disagree, was used for qualitative data. To test the reliability of the variables, the Cronbach-Alpha based on standardized item was computed. A coefficient of 0.735 was obtained, therefore indicating that the reliability of the research instrument was acceptable. To minimize the non response rate the research assistants assisted the respondents in filling the questionnaire and clarified any unclear items.

The data was analyzed using the Statistical Package for Social Sciences (SPSS) version 19.0. The analysis involved various stages such

as, editing, coding, tabulation and advanced data analysis techniques.

Multiple regression analysis was used to examine the relationship between the independent variables, (E-Marketing strategies, internal forces, external forces and EO) and the dependent variable, (MSE performance). Correlation coefficient test and significant levels were conducted to check the strength of the linear relationships between pairs of variables. A regression model predicting the relationship between the independent variable and dependent variables was derived to further explain the influence of the independent variables on the dependent variable (Performance).

The unstandardized coefficients, (β) values, were used in the prediction equation and to interpret the results. The model, which was developed using SPSS version 19, was:

$$y_i = \beta_0 + \beta_1 x_{1i} + \dots + \beta_p x_{pi} + \varepsilon_i \quad [1]$$

Where y is the dependent variable, x is the independent variable, β is the coefficient, ε_i is the error term or residual, β_0 is the y -axis intercept.

FINDINGS AND DISCUSSION

Demographic Analysis of Participants

The research instrument had items that investigated the demography of the respondents in the 156 fashion enterprises according to their age, gender, working period in the enterprise, education level, role of the respondent in the fashion enterprise and respondent's involvement in E-Marketing. These findings are summarized in Table 1 to Table 6.

Age of Respondents in the Fashion Enterprise

The researcher sought to find out the age of the respondents in the 156 fashion enterprises. This item was important because it would explain if age of the respondents had any relation with the

fact that these fashion enterprises had opted to use E-Marketing strategies. Table 4.1 summarized the different ages of the respondents.

Table 1: Age Category of Respondents in the Fashion Enterprise

Age	N=156	Percent
Under 30 years	91	58.3
30-40 years	13	8.3
41-50 years	0	0.00
51-60 years	52	33.3
Total	156	100

The findings represented in Table 1 revealed that majority of the respondents, (58.3%) were under the age of 30 years and 33.3% were between ages 51-60 years. Only 8.3% were between ages 30-40 years and no respondent was between 41-50years old.

This finding revealed that the 156 fashion enterprises employed youthful persons under the age of 30 years old and very few employees between 30-50years. The youthful ages of the respondents would explain why these fashion enterprises used E-Marketing strategies, because the employees were more technology savvy, [13]. However, there was an increase of persons aged between 51-60 years, which could imply that retired persons also ventured into the fashion business.

Gender of the Respondents

The researcher sought to find out the gender of the respondents, to determine which gender predominantly worked in the fashion industry. Table 2 summarized these finding.

Table 2 :Respondent's Gender

Gender	N=156	Percent
Female	82	52.6
Male	74	7.4
Total	156	100

The results in Table 2 revealed that majority of the respondents were female, represented by 52.6%, while the male were represented by

47.4%. These findings correspond with related studies in the textile and apparel industry where majority of the fashion entrepreneurs and traders are female, [3].

The Period the Respondent has been in the Fashion Enterprise

The study sought to establish the period the respondents had worked or owned the enterprises. This finding was important because it would help the researcher to infer how long the enterprise had been in operation. Table 3 summarized the period in years that the respondents had worked or owned the fashion enterprises.

Table 3: Period the Respondents had been in the Fashion Enterprises

Period in the enterprises	N=156	Percent
Under 5 years	140	89.7
5years and above	16	10.3
Total	156	100

The findings in Table 3 revealed that majority of the respondents, represented by 89.7%, had been in the enterprises for less than 5 years, while only 10.3% had been in the enterprise for 5 years and above. This finding implied that majority of these fashion enterprises had not operated for more than 5 years. This finding corresponds with findings from a related study that revealed that most fashion enterprises do not survive for more than three years, [9].

Respondents' Education Level

The study sought to find out the level of education of the respondents, because the researcher assumed that those fashion enterprises that utilized E-Marketing strategies had highly educated owners or employees, who were conversant with these strategies. Table 4 summarized the respondents' education levels.

The findings in Table 4 revealed that the majority of the respondents, (51.3%), had college level certificate of education. A significant number of the respondents (40.4%) had a university degree certificate and only 8.3%

of the respondents had post graduate certificate level of education.

This finding reveals that the fashion enterprises that had an online presence had highly educated personnel who were able to keep up with technological advancement, [10].

Table 4: Respondent's Level of Education

Level of Education	N=156	Percent
College certificate	80	51.3
University degree certificate	63	40.4
Post Graduate certificate	13	8.3
Total	156	100

Respondent's Role in the Fashion Enterprise

The researcher sought to determine what role the respondent had in the fashion enterprise. This information was important because it would determine whether the respondent was aware of the E-Marketing strategies used by their fashion enterprises. The findings are summarized in Table 5.

Table 5: Respondent's Role in the Fashion Enterprise

Role	N=156	Percent
Owner/Co-owners	98	62.8
Employees	58	37.2
Total	156	100

The results in Table 5 showed that the respondents who participated in the study were represented by owners/ co-owners (62.8%) and employees (37.2%). The employees included sales persons, marketers, designers, and procurement personnel.

This finding reveals that most of the respondents in these fashion enterprises are either owners or partners of the business due to their small sizes, [9].

Respondent's Involvement in E-Marketing

The researcher sought to find out whether the respondents were directly involved in

E-Marketing, to determine their involvement in utilization of E-Marketing strategies. Table 6 summarized the respondents' involvement in utilization of E-Marketing in the fashion enterprises.

Table 6 Responses on involvement in E-Marketing in the Fashion Enterprises

Involvement in E-Marketing	N=156	Percent
Yes	139	89.1
No	19	10.9
Total	156	100.00

The findings in Table 6 revealed that, majority of the respondents, (89.1%) were involved in E-Marketing use in their enterprises while only 10.9% respondents were not directly involved in the use of E-Marketing in their enterprises.

This finding could be attributed to the fact that the respondents were either owners or co-owners of the fashion enterprises or worked in sales, marketing and procurement. These roles required employees to participate actively in E-Marketing of the products in their enterprises.

Number of Employees in the Fashion Enterprises

The researcher sought to determine how many employees worked in each of the 156 enterprises used in the study, because this finding would help to categorize the fashion enterprises into a micro, small or medium enterprises. These findings are summarized in Table 7. The results presented in Table 7 indicated that majority of fashion enterprises represented by 33.3% had 2 employees while 23.7% of the fashion enterprises had only 1 employee.

A significant proportion of enterprises, represented by 18.6% had 3 employees, 14.1% had 4 employees, while only 1.9% of the enterprises had 5 employees. These fashion enterprises were categorized as Micro enterprises. Among those enterprises that had more than 5 employees, 3.2% had 6, 1.9% had 7 and 8 employees respectively while only 1.3%

had 15 employees, therefore qualifying as Small enterprises.

Table 7: Number of Permanent Employees in the Fashion Enterprises

No. of Employees	N=156	Percent
1	37	23.7
2	52	33.3
3	29	18.6
4	22	14.1
5	3	1.9
Total	143	91.7
6	5	3.2
7	3	1.9
8	3	1.9
15	2	1.3
Total	13	8.3
Grand Total	156	100

This finding corresponds with previous studies that have shown that majority of the fashion enterprises in Kenya are MSEs employing less than 20 people.

E-Marketing Strategies used by Fashion Enterprises

The research established that all the 156 fashion enterprises used the internet to market their products. It was important to determine the use of various E-Marketing strategies by these enterprises. Tables 9-13 summarized the various E-Marketing strategies used by the fashion enterprises.

The Fashion Enterprises use of E-Mail in Marketing Activities

Table 9 revealed that, majority of the enterprises representing (67.9%) confirmed that they used email in marketing their products. Of these enterprises 41% agreed and 26.9% strongly agreed. Some enterprises (17.3%) gave a neutral response, when asked whether their enterprises used emails in marketing, implying that the respondents were not sure.

Only 14.7% of the respondents disagreed that E-marketing strategy was used in their enterprise. This finding on the popularity of email

use in marketing corresponds with related studies that found out that email gives regular clients information on products, discounts and new arrivals, therefore leading to customer retention [11].

Table 9: Email Marketing

Response	N=156	Percent
Agree	64	41.0
Strongly Agree	42	26.9
Neutral	27	17.3
Disagree	23	14.7
Total	156	100

The Fashion Enterprises use of Mobile Telephony in Marketing Activities

Results in Table 10 revealed that majority of the enterprises, (76.3%) used mobile telephony in marketing their products. A significant number of these enterprises, (49.4%) agreed that they used mobile telephony in their marketing activities while 26.9% strongly agreed.

Table 10: Mobile Telephony Marketing

Response	N=156	Percent
Agree	77	49.4
Strongly Agree	42	26.9
Neutral	27	17.3
Disagree	8	5.1
Strongly Disagree	2	1.3
Total	156	100.0

Only a small percentage, (5.1%), disagreed that they used mobile telephony in marketing, therefore corresponding with related studies that have shown that the mobile phone is a marketing tool for MSEs in sub-Saharan Africa, [9].

The Fashion Enterprises use of Facebook in Marketing Activities

Table 11 revealed that majority of the enterprises (77.5%) also used Facebook in conducting marketing activities where 39.7% agreed and 37.8% strongly agreed. Only 5.1% disagreed while 17.3% gave a neutral response, implying that they were not sure whether their enterprise used facebook in marketing their products.

Table 11: Facebook Marketing

Response	N=156	Percent
Agree	62	39.7
Strongly Agree	59	37.8
Neutral	27	17.3
Disagree	8	5.1
Total	156	100

This finding corresponds with a related study in which facebook was found to maximizes online traffic and increase an enterprise’s sales and profits, therefore becoming a very useful E-Marketing tool [10].

The Fashion Enterprises use of Twitter in Marketing Activities

Table 12 summarizes the use of twitter as an E-Marketing strategy.

Table 12: Twitter Marketing

Responses	N=156	Percent
Agree	51	32.7
Neutral	40	25.6
Strongly Agree	34	21.8
Disagree	27	17.3
Strongly Disagree	4	2.6
Total	156	100

The findings in Table 12 revealed that, majority of the enterprises, (54.5%) used twitter in conducting their marketing activities, where 32.7% agreed and 21.8% strongly agreed respectively. Only 17.3% disagreed that their enterprises did not use twitter in their marketing activities while 29.6% gave a neutral response, implying that they were not sure whether twitter marketing was used in their enterprise.

The Fashion Enterprises use of an Online Banner in Marketing Activities

Table 13 revealed that majority of the enterprises (44.8%) affirmed that their enterprises used online banner in conducting their marketing activities were 30.1% agreed and 14.7% strongly agreed, while 25.6% gave a neutral response.

The later response implied that the respondents were not sure whether their enterprises used online banner marketing. The enterprises that did not use online banner marketing were

represented by 39.4% in which 25.6% disagreed and 3.8% strongly disagreed..

Table 13: Online Banner Marketing

Responses	N=156	Percent
Agree	47	30.1
Neutral	40	25.6
Disagree	40	25.6
Strongly Agree	23	14.7
Strongly Disagree	6	3.8
Total	156	100

The Fashion Enterprises use SEM in Marketing Activities

Table 14 summarized the use of SEM by fashion enterprises in marketing their products, where the findings revealed that majority of the enterprises (48.7%) affirmed that they used SEM in conducting their marketing activities in which 30.1% agreed and 18.60% strongly agreed. A significant proportion; (34.3%) did not use SEM in which 22.4% disagreed and 1.9% strongly disagreed.

A significant percentage; 26.9% of the enterprises gave a neutral response on their enterprise's use of SEM. This finding implied that the respondents were not sure whether their enterprises used SEM.

Table 14: Search Engine Marketing

Responses	N=156	Percent
Agree	47	30.1
Neutral	42	26.9
Disagree	35	22.4
Strongly Agree	29	18.6
Strongly Disagree	3	1.9
Total	156	100

The Fashion Enterprises use of E-Newsletters in Marketing Activities

Table 15 summarizes the use of E-Newsletters in E-Marketing by the investigated enterprises. The findings revealed that majority of the enterprises (46.2%) confirmed that their enterprises used eNewsletters in conducting their marketing activities; where 32.1% agreed and 14.1% strongly agreed. The enterprises that

did not use E-newsletters in conducting their marketing were 26.3%, where 23.7% disagreed and 2.6% strongly disagreed.

Table 15: ENewsletter Marketing

Responses	N=156	Percent
Agree	50	32.1
Neutral	43	27.6
Disagree	37	23.7
Strongly Agree	22	14.1
Strongly Disagree	4	2.6
Total	156	100

A significant number of respondents represented by 27.6% gave neutral responses implying that the respondents were not sure whether E-Newsletters marketing was used in the enterprise.

The Fashion Enterprises use of Websites in Marketing Activities

Table 16 summarized the use of websites in E-Marketing activities by the 156 fashion enterprises.

Table 16 revealed that majority of the enterprises, (50. 7%), confirmed that they used websites in conducting their marketing activities, where 27.6% and 23.1% agreed and strongly agreed respectively. A significant number of enterprises, (32.7%) were neutral on whether their enterprises used websites in marketing, implying that they were not sure whether websites marketing was used in the fashion enterprises.

Table 16: Website Marketing

Response	N=156	Percent
Neutral	51	32.7
Agree	43	27.6
Strongly Agree	36	23.1
Disagree	16	10.3
Strongly Disagree	10	6.4
Total	156	100

Only 16.7% acknowledged that their enterprises didn't use websites in conducting their marketing activities; 10.3% disagreed and 6.4% strongly disagreed respectively.

The Fashion Enterprises use of SEO in Marketing Activities

Table 17 summarized the use of SEO in conducting marketing activities in the 156 fashion enterprises.

Table 17: E-Marketing Strategies used by Fashion Enterprises: SEO

Responses	N=156	Percent
Disagree	66	42.30
Neutral	33	21.20
Agree	27	17.30
Strongly Agree	16	10.30
Strongly Disagree	3	9.00
Total	156	100

Majority of the enterprises (51.3%) disagreed that they use SEO in conducting their marketing activities; in which 42.3% and 9.0% disagreed and strongly disagreed respectively. In addition, 21.2% of the respondents gave neutral responses, implying that they were not sure whether SEO was used in their enterprises.

A significant number of the 156 fashion enterprises, (27.6%) used SEO in E-Marketing, in which 17.3% agreed and 10.3% strongly agreed respectively. This finding shows that there is very low usage of SEO yet related studies have revealed that SEO helps a business to attract customers, generate brand awareness, and build trust by increasing its website's visibility. SEO also creates a good method of identifying the market segments [15].

The Fashion Enterprises use of Microsites in Marketing Activities

Table 18 summarized the use of microsites in conducting marketing activities in the 156 fashion enterprises. The use of microsites/online market places in marketing seemed to be popular in these enterprises with majority (55.8%) affirming their use of this strategy while 28.2% disagreed. Of those enterprises that used microsites, 42.3% agreed and 13.5% strongly

agreed while those that did not use it were represented by 21.8% who disagreed and 6.4% who strongly disagreed.

Table 18: Microsites Marketing

Responses	N=156	Percent
Agree	66	42.3
Disagree	34	21.8
Neutral	25	16.0
Strongly Agree	21	13.5
Strongly Disagree	10	6.4
Total	156	100

Only 16.0% of the respondents gave a neutral response, implying that they were not sure if their enterprises used microsites in marketing.

Most Utilized E-Marketing Strategies in the Fashion Enterprises

The study sought to analyze and determine which E-Marketing strategies were mainly used by the 156 fashion enterprises that participated in the study. This finding was important because it determined the most popular E-Marketing strategies. The mean of the responses was computed as shown in Table 19.

From the results shown in Table 19, it was evident that face book, mobile telephony, and email are the most preferred E-Marketing strategies. These E-Marketing strategies could have been preferred probably because they are easy to operate, accessible and do not require much technical know-how.

Table 19: E-Marketing Strategies used by Fashion Enterprise

E-Marketing Strategy	Mean	N=156
Facebook	1.90	156
Mobile telephony	2.04	156
Email	2.20	156
Twitter	2.46	156
Website	2.49	156
Search Engine Marketing	2.59	156
Online Marketing Places	2.65	156
E-Newsletter	2.69	156

Online Banner	2.74	156
Search Engine Optimization	3.22	156

(1-Strongly Agree- 5 Strongly Disagree)

The findings correspond with the study carried out on MSEs that proposed that mobile telephony was the most popular tool among these enterprises, [9, 12]. The less preferred E-Marketing strategies such as E-Newsletters, Online Banner and SEO require advanced technical knowledge in E-Marketing to implement and sustain.

Correlation between Utilization of E-Marketing Strategies and Performance

The null hypothesis (H0₁) was used to investigate the relationship between utilization of E-Marketing Strategies and performance of MSEs in the fashion industry in Nairobi, Kenya. The independent variables or predictors: were , *marketing, the fashion enterprises use of microsities, Online Banner marketing, mobile telephony , Twitter, Facebook, Search Engine Marketing , Email Website marketing, E-Newsletters and Search Engine marketing .*

Four models were computed using linear regression analysis and one way ANOVA to explain the relationships between utilization of E-Marketing strategies and performance. These findings are summarized in Table 20.

Table 20: Regression Analysis on Utilization of E-Marketing Strategies and Performance

Dependent Variables	Values		
	F	p	R ²
ROI	2.156	0.024	0.129
Net Profit	2.812	0.003	0.162
Customer conversion	3.431	0.000	0.191
Customer Retention rate	3.879	0.000	0.211

*p<0.05

The results in Table 20 showed the four linear regression analysis models. The results of the

first linear regression analysis model indicated that, a significant linear relationship existed between utilization of E-Marketing strategies and ROI (F (2.156, p < 0.024). The correlation between the utilization of E-Marketing and performance, (R² = 0.129), presented a very weak relationship because utilization of E-Marketing only explained 12.9% of the variation in performance.

The results of the second linear regression analysis indicated that a significant linear relationship existed between utilization of E-Marketing strategies and net profit, (F (2.812, p< 0.003). The correlation between the dependent and independent variables , (R² = 0.162) characterized as very weak relationship since the utilization of E-Marketing strategies only explained 16.2% variation in the net profit.

The results of the third linear regression analysis indicated that a significant linear relationship existed between utilization of E-Marketing strategies and customer conversion (F=3.431, p < 0.00). The correlation between the utilization of E-Marketing strategies and customer conversion, (R² = 0.191) characterized as a weak relationship since the independent variable only explained 19.1% variation in the dependent variable.

The results of the fourth linear regression analysis indicated that a significant linear relationship existed between utilization of E-Marketing strategies and retention rate (F =3.879, p < 0.00). The correlation between the dependent and independent variables, (R² = 0.211) characterized a weak relationship in which utilization of E-Marketing strategies only explained 21.1% variation in customer retention rate.

The researcher thus rejected the null hypothesis and concluded that there is sufficient evidence, at the 5% level of significance, that there is a linear relationship between utilization of E-Marketing strategies and performance.

Multiple linear regression analysis between utilization of E-Marketing strategies and performance was used to further explain the relationship between these two variables. A coefficient table of correlations was computed to determine individual relationships between items in the independent variable and dependent variable.

The results revealed that, only website marketing had an effect on ROI, ($t=2.152$, $p<0.033$). Net profit was affected by mobile telephony ($t=2.343$, $p<0.020$) and website ($t=2.864$, $p<0.005$). In addition while online banner marketing and SEO decreased, net profit increased as shown by the negative t value: ($t= -2.265$, $p<0.025$) and ($t=-3.315$, $p<0.001$) respectively.

Customer conversion was affected by the use of E-Newsletters, ($t=2.478$, $p<0.014$) website, ($t=2.038$, $p<0.043$) and search engine marketing ($t=-2.010$, $p<0.046$). SEO however decreased as customer conversion increased as shown by the negative t value. Customer retention rate was affected by the use of Email ($t=2.822$, $p<0.005$) and Facebook marketing ($t=2.509$, $p<0.013$). These two strategies were more interactive and allowed customers to communicate with the fashion enterprises thus resulting in increase in customer retention rate.

This utilization of E-Marketing strategies model was tested by constructing the following linear model:

Performance=

$$y_i = \beta_0 + \beta_1 x_{1i} + \dots + \beta_p x_{pi} + \varepsilon_i$$

where y_i = Performance (ROI + Conversion rate +r retention rate)

For example, to test the model for ROI:

β_0 = y intercept

$\beta_1 x_{1i}$ = website marketing

ε_i = value Std error value

A fashion enterprise would therefore increase their ROI if websites were constructed and used

in marketing online. Net profit will be increased if the enterprise used mobile telephony and websites while the use of online banners and SEO would decrease as the net profit increased. The latter two strategies would therefore become useful tools for advertising for short periods to increase sales and not a permanent E-Marketing strategy for the fashion enterprise.

To increase customer conversion a fashion enterprise could use e-Newsletters where information about the fashion enterprise is reported periodically, websites to allow the customers to find out more about the fashion enterprise and SEO to help customers easily locate the fashion enterprise online. However since SEO decreases as customer retention increases, it could be a temporary strategy for new fashion enterprises that need to be located quickly on the virtual marketplace. Finally to retain their customers, fashion enterprises would need to send informative emails and keep a vibrant Facebook page.

Conclusions

The following conclusions were made based on the findings. E-Marketing strategies were very important to fashion enterprises interested in increasing their profits since majority of customers can use the internet.

The most popular E-Marketing strategies were mobile telephony and Facebook strategies among MSEs with limited marketing budgets. It was noted that fashion enterprises can increase their customers' retention rate by increasing utilization of E-Marketing. This in turn will promote repeat buying and the enterprise profitability.

Since MSEs have limited budgets for marketing, E-Marketing offers a cheaper platform yet very few had implemented this strategy. Future studies of MSEs in the other industries as well as in different towns will also give new insight in the utilization of E-Marketing strategies among MSEs.

The study adds to the existing body of knowledge in this area however a comparative study to find out why a majority of fashion enterprises are utilizing the internet needs to be carried out.

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