

***Factors affecting the adoption of E-Marketing by Small Business Enterprises (SBEs)***

***Dear Sir/Madam,***

This questionnaire is designed to study the factors that affect the adoption of E-Marketing (Achieving marketing objectives and functions through the use of electronic communication technology) by Small Business Enterprises (SBEs). Your Enterprise has been selected for this study based on a random sample. The study is purely academic and the data you provide will be used only for scientific research and will help in gaining a better understanding of the factors affecting the adoption of E-Marketing.

Of course you are not required to identify yourself or your company and your response will be kept strictly confidential and there is no way of tracing your response. Only members of the research team will have access to the data you give and the completed questionnaire will not be made available to anyone other than the research team. An executive summary of the research major findings can be sent to the participating Enterprises. If you would like to receive a copy of the study summary report, please include the relevant forwarding address at the end of the questionnaire. The questionnaire will take only 5 minutes to be completed.

Your kind cooperation in this research is very much appreciated and the research team sincerely hopes that you will find the study of interest to you and hopefully to your Enterprise.

Thank you very much for your time and kind cooperation.

Yours sincerely,

Hatem El-Gohary

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The questionnaire should be filled in by the:

- *Entrepreneur*
- *Marketing/Sales Manager or by*
- *The person who is in charge of Electronic Marketing (E-Marketing) activities on the enterprise.*

**Part 1: Background data about the Enterprise:-**

**Please answer the following questions**

1. Where is your enterprise based?.....
2. My enterprise is:  
 Industrial / Manufacturing SBE     Trading SBE     Other: .....
3. Approximately, how many employees work within your entire enterprise?  
 10 – 19     20 – 29     30 – 39     40 – 49     More than 50
4. Approximately, the annual sales of our enterprise is: .....
5. Our enterprise is in business for.....
6. Our enterprise is selling:     Nationally     Internationally     Both

**Part 2: Electronic Marketing (E-Marketing) adoption by the Enterprise:-**

Questions in this part concern the factors affecting the adoption of E-Marketing to conduct marketing activities in your enterprise. By E-Marketing we mean: conducting marketing activities depending on electronic marketing tools and means such as: Internet, Intranet, E-mail, Extranet and Mobile marketing. The questions are designed to measure the factors that affect your E-Marketing adoption. ***Please tick in the appropriate box***

***1. Which of the following factors do you consider to have a great impact on your adoption for Electronic Marketing? (Choose all that apply)***

- |  |  |
|--|--|
| <input type="checkbox"/> Organisational culture                      | <input type="checkbox"/> Industry pressure           |
| <input type="checkbox"/> Type of product                             | <input type="checkbox"/> Organisation size           |
| <input type="checkbox"/> Relative advantage                          | <input type="checkbox"/> Perceived ease of use       |
| <input type="checkbox"/> Financial technical and other resources     | <input type="checkbox"/> Perceived usefulness        |
| <input type="checkbox"/> Cost  | <input type="checkbox"/> Accessibility               |
| <input type="checkbox"/> Competition                                 | <input type="checkbox"/> Market trends               |
| <input type="checkbox"/> International orientation of the enterprise | <input type="checkbox"/> Entrepreneur (owner) skills |
| <input type="checkbox"/> Government pressure                         | <input type="checkbox"/> Government support          |
| <input type="checkbox"/> Compatibility                               | <input type="checkbox"/> Top management support      |
| <input type="checkbox"/> Security                                    | <input type="checkbox"/> Consumer readiness          |
| <input type="checkbox"/> National infrastructure                     |  |

**2. Rate the following factors according to its importance in adopting E-Marketing by you:**

<i>Factor</i>	<i>Very important</i>	<i>important</i>	<i>Neutral</i>	<i>Not important</i>	<i>Not important at all</i>
Organisational culture					
Industry pressure					
Type of product					
Organisation size					
Relative advantage					
Financial technical and other resources					
Perceived ease of use					
Perceived usefulness					
Cost					
Accessibility					
Competition					
Market trends					
International orientation of the SBE					
Entrepreneur (owner) skills					
Government pressure					
Government support					
Compatibility					
Top management support					
Security					
Consumer readiness					
National infrastructure					

**Part 3: About You:-**

1. Age Category

Under 30 yrs  
  30-40 yrs  
  41-50 yrs  
  51-60 yrs  
  More than 60 yrs

2. For how long have you been working in your organisation?

Under 5 years  
  5-10 years  
  More than 10 years

3. Level of Education

Collage certificate  
  University graduate  
  Postgraduate studies

***Thank you,***

Your kind cooperation in this research is very much appreciated.