

## ***E-Marketing - A literature Review from a Small Businesses perspective***

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### **Abstract**

#### ***Objectives***

This paper aims to build a structured literature review to the field of E-Marketing. This literature review will provide an archive of past research points and methodologies related to the studies of E-Marketing to explore, analyze and develop a clear understanding about the different research topics and methodologies implemented in E-Marketing published articles between 2003 and 2010.

#### ***Prior work***

The paper is trying to build on the current body of knowledge in the field of E-Marketing by preparing a complete archive of the past publications in the field of E-Marketing from 2003 to 2010.

#### ***Approach***

The paper systematically reviews and categorise the published literature in the field of E-Marketing depending on the Hanson Internet marketing framework by implementing a three stages methodology and thereafter analyses and reviews this literature methodologically.

#### ***Results***

The literature review covers many areas such as: E-business, E-marketplace, Electronic Commerce, Electronic platforms, Mobile marketing and many other research areas. Many research gaps were identified in the field especially in the areas of E-Marketing performance as well as E-Marketing adoption in Small Business enterprises (SBEs). To fill these gaps and extend previous studies within the field, there is a need for conducting research to investigate the relationship between implementing E-Marketing and small businesses performance. Based on the findings the author highly recommends depending on a triangulation approach in conducting future research in the field of E-Marketing.

#### ***Implications***

The study will provide great benefits for entrepreneurs, policy makers, practitioners, researchers, and educators though providing a clearer view and deep understanding for all the issues related to the field of E-Marketing.

#### ***Value***

This paper will add to the body of knowledge by investigating and illustrating a survey and systematic review of the published work in the field of E-Marketing. Depending on this review, researchers and scholars in the field of E-Marketing can have a clearer view to set their attitude towards suitable future research studies and methodologies which in turn will contribute to the related accumulated knowledge in the field.

**Keywords:** E-Marketing, Small Business Enterprises, Internet Marketing, E-Mail Marketing, Mobile Marketing, E-Commerce, E-Business, Performance, Literature Review

## 1. Introduction

Small Business Enterprises (SBEs) do play a major and important role in today's world economy, and they are recognised as one of the main contributors to economic, development and employment growth. According to Mulhern (1995) 99% of all European companies are small and medium sized (SME) and from 1985-1995 it provided 66% of the employment in Europe. On the other hand, the revolution in information technology (IT) and communications changed the way people conduct business today.

In recent years, increasing numbers of businesses have been using the Internet and other electronic media in conducting their marketing efforts, giving the chance for Electronic Marketing (as a new marketing phenomenon and philosophy) to grow in a very dramatic and dynamic way.

From the author point of view, implementing E-Marketing by small business enterprise can change both the shape and nature of its business all over the world. Because the increase usage of the Internet and other Electronic Marketing tools (i.e.: E-mail, Intranets, Extranets and Mobile phones) in electronic transactions might create not only a lot of opportunists for small business enterprises but also can eliminate a lot of its threats. From this prospective, it is noticed that the Internet, other electronic media tools and Electronic Marketing tools are playing a vital and essential role in conducting marketing activities within business enterprises regardless of its type or size.

### 1.1 Small Business Enterprises

Regardless of the high importance of small business enterprises for any economy, it is noticed that defining it had always been a difficult thing to do. Accordingly, there is a little agreement between researchers, practitioners, financial institutions and governmental agencies on what defines a small business. Based on that, small business had been defined in deferent ways in different parts of the world according to national and local needs (Theng and Boon 1996; Watson and Everett 1996). Table 1 summarises the official (or most common definitions) of SBEs used in some countries around the world.

**Table 1:** Criteria of defining SBEs adapted by some countries

<b>Country</b>	<b>No. of employees</b>	<b>Other criteria</b>
<i>USA</i>	Under 100	Less than \$ 5 million annual sales
<i>European Union</i>	10 to 49	Annual turnover or global balance less than 10 million Euros + Independence (Not exceeding 25% of the capital or voting rights withheld by one or more companies (or public bodies) which are not themselves SMEs)
<i>Australia</i>	Under 20	None
<i>Canada</i>	Under 500 in mfg and 50 in services	Less than \$ 5 million annual sales
<i>India</i>	None	Total investment(not exceeding 10 million Indian Rupees in industrial enterprises and 1 million in service enterprises)
<i>Mexico</i>	Under 50	None
<i>Thailand</i>	Under 200 in labour intensive	None
<i>Turkey</i>	10 to 49	None

**Source:** El-Gohary (2010)

From table 1 it is noticed that the number of employees is the most often used element in determining the category of SBEs in most countries. Furthermore, It also noticed that there is a lack of agreement on what defines a small business, for that a standard definition for Small Business Enterprises is highly needed.

## 1.2 E-Marketing

Electronic Marketing (E-Marketing) can be viewed as a new philosophy and a modern business practice involved with the marketing of goods, services, information and ideas via the Internet and other electronic means. By reviewing the relevant literature it is noticed that definitions of electronic marketing (E-Marketing) vary according to each author's point of view, background and specialization. For that, while Smith and Chaffey defines it as: "Achieving marketing objectives through applying digital technologies" (Smith and Chaffey, 2005: 11), Strauss and Frost define it as: "The use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational goals" (Strauss and Frost, 2001: 454).

On the other hand, the review of the relevant literature revealed that one of the main obstacles in the literature is the unclear way of dealing with the concept and definition of E-Marketing. In this respect most of the researchers misused the term E-Marketing; the majority of researchers are using the terms: E-Marketing / Internet-marketing / E-commerce / E-business as equivalents or a deferent wording for the same meaning, which is incorrect because they are deferent. For example, E-Marketing has a broader scope than internet-marketing since Internet Marketing (IM) refers only to the Internet, World Wide Web, e-mails. While E-Marketing includes all of that plus all other E-Marketing tools like: Intranets, Extranets and mobile phones. In contrast with that, E-commerce and E-business have a wider and broader scope than E-Marketing. These differences can be illustrated in figure 1.



**Figure 1:** Differences between Internet-marketing, E-Marketing, E-commerce and E-Business  
**Source:** El-Gohary et al (2010)

From the author's point of view implementing Electronic marketing (E-Marketing) by small business enterprise can change both the shape and nature of SBEs business all over the world. Because the increase usage of the Internet and other electronic marketing tools (i.e.: Intranets, Extranets and mobile phones) in electronic transactions might create not only a lot of opportunists for small business enterprises but also can eliminate a lot of its threats.

## 2. Research Problem and Questions

The fundamental problem motivating this study is the need to know and understand the different research points covered by the researchers in the field of E-Marketing as well as understanding the different methodologies applied by these researchers and trying to evaluate these methodologies to illustrate the suitable methodologies and methods for future research studies in the field of E-Marketing.

On one hand, preparing a complete archive of the past publications in the field of E-Marketing will help in determining the different gaps in the literature and consequently help in directing the future research in the field. On the other hand, as the theory in the field of E-Marketing is still in its infancy stage and yet not well established there is a need for having more well-established studies that can be considered as a step toward a theory building in the field of E-Marketing. These well-established studies need to implement the most suitable methodology to the nature of E-Marketing. The current study aims to participate in achieving this objective by providing a clear picture about the methodological issues related to studies of E-Marketing published between 2003 and 2010.

Accordingly, the main two questions that the study attempts to answer are:-

- *What are the different research points covered by the researchers in the field of E-Marketing from 2003 to 2010?*
- *What is the most suitable methodology and methods to be used in future research studies in the field of E-Marketing?*

### **3. Research Objectives**

The main objective of this research is to: develop a clear understanding about the different research points related to studies of E-Marketing published between 2003 and 2010 and explore and analyse the different methodologies implemented by the researchers in the field of E-Marketing.

Consequently, the objectives of this research are as follows:-

- To provide an archive of past research points related to studies of E-Marketing.
- To explore and analyze the different methodologies implemented by the researchers in the field of E-Marketing.
- To illustrate and clarify the most suitable methodologies for the future research studies in the field of E-Marketing.
- To provide an archive of past methodologies implemented by researchers in the field of E-Marketing.

By achieving such goals researchers and scholars in the field of E-Marketing can have a clearer view to set their attitude towards suitable future research studies and methodologies which in turn will contribute to the related accumulated knowledge in the field.

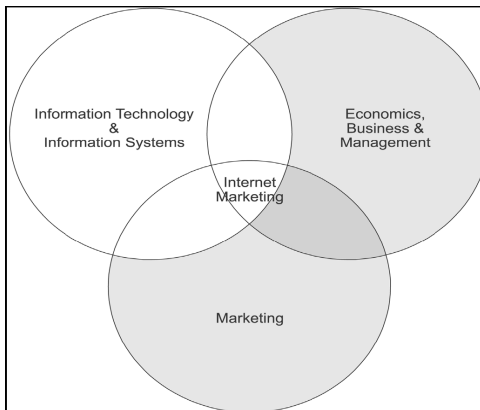
### **4. Methodology**

The nature of research on E-Marketing is difficult to conduct due to some specific reasons such as:-

- The nature of the E-Marketing concept itself. It is still considered as an unclear concept for the majority of both researchers and practitioners, a lot of them are misusing it by mixing between it and some other concepts like: Internet Marketing, E-Commerce and E-Business while these concepts are totally different than E-Marketing. For example: while Internet Marketing (IM) is defined as: “the use of the Internet to achieve marketing objectives and support marketing activities” (Eid, 2003: 1-5). E-Commerce can be defined as: “the trading of goods and information through the Internet” (Baourakis, et al., 2002: 581) which indicate that E-commerce includes: buying and selling on line, digital value creation, virtual marketplaces and storefronts, and new distribution channel intermediaries (Strauss and Frost, 2001). Moreover, E-Business is totally different than E-commerce, Internet Marketing and E-Marketing.
- The relevant research materials related to E-Marketing is highly distributed between many various journals.

But on the other hand, Hanson (2001) adopted a proposed Internet Marketing (IM) framework. According to this framework Internet Marketing articles can be found in three types of journals which are:

- Marketing journals.
- Economics, business and management journals.
- Information systems (IS) and information technology (IT) journals (Figure 2).



**Figure 2:** Hanson Internet Marketing (IM) framework  
**Source:** Ngai (2003)

By taking into consideration Hanson Internet marketing framework and based on the fact that Internet Marketing is not only one of the main element of E-Marketing but also have the same characteristics, the author see that it is suitable to adopt the same framework and methodology implemented by Hanson (2001) in the current study.

#### 4.1 Sample and Procedures

The author reviewed the literature by implementing three stages search. In the first stage, the author started by determining the initial databases that could be considered as the potential publications outlets in the field of E-Marketing. Based on that and by taking into consideration: the size of the database, its level of comprehensive and its collections of reviewed management journals, the following online databases were searched to provide a comprehensive bibliography of the E-Marketing literature:-

- Emerald (MCB) Database;
- EBSCO Electronic Database;
- Proquest Direct Database;
- Science Direct (Elsevier) Database ;
- ABI/Inform database ; and:
- University of Bradford catalogue.

In the second stage, the search descriptors and time length were determined in the light of E-Marketing components. Based on that, the literature search was based on some descriptors to investigate the different research areas and methodologies applied in the literature of E-Marketing in general and E-Marketing in Small Business Enterprises (SBEs) in particular. These descriptors was: Electronic Marketing (E-Marketing), Internet Marketing (I-M), Intranet Marketing, Extranet Marketing, E-Business, E-Commerce, Electronic Marketplace (E-Marketplace), E-mail marketing and Mobile Phone marketing (MM).

Although, it is noticed that despite of the fast growth in E-Marketing research in the last decade, it appears that only from the late 1980s researches on E-Marketing and Internet Marketing begun to appear in the literature. Starting with the work of: Malone, Yates and Benjamin (1987 & 1989), crossing by the work of: White (1997), Samiee (1998), Wientzen (2000), Porter (2001) and so on. The literature time period starts from 2003 and ends June 2010 as a step towards building a complete archive of the past publications in the field of E-Marketing from 1993 to 2010.

In stage three, the relevant research studies were identified. The search yielded 365 studies from 89 journals. Although the author was planning in the first place (because of the limited resources regarding time and effort) to construct a representative un-probability sample from the literature to come up with an accurate and fair representation of the literature characteristics and to investigate the research points, methodologies and methods used in contemporary E-Marketing research, the author decided to take all the studies resulted from the literature into consideration because off the relatively limited number of studies yielded.

## 4.2 Classification Method

Each article of the 365 articles was reviewed carefully and in detail to investigate both: the research points and methodology applied in it. Then articles were classified according to: Research area, Methodologies, Research strategies, Research Methods, Market Studied, Type of study (Empirical/Not Empirical), Sample Unit, Journal and Year of publication.

## 5. Results

### 5.1 Distribution of the research areas of the publications

The articles published from 2003 to 2010 in the field of E-Marketing had covered the following research areas: E-Business, E-Marketplace, Electronic Commerce, Electronic platforms, ICT adoption, Internet marketing, On-line trust, B2B, Performance evaluation, The Web, Electronic marketing, E-mail Making, E-readiness, E-relationships, E-security, E-service, E-supply chain management, Internet adaptation, Mobile marketing and some other research areas as illustrated in table 2.

As illustrated in table 2, Electronic Commerce was the major research area covered by researchers from 2003 to 2010 with a total number of 92 articles and a percentage of 25.2 % of the total number of articles followed by Electronic Business with a total number of 61 articles and a percentage of 16.7 % of the total number of articles. Then comes: Internet marketing with a percentage of 14.5 % of the total number of articles then Mobile Marketing with a percentage of 10.6 % of the total number of articles, Business-to-business (B2B) with a percentage of 5.2 % of the total number of articles and lastly: Electronic Marketing with a percentage of 3.3 % of the total number of articles.

**Table 2:** Distribution of published studies according to the research areas

<b>Research Area</b>	<b>Number of studies</b>	<b>%</b>
E-business	61	16.7%
E-marketplace	9	2.4 %
Electronic Commerce	92	25.2 %
Electronic platforms	3	0.8 %
ICT adoption	7	1.9 %
Internet marketing	53	14.5 %
On-line trust	3	0.8 %
B2B	19	5.2%
Performance evaluation	2	1 %

The Web	6	1.6 %
Electronic Marketing	12	3.3 %
E-mail Making	11	3.1 %
E-readiness	3	0.8 %
E-relationships	4	1 %
E-security	9	2.4 %
E-service	5	1.3 %
E-supply chain management	9	2.4 %
Internet adaptation	7	1.9 %
Mobile marketing	39	10.6 %
Other research areas	11	3.1 %
<b>Total</b>	<b>365</b>	<b>100 %</b>

By reviewing the distribution of articles studied Electronic Commerce, Electronic Business and Internet Marketing (as the largest three research areas covered by researchers and practitioners in the field of E-Marketing) by year of publication it is noticed that:

- Most of the E-Commerce articles had been published in 2009 with a percentage of 25 % of the total number of articles followed by year 2003 with a percentage of 22 % of the total number of articles. It is also noticed that the number of articles published tended to decrease significantly from 2003 to 2008 which reflect a decreasing interest from researchers to study Electronic Commerce during this period. Furthermore, the number of articles published tended to increase back from 2009.
- Most of the E-Business articles had been published in 2010 with a percentage of 26 % of the total number of articles followed by years 2009 and 2004 with a percentage of 23 % and 16 % of the total number of articles respectively.
- Although most of the Internet Marketing articles had been published in 2009 with a percentage of 28% of the total number of articles followed by years 2010 with a percentage of 19 % of the total number of articles, there is no significant deference between most of the years investigated (except for year 2008).
- In general, it is noticed that the number of articles published in the three research areas tended to decrease significantly from 2003 to 2008. Which not only reflect a decreasing interest from researchers to study these research areas, but also could reflect an increasing interest of studying some other research areas during the same period of time? To discover if this interest were redirected by researchers to study E-Marketing the author analysed the distribution of articles studied E-Marketing from 2003 to 2010. The results of this analysis (as illustrated in table 4) showed that:
  - o Most of the E-Marketing articles had been published in 2009 with a percentage of 34 % of the total number of articles.

- Generally, there is significant stability in E-Marketing research in the last 8 years.
- Regardless of the important role of E-Marketing in conducting marketing activities, there no increasing interest in studying E-Marketing (all E-Marketing activities not only one of it i.e. Internet Marketing, etc.) by researchers.

**Table 3:** Electronic Commerce, Electronic Business and Internet Marketing articles published from 2003 to 2010

Year	E-Commerce		E-Business		Internet Marketing		%
	Number	%	Number	%	Number	%	
2003	20	22 %	5	8 %	4	7 %	14 %
2004	13	14 %	10	16 %	4	7 %	13 %
2005	11	12 %	6	10 %	6	12 %	11 %
2006	7	8 %	3	5 %	5	9 %	7 %
2007	5	5 %	6	10 %	3	6 %	7 %
2008	1	1 %	1	3 %	1	2 %	1 %
2009	23	25 %	16	23 %	18	34 %	28 %
2010	12	13 %	14	26 %	12	23 %	19 %
<b>Total</b>	<b>92</b>	<b>100%</b>	<b>61</b>	<b>100%</b>	<b>53</b>	<b>100%</b>	<b>100%</b>

**Table 4:** Articles on Electronic Marketing activities published from 2003 to 2010

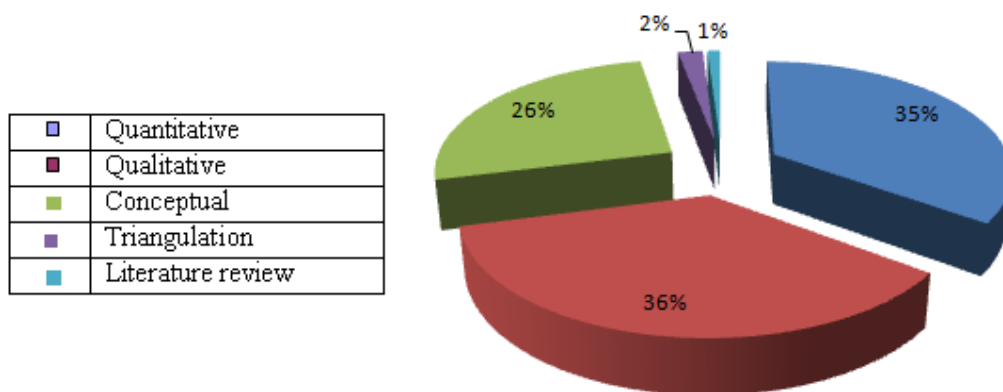
Year	Electronic Marketing	
	Number of articles	%
2003	0	0 %
2004	1	8 %
2005	3	25 %
2006	1	8 %
2007	1	8 %
2008	0	0 %
2009	4	34 %
2010	2	17 %
<b>Total</b>	<b>12</b>	<b>100%</b>



**5.2 Distribution of the Methodologies of the publications:**

By reviewing the literature, it is found that the majority of researchers in the field of E-Marketing depended on Quantitative and Qualitative methodologies from 2003 to 2010. In this respect, researchers depended on Qualitative methodologies in 36 % of the total number of studies and on Quantitative methodologies in 35 % of the total number of studies. On the other hand as illustrated in figure 3:

- 26 % of researches were Conceptual.
- 2 % of the researcher conducted a Triangulation methodology.
- 1 % of the researcher conducted Literature review studies.

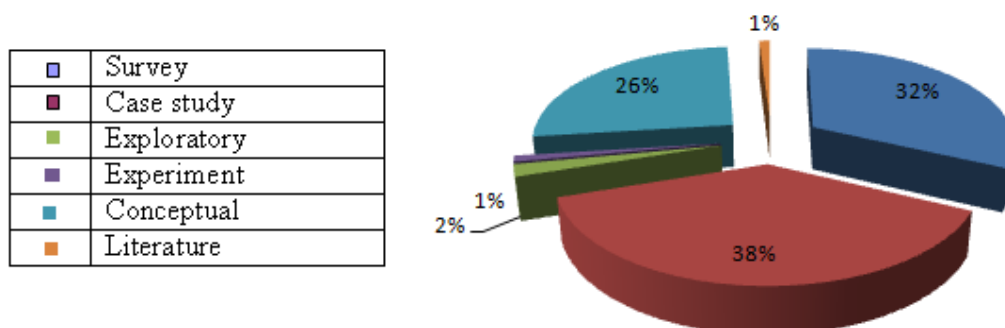


**Figure 3:** Research methodologies employed in E-Marketing research from 2008 - 2010

Figure 3 could be a very helpful resource to guide researchers searching for a suitable methodology in the area of E-Marketing through providing a good understanding for the methodologies used by other researchers in the field.

**5.3 Distribution of the Research strategies of the publications:**

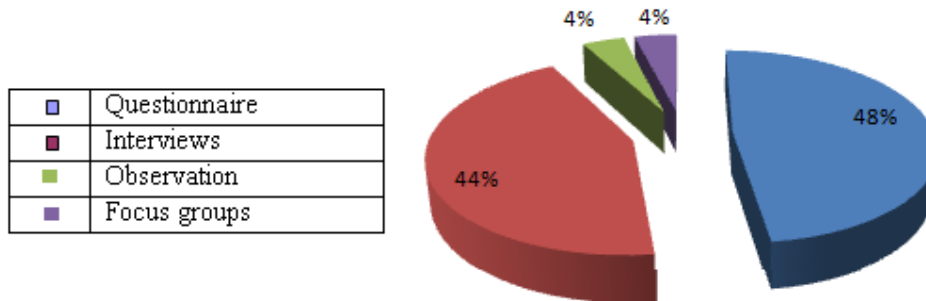
With regard to the research strategies adopted by the researchers in the field of E-Marketing from 2003 to 2010, it was found that the majority of the researchers depended on Case Study strategy with a total percentage of 38 % of the total number of studies and a percentage of 42 % of the empirical studies. On the other hand while 32 % of the researchers (40 % of the empirical studies) applied Survey strategy, 2 % of them applied exploratory strategy and 1 % applied Experiment strategy (as illustrated in figure 4).



**Figure 4:** Research strategies employed in E-Marketing research from 2008 – 2010

#### 5.4 Distribution of the Research Methods of the publications

Regarding the research methods adopted by the researchers in the field of E-Marketing from 2003 to 2010, it was found that the majority of the researchers depended on Questionnaire with a total percentage of 48 % of the total number of studies. On the other hand while 44 % of the researchers used Interviews, 4 % of them applied Observation and Focus groups (as illustrated in figure 5).



*Figure 5:* Research methods employed in E-Marketing research from 2008 – 2010

#### 5.5 Distribution of the year of the publication

Distribution of the articles published from 2003 to 2010 is shown in table 5. From the table and it is noticed that the research output in Electronic Marketing had decreased significantly since 2003 to 2008. While in 2003 the number of articles published was 51 articles with a percentage of 14 % of the total number of studies conducted in the period of the literature, the number of articles researching the field of E-Marketing start to decrease in a significant way in the following 5 years to score 13 % in 2004, 9 % in 2005, 6 % in 2006, 7 % in 2007 and 1 % in 2008. This reflects a growing decrease in interest of studying Electronic Marketing by both researchers and practitioners during this period of time.

Afterwards, the research output in Electronic Marketing starts to increase significantly in 2009 (a total of 117 studies with a percentage of 32 % of the total number of studies) and 2010 (a total of 62 studies with a percentage of 18 % of the total number of studies).

*Table 5:* Electronic Marketing articles published from 2003 to 2010

<i>N</i>	<i>Year</i>	<i>Number of articles published</i>	<i>%</i>
1	2003	51	14 %
2	2004	49	13 %
3	2005	32	9 %
4	2006	23	6 %
5	2007	26	7 %
6	2008	5	1 %
7	2009	117	32 %
8	2010	62	18 %
<b>Total</b>		<b>365</b>	<b>100 %</b>

#### 5.6 Distribution by Journal

The articles published from 2003 to 2010 in the field of E-Marketing had been distributed between 89 different academic journals. Table 6 shows the distribution of the published articles in these journals and the percentage of this distribution of articles.

Most of these articles were published in the Journal of Small Business and Enterprise Development (27 articles) with a percentage of 7.4 % of the total number of studies conducted in the period of the literature. That can be justified by taking into consideration that the literature had been conducted from a small business prospective. Accordingly, it is expected that most of the studies conducted in the literature period were published in Small Business journal. The next three top journals were: Internet research and Journal of Internet Marketing and Advertising (with a percentage of 6.8 % of the total number of studies for each journal), Journal of Electronic Commerce Research (with a percentage of 5.2 % of the total number of studies), Journal of Internet Marketing (with a percentage of 4.6 % of the total number of studies), Journal of Interactive Marketing (with a percentage of 4.1 % of the total number of studies) and Journal of Business-to-Business Marketing (with a percentage of 3.2 % of the total number of studies).

**Table 6:** Distribution of Electronic Marketing articles published from 2003 to 2010 by journal

<i>N</i>	<i>Journal (in alphabetical order)</i>	<i>Number of articles published</i>	<i>%</i>
1	Advances in International Marketing	1	0.3 %
2	Aslib Proceedings	2	0.5 %
3	Australasian Marketing Journal	1	0.3 %
4	Benchmarking: An International Journal	4	1.1 %
5	British Food Journal	2	0.5 %
6	Business Process Management Journal	8	2.1 %
7	Campus-Wide Information Systems	2	0.5 %
8	CRN	2	0.5 %
9	Customer Relationship Management	2	0.5 %
10	Director	2	0.5 %
11	Education + Training	1	0.3 %
12	Electronic Commerce Research	2	0.5 %
13	European Business Review	4	1.1 %
14	European Journal of Information Systems	2	0.5 %
15	European Journal of Marketing	7	3.5 %
16	European Management Journal	3	0.8 %
17	Foresight	2	0.5 %
18	Industrial Management & Data Systems	8	2.1 %
19	Industrial Marketing Management	2	0.5 %
20	Information & Management	3	0.8 %
21	Information Management & Computer Security	2	0.5 %
22	Information Resources Management Journal	1	0.3 %
23	Insurance Brokers' Monthly and Insurance Adviser	2	0.5 %
24	International Journal of Bank Marketing	3	0.8 %
25	International Journal of Contemporary Hospitality Management	3	0.8 %
26	International Journal of Entrepreneurial Behaviour & Research	1	0.3 %
27	International Journal of Entrepreneurial Behaviour & Research	2	0.5 %
28	International Journal of Information Technology	1	0.3 %
29	International Journal of Manpower	1	0.3%
30	International Journal of Operations & Production Management	2	0.5 %
31	International Journal of Retail & Distribution Management	2	0.5 %

32	International Marketing Review	4	1.1 %
33	International Trade Forum	2	0.5 %
34	Internet research	25	6.8 %
35	Irish Journal of Management	2	0.5 %
36	Journal of American Academy of Business	1	0.1 %
37	Journal of Business & Industrial Marketing	4	1.1 %
38	Journal of Business & amp	1	0.3 %
39	Journal of Electronic Commerce in Organizations	5	1.3 %
40	Journal of Electronic Commerce Research	19	5.2 %
41	Journal of Enterprise Information Management	7	1.6 %
42	Journal of Fashion Marketing and Management	2	0.5 %
43	Journal of Global Information Management	3	0.8 %
44	Journal of Global Information Technology Management	6	1.3 %
45	Journal of Information Technology Case and Application Research	2	0.5 %
46	Journal of International Management	2	0.5 %
47	Journal of Manufacturing Technology Management	3	0.8 %
48	Journal of Property Investment & Finance	1	0.3 %
49	Journal of Purchasing and Supply Management	2	0.5 %
50	Journal of Service Research	1	0.3 %
51	Journal of Services Marketing	2	0.5 %
52	Journal of Small Business and Enterprise Development	27	7.4 %
53	Journal of Small Business Management	2	0.5 %
54	Library Review	2	0.5 %
55	Logistics Information Management	2	0.5 %
56	Management Decision	2	0.5 %
57	Management Dynamics	2	0.5 %
58	Management Research News	1	0.3 %
59	Management Services	3	0.8 %
60	Managing Service Quality	1	0.3%
61	Marketing	3	0.8 %
62	Marketing Intelligence & Planning	4	1.1 %
63	Marketing Intelligence & amp	2	0.5 %
64	Marketing Management	3	0.8 %
65	NZ Business	1	0.3 %
66	Online Information Review	3	0.8 %
67	Qualitative Market Research: An International Journal	5	1.3 %
68	Small Business Economics	1	0.3 %
69	Strategic Direction	3	0.8 %
70	Strategies for Growth in SMEs	1	0.3 %
71	Supply Chain Management: An International Journal	1	0.3 %
72	Technovation	2	0.8 %
73	Telematics and Informatics	1	0.3 %
74	The Business Review	1	0.3 %
75	The Electronic Library	1	0.3 %
76	The TQM Magazine	1	0.3 %
77	Thunderbird International Business Review	1	0.3 %
78	Women in Management Review	1	0.3 %
79	Journal of Internet Marketing and Advertising	25	6.8 %

80	Journal of Applied Sciences	5	1.3 %
81	Journal of Business Research	9	2.4 %
82	Journal of Internet Marketing	17	4.6 %
83	Journal of Interactive Marketing	15	4.1 %
84	Journal of Business-to-Business Marketing	12	3.2 %
85	Journal of the Academy of Marketing Science	9	2.4 %
86	Journal of Marketing Research	7	1.9 %
87	Journal of Business and Industrial Marketing	5	1.3 %
88	Journal of Marketing Communications	6	1.6 %
89	Journal of Business and Public Policy	4	1.1 %
<b>Total</b>		<b>365</b>	<b>100 %</b>

By analysing the articles published in the Journal of Small Business and Enterprise Development as the largest journal in number of E-Marketing publications (27 articles) by year of publishing it is noticed that: most of the articles had been published in years 2003 and 2004 with a total percentage of 72 % of the total number of studies published in the journal (25 % of the total articles for the year 2003 and 47 % for the year 2004). Then the number of articles published in the Journal of Small Business and Enterprise Development start to decrease dramatically from the year 2005.

**Table 7:** Articles published in the Journal of Small Business and Enterprise Development from 2003 to 2010

<i>N</i>	<i>Year</i>	<i>Number of articles published</i>	<i>%</i>
1	2003	7	25 %
2	2004	13	47 %
3	2005	2	8 %
4	2006	2	8 %
5	2007	1	4 %
6	2008	0	0 %
7	2009	2	8 %
8	2010	0	0 %
<b>Total</b>		<b>27</b>	<b>100 %</b>

On the other hand, table 8 illustrates the distribution of articles published in the Internet research journal, Business Process Management Journal, Industrial Management & Data Systems, European Journal of Marketing and Journal of Enterprise Information Management as the following five largest journals in number of E-Marketing publications in the literature after the Journal of Small Business and Enterprise Development from 2003 to 2008.

**Table 8:** Articles published in the Internet research journal, Business Process Management Journal, Industrial Management & Data Systems, European Journal of Marketing and Journal of Enterprise Information Management from 2003 to 2008

<i>Journal</i>	<i>Number of articles published in year:</i>						<i>% to the total</i>
	<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	
Internet research	0	0	5	2	1	1	4.5 %
Business Process Management Journal	4	2	0	0	2	0	4 %
Industrial Management & Data Systems	2	3	3	0	0	0	4 %
European Journal of Marketing	3	2	1	0	0	1	3.5 %
Journal of Enterprise Information Management	0	4	1	0	0	2	3.5 %
<b>Total</b>	<b>9</b>	<b>11</b>	<b>10</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>19.5 %</b>

### 5.7 Distribution by country (Market Studied), Type of study (Empirical/Not Empirical) and Sample Unit

Distribution of the articles published from 2003 to 2010 by country (Market Studied) is shown in table 9. From the table it is noticed that the research output in Electronic Marketing had been concentrated in four main countries which are: the UK (with a percentage of 22.1 % of the total number of studies), USA (with a percentage of 9.7 % of the total number of studies), Australia (with a percentage of 6 % of the total number of studies) and New Zealand (with a percentage of 4.5 % of the total number of studies). That can be justified because these countries had an early adoption for the Internet.

**Table 9:** Distribution of Electronic Marketing articles published from 2003 to 2010 by countries

<i>Country</i>	<i>Number of studies</i>	<i>%</i>	<i>Country</i>	<i>Number of studies</i>	<i>%</i>
Asia	2	0.7 %	Finland	2	0.7 %
<b>Australia</b>	16	6 %	Ghana	2	0.7 %
Sweden	5	1.8 %	Greece	2	0.7 %
Austria	1	0.3 %	Hong Kong	1	0.3 %
Ireland	5	1.8 %	India	2	0.7 %
<b>Great Britain</b>	59	22.1 %	Italy	2	0.7 %
Switzerland	2	0.7 %	Japan	2	0.7 %
Botswana	1	0.3 %	Latin America	1	0.3 %
Brunei Darussalam	2	0.7 %	<b>New Zealand</b>	12	4.5 %
Canada	5	1.8 %	Slovenia	1	0.3 %

Chile	1	0.3 %	South Africa	4	2.4 %
China	2	0.7 %	Spain	3	1.1 %
Cyberspace	52	19.5 %	Taiwan	4	2.4 %
Denmark	2	0.7 %	Thailand	3	1.1 %
<b>United States</b>	26	9.7 %	Turkey	5	1.8 %
Germany	3	1.1 %	UAE	1	0.3 %
France	3	1.1 %	Meddle East	3	1.1 %
Eastern Europe	6	2.2 %	Africa	6	2.2 %
Cyprus	1	0.3 %	Vietnam	1	0.3 %
Europe	15	6 %	<b>Total</b>	<b>266</b>	<b>100 %</b>

By analysing the articles that had been conducted in the UK market it is noticed that these articles had covered the following research areas: E-business, Electronic Commerce, Electronic marketing, Internet marketing, the web, ICT adoption, Business performance and some other research areas (as illustrated in table 10).

Within this context, Electronic Business was the major research area covered by researchers in the UK market from 2003 to 2010 with a total number of 11 articles and a percentage of 26.6 % of the total number of articles followed by Electronic Commerce with a total number of 10 articles and a percentage of 23.8 % of the total number of articles. Then comes: Internet marketing with a percentage of 16.7 % of the total number of articles. It is also noticed that there were only one article that had been conducted in the UK market and researched Electronic Marketing (with a percentage of 2.3 % of the total number of articles in the UK)

**Table 10:** Distribution of articles published from 2003 to 2010 within the UK market

<b>UK - Research Area</b>	<b>Number of studies</b>	<b>%</b>
E-business	12	20 %
Electronic Commerce	17	29 %
<b>Electronic marketing</b>	3	5 %
Internet marketing	14	24 %
The web	2	3 %
ICT adoption	1	2 %
Business performance	1	2 %
Other research areas	9	15 %
<b>Total</b>	<b>59</b>	<b>100 %</b>

On the other hand, table 11 illustrates the distribution of the articles published from 2003 to 2010 according to the sample unit. From the table it is noticed that most of the studies and been conduct on Small and medium size Enterprises (SMEs) and Small Business Enterprises (SBEs) as sample units. In this respect, 157 studies had been conducted on Small and medium size Enterprises (SMEs) with a percentage of 43 % of the total number of articles and 77 studies had been conducted on Small Business Enterprises (SBEs) with a percentage of 21 % of the total number of articles.

Table 11: Distribution of articles published from 2003 to 2010

<i>Sample Unit</i>	<i>Number of studies</i>	<i>%</i>
Small Business Enterprises (SBEs)	77	21 %
Small and medium size Enterprises (SMEs)	157	43 %
B2B Enterprises	29	8 %
Other sample units	102	28 %
<b>Total</b>	<b>365</b>	<b>100 %</b>

With regard to the type of study (Empirical/Not Empirical), by analysing the articles published in the field of E-Marketing from 2003 to 2010 it is found that while 266 of the studies in the literature period were empirical with a percentage of 73 % of the total number of articles and 99 studies were unempirical with a percentage of 27 % of the total number of articles. This reflects not only an increasing trend in empirical studies in the field, but also reflects the existence of a satisfactory level of conceptualisation for most of the theoretical issues related to E-Marketing.

Table 12: Distribution of articles published from 2003 to 2010 by type of study

<i>Empirical/Not Empirical</i>	<i>Number of studies</i>	<i>%</i>
Empirical	266	73 %
Not Empirical	99	27%
<b>Total</b>	<b>365</b>	<b>100 %</b>

### 5.8 Bibliography of the literature

The following section of the study illustrates a bibliography of some of the literature in the field of E-Marketing from 2003 to 2010 according to: the methodology employed and the research area.

Table 13: Bibliography of the literature according to the methodology employed

<i>Methodology</i>	<i>Literature (Bibliography)</i>
<b>Quantitative</b>	El-Gohary (2010), El-Gohary et al (2008), El-Gohary et al (2009), Beck, Wigand and König (2005), Beheshti (2004), Bharadwaj and Soni (2007), Cegarra-Navarro and Martínez-Conesa (2007), Chou, Hsu, Yeh, and Ho (2005), Claycomb, Iyer and Germain (2005), Coviello, Winklhofer and Hamilton (2006), Damaskopoulos and Evgeniou (2003), Daniel (2003), De Klerk and Kroon (2007), De Strel (2003), Dembla, Palvia and Krishnan (2007), Dilworth and Kochhar (2007), Dixon, Marston, Thompson and Elder (2003), Drew (2003), Elia, Lefebvre and Lefebvre (2006), Elliott and Boshoff (2005), Ghosh, S., & Surjadjaja, JH., and Antony, I. (2004), Grandon and Pearson (2004), Grandon and Pearson (2003), Gunasekaran and Ngai (2005), Karagozoglu and Lindell (2004), Kaynak, Tatoglu and Kula (2005), Kula and Tatoglu (2003), Lal (2005), Lawson-Body and P O'Keefe (2006), Lertwongsatien and Wongpinunwatana (2003), Lesjak and Vehovar (2005), Leverin and Liljander (2006), Lin (2010), MacGregor and Vrazalic (2005), MacGregor and Vrazalic (2005), MacGregor and Vrazalic (2006), Maguire, Koh and Magrys (2007), Martin (2004), Martin and Halstead (2003), McCole and Ramsey (2005), Mustaffa and Beaumont (2004), Pollard (2003), Rahman (2004), Samaniego, Arranz and Cabezudo (2006), Santarelli and D'Altri (2003), Saulles (2007), Schubert and Leimstoll (2004), Seyal and Abd Rahman (2003), Simmons, Durkin, McGowan and Armstrong (2007), Tan, Tyler and Manica (2007), Truong and Jitpaiboon (2010), Tsao, Lin, and Lin (2004), Warren (2004), Wattanasupachoke and Tanlamai (2005), Wresch (2003), Yu (2006),



	Hinson and Sorensen (2006), Ramsey and McCole (2005), McCole and Ramsey (2004), Chaston and Mangles (2003), Lymperopoulos, C. and Chaniotakis, I. (2005), Wong, Y., Chan, R. & Leung, T. (2005), Okazaki, S. (2005), Kim, E. & Kim, Y. (2004).
<b>Qualitative</b>	Al-Qirim (2007), Al-Qirim (2006), Al-Qirim (2003), Barnes, Hinton, and Mieczkowska (2004), Bensebaa (2004), Boisvert and Caron (2006), Boudreau and Watson (2006), Büyüközkan (2004), Caputo, Cucchiella, Fratocchi, Pelagagge and Scacchia (2004), Caskey and Subirana (2007), Chen, Haney, Pandzik, Spigarelli and Jesseman (2003), Chou, Yen and Chou (2005), Cullen and Webster (2007), Currie (2004), Daniel and Wilson (2004), Daniel, Hoxmeier, White and Smart (2004), Durkan, Durkin and Gillen (2003), Egan, Clancy and O'Toole (2003), Fillis, Johansson and Wagner (2004), Fry, Tyrrall, Pugh and Wyld (2004), Gengatharen and Standing (2005), Gilmore, Gallagher and Henry (2007), Hill and Scott (2004), Hinson, Atuguba, Ofori and Fobih (2007), Holt, Henchion, Reynolds, Baviera, Calabrese, Contini, Cowan, Dowgielwicz, Luscher, Maraglino, Prugger and Tononi (2007), Johnson and Johnson (2005), Daniel, E., & Wilson, H., and McDonald, M. (2003), Lancaster, Yen, and Ku (2006), Levy and Powell (2005), Matlay and Addis (2003), Molla, A., & Heeks, R. and Balcells, I (2006), Murphy and D. Kielgast (2010), Mutula and van Brakel (2006), Opoku (2006), Pavic, Koh, Simpson and Padmore (2007), Ramsey, Ibbotson, Bell, and Gray (2004), Rao, Metts and Monge (2003), Rao, Metts and Monge (2003), Schlenker and Crocker (2003), Schmidt and Pioch (2003), Scupola (2003), Shiels, McIvor and O'Reilly (2003), Simpson and Docherty (2004), Sinisalo, Salo, Karjaluo and Leppäniemi (2007), Stockdale and Standing (2006), Tapp and Hughes (2004), Taran (2006), Thomas, Packham, Miller and Brooksbank (2004), Tucker and Lafferty (2004), Vidgen, Francis, Powell and Woerndl (2004), Wagner, Fillis, and Johansson (2003), White and Daniel (2004), Zhang and Fjermestad (2010), Zheng, Caldwell, Harland, Powell, Woerndl and Xu (2004), Zutshi and Sohal (2003), Ng (2005), Mendo and Fitzgerald (2005), Looi, H. (2004), Siddiqui et al (2003), Martin and Matlay (2003), Taylor, M. & England, D. (2006), Lagrosen, S. (2005), Ryan, G. & Valverde, M. (2005), Darby, R., Jones, J. & Al Madani, G. (2003).
<b>Triangulation</b>	Brock and Zhou (2005), Canavan, Henchion and O'Reilly (2007), Eikebrokk and Olsen (2007), Harrison and Waite (2005), Ibbotson and Moran (2003), Jennex, Amoroso and Adelakun (2004), Koh and Maguire (2004), Lawson, Alcock, Cooper and Burgess (2003), Lefebvre, Lefebvre, Elia and Boeck (2005), Moodley (2003), Ramsey, Ibbotson, Bell and Gray (2003), Zafiroopoulos, Vrana, and Paschaloudis (2006), Bui, et al (2006), Collins, et al (2003), Eid, R., Trueman, M., and Ahmed, A. (2006), Eid, R. (2005), Eid, R. and Trueman, M. (2004).
<b>Conceptual and theoretical studies</b>	Robins, F. (2003), Bland (2007), Bruce (2006), Darrow (2003), Davidrajuh (2003), Downie (2003), Fillis, Johansson and Wagner (2003), Grimes (2010), Huang, Zhao and Chen (2007), Jones (2004), Kandampully (2003), Kotler and Pfoertsch (2007), Krishnamurthy and Singh (2005), Lee, Cheung, Lau and Choy (2003), Lowson and Burgess (2003), Matlay (2004), Matlay (2004), McLuhan (2007), Meadows-Klue (2003), O'Toole (2003), Putterill (2004), Rickards (2007), Rohm, Kashyap, Brashear and Milne (2004), Salcedo, Henry, and Rubio (2003), Sands (2003), Servais, Madsen and Rasmussen (2006), Simpson (2004), Sinisalo, Salo, Karjaluo and Leppäniemi (2007), Stockdale and Standing (2004), Stone (2003), Taylor and Murphy (2004), Tsai (2007), Zeng and Pathak (2003), De Kervenoael et al (2006), Oliva (2004), Fillis, et al (2004), Sheth and Sharma (2005), Krishnamurthy and Singh (2005), Harridge-March, S. (2004), Smith, A. (2004a), Smith, A. (2004b), Rowley, J. (2004).

**Table 14:** Bibliography of the literature according to the research area

<b>Research area</b>	<b>Literature (Bibliography)</b>
<b>Electronic Commerce</b>	Al-Qirim (2007), Al-Qirim (2003), Al-Qirim (2006), Wresch (2003), Barnes, Hinton, and, Mieczkowska (2004), Beck, Wigand and König (2005), Bharadwaj and Soni (2007), Bruce (2006), Caskey and Subirana (2007), Chen, Haney, Pandzik, Spigarelli and Jesseman (2003), Chou, Yen and Chou (2005), Claycomb, Iyer and Germain (2005), Cullen and Webster (2007), Damaskopoulos and Evgeniou (2003), Daniel (2003), Daniel and Wilson (2004), Davidrajuh (2003), De Streel (2003), Drew (2003), Egan, Clancy and O'Toole (2003), Elia, Lefebvre and Lefebvre (2006), Grandon and Pearson (2004), Grandon and Pearson (2003), Gunasekaran and Ngai (2005), Jennex, Amoroso and Adelakun (2004), Karagozoglu and Lindell (2004), Kaynak, Tatoglu and Kula (2005), Kotler and Pfoertsch (2007), Lawson, Alcock, Cooper and Burgess (2003), Lawson-Body and P O'Keefe (2006), Lefebvre, Lefebvre, Elia and Boeck (2005), Lertwongsatien and Wongpinunwatana (2003), Zhang and Fjermestad (2010), MacGregor and Vrazalic (2005), MacGregor and Vrazalic (2005), MacGregor and Vrazalic (2006), Matlay (2004), Matlay and Addis (2003), McCole and Ramsey (2005), Molla, A., & Heeks, R. and Balcells, I (2006), Moodley (2003), Mustafa and Beaumont (2004), Putterill (2004), Rao, Metts and Monge (2003), Rao, Metts and Monge (2003), Rickards (2007), Santarelli and D'Altri (2003), Schubert and Leimstoll (2004), Scupola (2003), Seyal and Abd Rahman (2003), Simpson and Docherty (2004), Simpson (2004), Stockdale and Standing (2006), Tan, Tyler and Manica (2007), Tucker and Lafferty (2004), Wattanasupachoke and Tanlamai (2005), Looi, H. (2004), Darby, R., Jones, J. & Al Madani, G. (2003).
<b>Electronic Business</b>	Bensebaa (2004), Cegarra-Navarro and Martínez-Conesa (2007), Currie (2004), Dilworth and Kochhar (2007), Dixon, Marston, Thompson and Elder (2003), Eikebrokk and Olsen (2007), Fillis, Johansson and Wagner (2003), Fillis, Johansson and Wagner (2004), Hill and Scott (2004), Huang, Zhao and Chen (2007), Koh and Maguire (2004), Lal (2005), Lesjak and Vehovar (2005), Levy and Powell (2005), Lin (2010), Lowson and Burgess (2003), Maguire, Koh and Magrys (2007), Matlay (2004), Pavic, Koh, Simpson and Padmore (2007), Schlenker and Crocker (2003), Servais, Madsen and Rasmussen (2006), Zheng, Caldwell, Harland, Powell, Woerndl and Xu (2004), Stone (2003), Taylor and Murphy (2004), Wagner, Fillis, and Johansson (2003), Hinson and Sorensen (2006), Ng (2005), Mendo and Fitzgerald (2005), Ramsey and McCole (2005), Fillis, et al (2004).
<b>Internet Marketing</b>	Bland (2007), Boisvert and Caron (2006), Boudreau and Watson (2006), Canavan, Henchion and O'Reilly (2007), Zafiropoulos, Vrana, and Paschaloudis (2006), Downie (2003), Elliott and Boshoff (2005), Hinson, Atuguba, Ofori and Fobih (2007), Jones (2004), Kula and Tatoglu (2003), Meadows-Klue (2003), Rahman (2004), Sands (2003), Schmidt and Pioch (2003), Simmons, Durkin, McGowan and Armstrong (2007), Thomas, Packham, Miller and Brooksbank (2004), Vidgen, Francis, Powell and Woerndl (2004), Warren (2004), McCole and Ramsey (2004), Martin and Matlay (2003), Taylor, M. & England, D. (2006), Eid, R. (2005), Lagrosen, S. (2005), Lympelopoulos, C. and Chaniotakis, I. (2005), Ryan, G. & Valverde, M. (2005), Wong, Y., Chan, R. & Leung, T. (2005), Eid, R. and Trueman, M. (2004).
<b>Electronic Marketing</b>	El-Gohary (2010), El-Gohary et al (2008), El-Gohary et al (2009), Gilmore, Gallagher and Henry (2007), Krishnamurthy and Singh (2005), White and Daniel (2004), Leverin and Liljander (2006), Rohm, Kashyap, Brashear and Milne (2004), Salcedo, Henry, and Rubio (2003), Stockdale and Standing (2004), Truong and Jitpaiboon (2010), Bui, et al (2006), Chaston and Mangles (2003), Sheth and Sharma (2005), Sandeep and Singh (2005), Harridge-March, S. (2004).

## **6. Conclusion**

### **6.1 The literature**

This study presented a comprehensive review of literature in the field of E-Marketing in the period from 2003 to June 2010 as well as systematic classification for this review. By reviewing the literature of E-Marketing; in one hand, it is noticed that the number of studies conducted by researchers and practitioners in the field of E-Marketing from 2003 to 2010 is relatively limited. This can be justified by the relative novelty of E-Marketing. This provides an indication that E-Marketing is relatively new for academics and practitioners and also provides reasonable expectations about the increase in number of studies related to E-Marketing in the near future. The total number of studies was 365 studies, 73 % of it was empirical and 27 % of the total number of articles was not.

It is also noticed that the research activity output in E-Marketing had decreased significantly between 2003 and 2008 within the literature period. Although the published articles had covered the following research areas: E-business, E-marketplace, Electronic Commerce, Electronic platforms, ICT adoption, Internet marketing, On-line trust, B2B, Performance evaluation, The Web, Electronic marketing, E-mail Making, E-readiness, E-relationships, E-security, E-service, E-supply chain management, Internet adaptation, Mobile marketing and some other research. Electronic Commerce was the major research area covered by the researchers in the field followed by Electronic Business and Internet marketing. Most of the empirical studies had been conducted in: the USA, Australia, New Zealand and the UK which was the biggest in number of studies conduct in the literature period.

By analysing the articles conducted in the UK market it was noticed that these articles had covered the following research areas: E-business, Electronic Commerce, Electronic marketing, Internet marketing, the web, ICT adoption, Business performance and some other research areas. On the other hand, most of the articles in the literature were published in the Journal of Small Business and Enterprise Development (27 articles) with a percentage of 7.4 % of the total number of studies conducted in the period of the literature. The next six top journals were: Internet research, Journal of Internet Marketing and Advertising, Journal of Electronic Commerce Research, Journal of Internet Marketing, Journal of Interactive Marketing and Journal of Business-to-Business Marketing.

Based on the literature there are clear research gaps in the field of E-Marketing especially in the areas of E-Marketing performance as well as E-Marketing adoption in Small Business enterprises (SBEs). To fill such gaps and extend previous studies there is a need for conducting more research to investigate the relationship between implementing E-Marketing and SBEs performance.

### **6.2 The methodologies and methods**

By reviewing the literature, it is noticed that E-Marketing studies had utilized a combination of both qualitative and quantitative approaches. On the other hand, from the author's point of view, generally there is no optimal research methodology or method. Because each methodology or method have some drawbacks or limitations, but a researcher must employ the most appropriate research methodology and method to his research. From this respect, the author highly recommends depending on a triangulation approach in conducting future researches in the field of E-Marketing. Researchers might employ: data, method and methodological triangulation or only one of them. In which quantitative and qualitative data might be collected depending on a combined research strategy like: survey and case study strategies through suitable research methods like: questionnaires and/or interviews to address different levels of such future studies. A quantitative strategy (i.e. survey strategy) will allow the answer of the 'WHAT' question of any research, such as: what is the relationship between the research variables. On the other hand, a qualitative strategy (i.e. case study strategy) will provide in-depth information and answers both the 'HOW' and 'WHY' questions (for example: why the relationship between the research variables is taking one direction instead of another direction).

### 6.2.1 Why triangulation?

The logic of triangulation is based on the premise that: “no single method ever adequately solves the problem” (Denzin, 1978: 28) and using only one method is more vulnerable to error linked to that particular method (Patton, 1990: 188); for that the use of different methods in studying the same phenomenon should lead to a greater validity and reliability than a single methodological approach, because any bias inherent in a particular method would be neutralised when in conjunction with other method(s).

Besides that, each technique has its advantages and disadvantages, strengths and weaknesses, for that combining methods will be helpful and useful to benefit from the advantages and strengths, avoid the disadvantages and get over the weaknesses.

Based on that, although triangulation entails a commitment to greater amounts of effort, time and money, it has the advantage of removing the bias that is often associated with the use of a single technique. For that it is highly recommended for future researches on the field of E-Marketing to depend on triangulation approach to increase: the validity and credibility of the research conclusions, the confident levels in the related findings and the ability of generalization. Moreover, a triangulation approach will help in answering future researches questions and meeting objectives of such researches both effectively and professionally.

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