

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

DEPARTMENT OF MARKETING

KNUST

**CRITICAL EXAMINATION OF THE EFFECT OF E-MARKETING ON THE
PERFORMANCE OF SHIPPING INDUSTRIES (A CASE STUDY OF MSC. GH. LTD)**

BY

ISAAC ASANTE ANIAGYEI

**A THESIS SUBMITTED TO THE INSTITUTE OF DISTANCE
LEARNING, KWAME NKRUMAH UNIVERSITY OF SCIENCE AND
TECNOLOGY, IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE IN MARKETING**

NOVEMBER, 2023

DECLARATION

I hereby declare that this dissertation is my own work towards obtaining a Master of Science in Industrial Finance and Investment and that, to the best of my knowledge, it contains no material previously published by another person nor material which has been accepted for the award of any other degree of the University, except where due acknowledgement has been made in the text.

(NAME AND INDEX NUMBER)

Signature

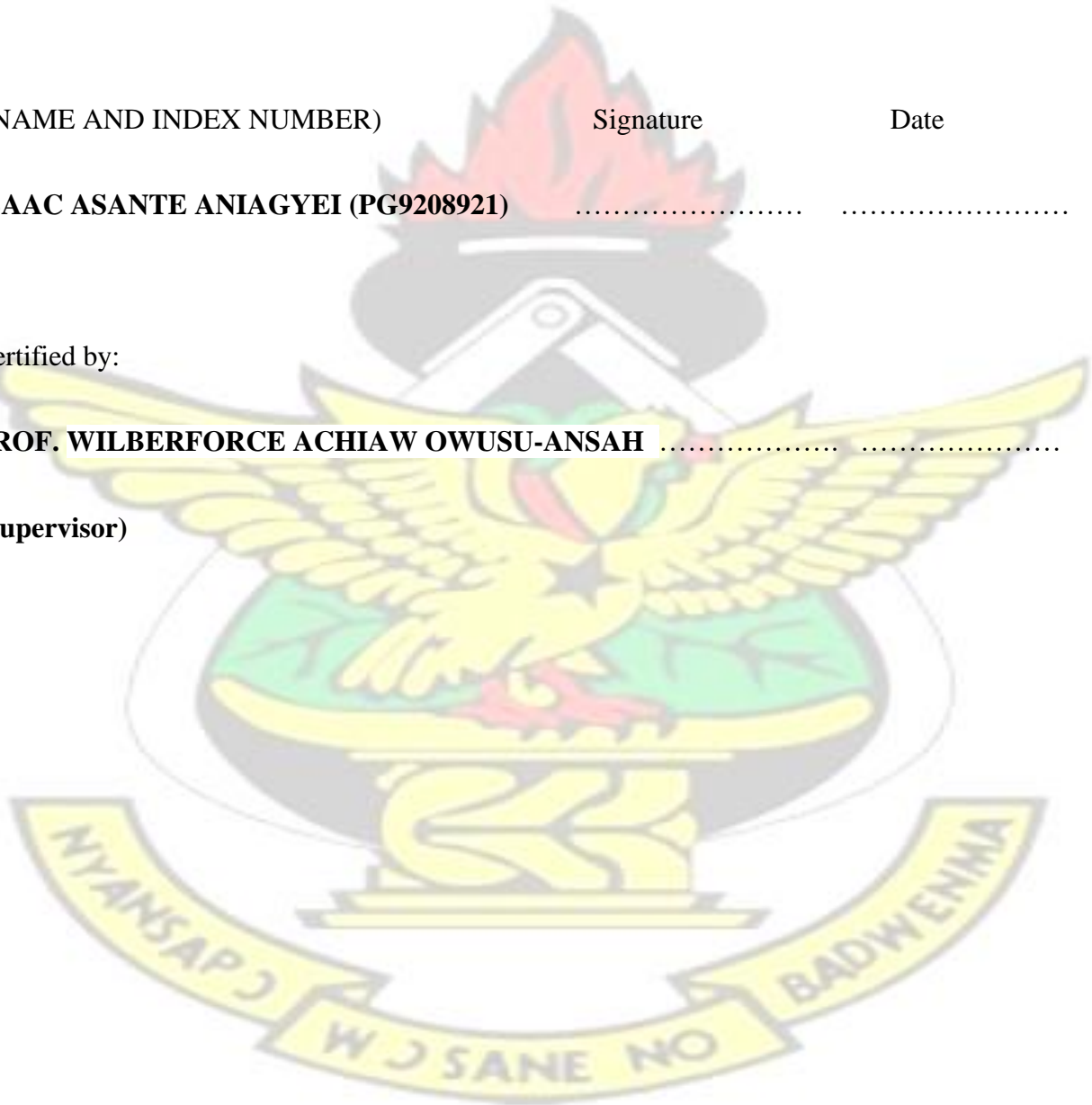
Date

ISAAC ASANTE ANIAGYEI (PG9208921)

Certified by:

PROF. WILBERFORCE ACHIAW OWUSU-ANSAH

(Supervisor)



ACKNOWLEDGEMENT

I extend my thanks to the Almighty God for the resilience and intellectual aptitude bestowed upon me during my educational journey. My heartfelt appreciation goes to Prof. Wilberforce Achiaw Owusu-Ansah, my supervisor, who meticulously reviewed my entire research, offered guidance, and contributed significantly to its successful refinement. I am also indebted to my wife and children, whose unwavering dedication and motivation accompanied me throughout my academic pursuit. Additionally, I would like to acknowledge my peers and the faculty members for their uplifting words and unwavering support throughout the entirety of my educational endeavour. To all of these individuals, I extend my profound gratitude.



ABSTRACT

The study sought to examine the effect of e-marketing on the performance of shipping industries (a case study of MSC. GH. Ltd). The study employed descriptive analysis using frequency tables and charts to demonstrate the data collected. Also, regression analysis was carried out to establish the relationship between the adoption of electronic marketing tools by MSC and the perceived performance of the MSC company. The study discovered that the adoption of electronic marketing tools can have a significant positive impact on the overall performance of MSC Ghana Ltd. It was recommended that MSC Ghana Ltd should invest more time and resources in analyzing the outcomes of its marketing efforts to identify areas of improvement and refine marketing strategies for better results. Additionally, to fully capitalize on the potential of electronic marketing, the study recommended that MSC Ghana Ltd should invest in training and skill development programmes for its marketing team. This will ensure that the team possesses the necessary expertise to effectively use electronic marketing tools and platforms.



TABLE OF CONTENTS

DECLARATION	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	x
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background to the study	1
1.2 Statement of the problem	3
1.3 Objectives of the study.....	4
1.3.1 Main Objective.....	4
1.3.2 Specific Objectives	4
1.4 Research questions.....	5
1.5 Justification of the study	5
1.6 Scope of the study.....	6
1.7 Organization of the study.....	7
CHAPTER TWO	8
LITERATURE REVIEW	8
2.0 Introduction.....	8
2.1 Theoretical literature.....	8
2.1.1 Electronic marketing.....	9
2.1.2 Tools for electronic marketing	10
2.1.2.1 Email marketing.....	10

2.1.2.2 Social media marketing.....	11
2.1.2.3 Display Marketing	14
2.1.3 Advantages of Using Digital Marketing	17
2.1.3.1 Cost-effective.....	17
2.1.3.2 Boost brand awareness.....	18
2.1.3.3 facilitates performance tracking.....	18
2.1.3.4 High conversion rate	18
2.1.3.5 Digital presence	19
2.1.3.6 Paid advertising.....	19
2.1.4 Cons and Advantages of Digital Marketing.....	20
2.1.4.1 Internet Marketing Advantages.....	20
2.2 The benefits of e-marketing to the shipping industry	21
2.3 Organizational Performance	22
2.3.1 Profitability	23
2.3.2 Market Share.....	23
2.3.3 Revenue Growth	24
2.3.4 Innovation	24
2.3.5 Sales.....	25
2.4 Empirical literature	26
2.5 Conceptual framework.....	27
CHAPTER THREE.....	28
METHODOLOGY	28
3.0 Introduction.....	28
3.1 Research design	28
3.2 Population	28
3.3 Sample Size and Sampling technique	28

3.4 Data collection instrument	29
3.5 Data collection procedure	29
3.6 Data analysis	30
CHAPTER FOUR	31
RESULTS AND DISCUSSION.....	31
4.0 Introduction.....	31
4.1 Demographic information	31
4.2 To explore the types of electronic marketing tools used by MSC in finding prospects.....	34
4.3 To investigate the effect of electronic marketing tools on the performance of MSC	42
4.4 To examine the prospects and challenges of the adoption of electronic marketing by MSC Ghana ltd.	47
4.5 Regression analysis	53
4.6 Discussion.....	57
CHAPTER FIVE.....	63
SUMMARY, CONCLUSION AND RECOMMENDATIONS	63
5.0 Introduction.....	63
5.1 Summary	63
5.1.1 To explore the types of electronic marketing tools used by MSC in finding prospects.....	63
5.1.2 To investigate the effect of electronic marketing tools on the performance of msc.	64
5.1.3 To examine the prospects and challenges of the adoption of electronic marketing by MSC Ghana ltd	65
5.2 Conclusion	65
5.3 Recommendation	66
REFERENCES.....	68
QUESTIONNAIRE	76

LIST OF TABLES

Table 4. 1 Gender of respondent.....	31
Table 4. 2 Age of respondent.....	32
Table 4. 3: Educational Level of respondent	32
Table 4. 4: Work experience of respondents	33
Table 4. 5: The use of electronic marketing tools has positively impacted the sales performance of MSC. Gh. Ltd.....	42
Table 4. 6: The use of electronic marketing tools has positively impacted the profitability of MSC. Gh. Ltd.	43
Table 4. 7: Electronic marketing tools have contributed to an increase in the market share of MSC. Gh. Ltd.	43
Table 4. 8: The implementation of electronic marketing has led to significant revenue growth for MSC. Gh. Ltd.....	44
Table 4. 9: Electronic marketing tools have fostered innovation within MSC. Gh. Ltd	45
Table 4. 10: The adoption of electronic marketing tools has provided MSC with a competitive advantage over other shipping industries.....	45
Table 4. 11: Adopting electronic marketing provides MSC Ghana Ltd with the benefits of saving cost as against traditional marketing	46
Table 4. 12: The customers of MSC are always satisfied through the efforts of electronic marketing tools usage.....	47
Table 4. 13: Electronic marketing provides a competitive advantage for MSC Ghana Ltd in the shipping industry.....	48
Table 4. 14: The implementation of electronic marketing strategies can lead to increased customer engagement and satisfaction for MSC Ghana Ltd.	48
Table 4. 15: Electronic marketing enables MSC Ghana Ltd to reach a wider audience and expand its market reach	49
Table 4. 16: The adoption of electronic marketing can enhance the overall performance of MSC Ghana Ltd.....	50
Table 4. 17: Concerns about data privacy and security pose challenges to the adoption of electronic marketing by MSC Ghana Ltd.....	50

Table 4. 18: Resistance to change from employees pose challenges for effective implementation of electronic marketing at MSC Ghana Ltd..... 51

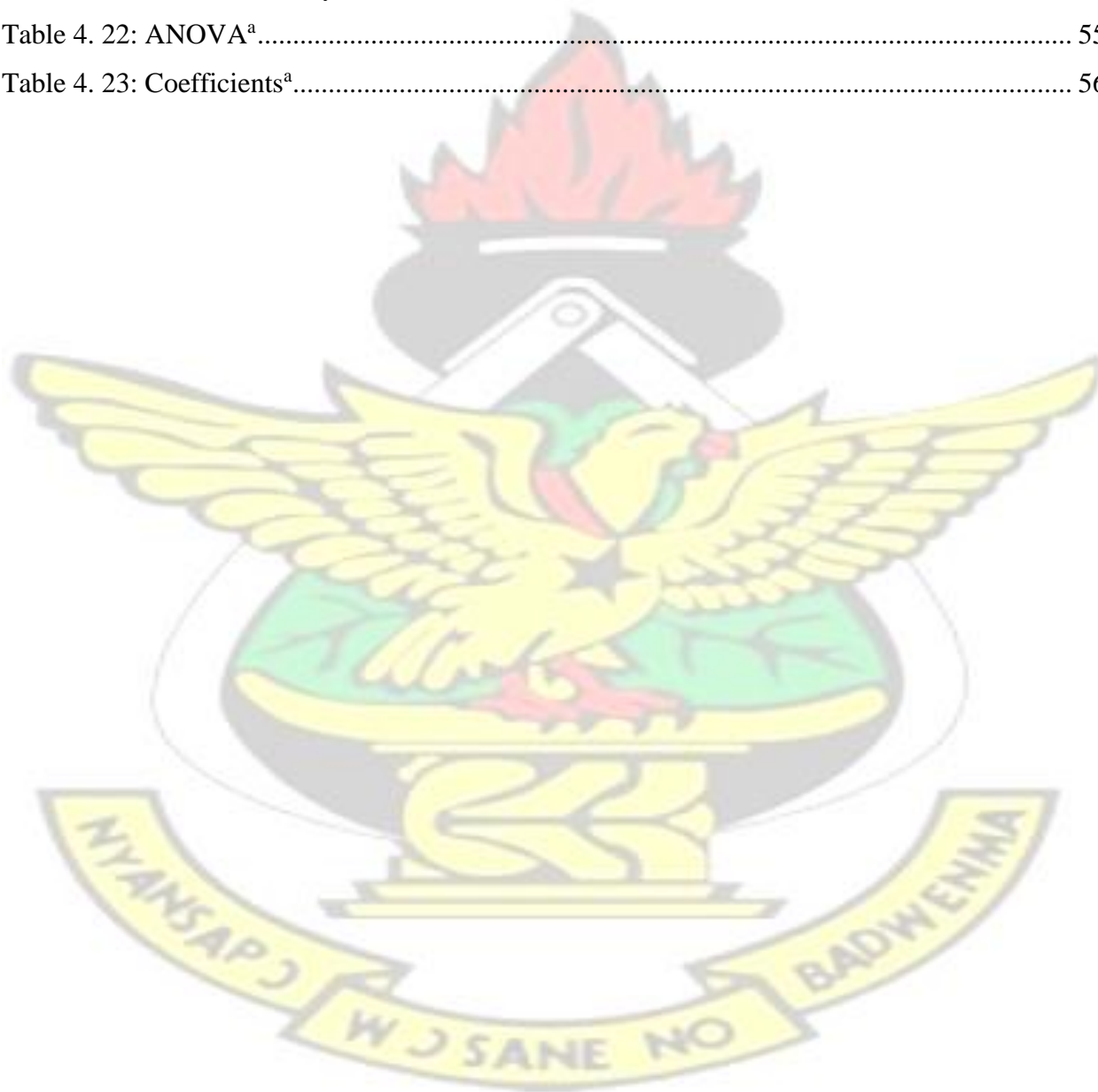
Table 4. 19: The adoption of electronic marketing requires significant financial investment for MSC Ghana Ltd..... 52

Table 4. 20: Electronic marketing requires continuous monitoring and evaluation to assess its effectiveness for MSC Ghana Ltd which make it tedious..... 53

Table 4. 21: Model Summary 54

Table 4. 22: ANOVA^a..... 55

Table 4. 23: Coefficients^a..... 56



LIST OF FIGURES

Figure 2. 1: Conceptual framework	27
Figure 4. 1: I am familiar with the concept of e-marketing and its potential impact on the performance of shipping industries.....	34
Figure 4. 2: It is important for MSC to adopt e-marketing strategies to enhance its performance in the shipping industry.....	35
Figure 4. 3 MSC uses email marketing campaigns to reach potential prospects.....	36
Figure 4. 4.4: MSC uses mobile marketing strategies (e.g., mobile apps, SMS campaigns) in reaching prospects on-the-go.....	37
Figure 4. 5: Content marketing (e.g., blogs, articles, videos) has helped MSC in educating and engaging potential prospects.....	38
Figure 4. 6: MSC depends on effective online advertising (e.g., display ads, sponsored content) to generate leads.....	39
Figure 4. 7 MSC uses search engine optimization (SEO) techniques to improve visibility and create brand awareness of MSC. GH.	40
Figure 4. 8: Social media platforms (e.g., Facebook, Twitter, LinkedIn) are effective in finding prospects for MSC.	41

CHAPTER ONE

INTRODUCTION

1.1 Background to the study

In today's business environment, greater competition, paired with ongoing evolution of the business environment, has given service providers reason to focus on offering quality service in order to satisfy customers and build customer loyalty. Quality, according to Wilson et al (2020), is defined as meeting consumer expectations. Strong marketing strategies and tools are needed to offer customers quality services (Wilson et al., 2020).

According to Kotler (2003), the ideal of marketing is to focus on identifying needs and satisfying them better than other competitors which is the most important aspect in achieving organizational goals. Since marketing is a client-driven concept, it is about providing the services that customers require, not about finding the perfect customer for your services or product (Kotler, 2003).

Marketing involves the process of promoting, advertising and branding a product or service to reach a target audience or customers. As noted by Kotler, (2003), fundamentally, marketing serves as a link between products or services of a company to customers who need the products or services. Profitability is ensured when products or services are linked to customers appropriately.

Marketing not only plays an essential role in the period of globalization, competition, and rising technology, but its scale and boundaries have also expanded significantly over the previous decade. Customers are considerably more aware and demanding as a result of the growing number of options available to them (Kotler, 2003).

As stated by Oz (2019), electronic marketing refers to a form of promotion in which a business employs electronic devices or the internet to execute all its marketing endeavors. The terms

internet marketing, online marketing, e-marketing, digital marketing, and web marketing are all used interchangeably to characterize this category of marketing. Electronic marketing tactics that work assist businesses reach clients who are picky about their purchases. E-marketing allows organizations to successfully engage their target audience, according to Oz, (2019). It can also help them connect with customers who make purchasing decisions based on company principles and brand image.

Shipping is the process of transporting commodities by sea utilizing a ship from one international or local site to another, according to Twin (2021). Most individuals like this method of transporting products or objects since it allows them to move large stuff.

The same reasons that drive digital marketing for other marketing institutions affect the shipping sector (Tettey, 2017). The principles outlined by Tettey (2017) encompass various aspects, including the swift exchange of information, establishment of brand recognition, creation and distribution of press materials, advancement of direct sales, formulation of products or services, convenient communication of intended services, and notably, improved customer service.

Tettey, (2017) mentioned that Developing brand visibility and customer allegiance has demonstrated its effectiveness in creating enduring collaborations and effective sales strategies within this context. Navigating the realms of shipping, brand establishment, and securing a foothold in the industry will not only adhere to the principle of long-term stability but also empower businesses to flourish in the contemporary era of digital marketing (Tettey, 2017).

The performance of businesses is measured by certain factors or indicators. In line with Strauss and Frost's (2014) findings, key performance indicators (KPIs) refer to precise metrics intended to

assess the efficacy and productivity of a company's activities, encompassing both digital and physical realms. According to Molenaar (2012), these factors can be identified by a business's profitability, customer retention, or processes.

A study by Chakravarthy and colleagues in 2022 has established a connection between electronic marketing and a company's overall performance. Chakravarthy et al. (2022) have examined the impact of implementing digital marketing, utilizing electronic marketing channels, and incorporating social media as a novel strategic marketing tool on business performance. Wang and Kim (2017) have similarly demonstrated that e-commerce contributes to enhancing a business's strategic performance through the facilitation of market expansion and the creation of new developmental opportunities. This is evidenced by the increased sales attributed to the convenience of online product purchasing and payment (Wang and Kim, 2017).

1.2 Statement of the problem

Mediterranean Shipping Company Limited (MSC GH Ltd) is one of the shipping companies in Ghana which has customer base globally (MSC, 2022). Since 2007, the Mediterranean Shipping Company Gh. Ltd. has been providing its clients with cargo shipping in and out of Ghana. At present, the company runs five specialized services that link 200 worldwide lines and transport over 200,000 twenty-foot equivalent unit (TEU) annually (MSC, 2022). In 2019, the Ghana Shippers Authority bestowed upon MSC GH Ltd. the title of Export Liner of the Year. In 2021, the Ghana Cocoa Shipping Line of the Year title was bestowed upon the company (MSC, 2022).

Since it first began conducting business in Ghana, MSC GH Ltd.'s annual reports show that the company's client base and the number of TEU it ships have both been gradually expanding year

after year. For example, during the years 2019, 2020, and 2021, the total number of TEUs shipped increased from 14,952 to 23,656 and then to 23,756. (MSC, 2021).

The researcher's curiosity is piqued by the consistent development that MSC GH has been making, and wants to know what factors could have contributed to this improvement. The researcher has come to the conclusion that, out of the myriad of factors that might have contributed to the consistent improvement in MSC Ltd.'s performance, the implementation of e-marketing by MSC might be the most important factor in this company's success in maintaining their steady improvement.

Consequently, the aim of this research is to examine how e-marketing has influenced the performance of the shipping sector, with a focus on MSC as a representative case study.

1.3 Objectives of the study

1.3.1 Main Objective

The main objective of this research was critical examination of the effect of e-marketing on the performance of shipping industries (a case study of MSC. Gh. Ltd)

1.3.2 Specific Objectives

To help achieve the main objective, the research dwelt othe following specific objectives:

- i. To explore the types of electronic marketing tools used by MSC in finding prospects.
- ii. To investigate the effect of electronic marketing tools on the performance of MSC.
- iii. To examine the prospects and challenges of the adoption of electronic marketing by MSC Ghana Ltd.

1.4 Research questions

- i. What are the various types of electronic marketing tools used by MSC Ghana Ltd in finding prospects.
- ii. What is the effect of the electronic marketing tools on the performance of MSC Ghana Ltd.
- iii. What are the prospects and challenges of the adoption of electronic marketing by MSC Ghana Ltd.

1.5 Justification of the study

This research carries substantial significance for both the broader shipping industry and, more specifically, MSC GH. Ltd., with the potential to offer valuable insights into the domain of efficient electronic marketing.

For MSC GH. Ltd., the findings from this study have the potential to be transformational. Effective electronic marketing strategies have become increasingly vital in the contemporary business landscape, and the results of this research will serve as a critical resource for MSC GH. Ltd.'s management. By illuminating the importance of embracing such strategies, this study can help them appreciate the imperative of integrating effective electronic marketing practices into their operations. These strategies are not merely advantageous but pivotal for MSC GH. Ltd. as they facilitate the establishment of meaningful connections with their target audience. Moreover, they aid in the nurturing of enduring customer relationships, a crucial element in securing long-term business success. The insights gained from this research can guide MSC GH. Ltd. in formulating and implementing electronic marketing strategies that resonate with their audience, drive engagement, and enhance customer loyalty.

Beyond its immediate practical applications, this study's relevance extends to a broader audience of researchers and scholars. Prospective researchers interested in delving deeper into the subject of electronic marketing within the shipping industry will find this research as a valuable contribution to the academic body of work in this domain. It serves as a foundational piece that adds depth and richness to the existing literature, paving the way for further exploration and analysis in the realm of effective electronic marketing strategies within the shipping industry. This research serves as a stepping stone for those who seek to advance the knowledge and understanding of how electronic marketing can be harnessed to create a competitive advantage and foster success in the shipping sector.

In summary, this research offers not only practical advantages for MSC GH. Ltd. in their pursuit of effective electronic marketing but also contributes to the academic community by expanding the knowledge base and providing a solid foundation for future research in this field. It is poised to make a meaningful impact both in the corporate world and in the academic sphere, contributing to the continued growth and evolution of electronic marketing practices within the shipping industry.

1.6 Scope of the study

The research study centers on conducting a rigorous and comprehensive analysis of the effectiveness of electronic marketing strategies within the shipping industry, with a particular focus on MSC Gh Ltd, a prominent company operating within this sector. The study serves to investigate and evaluate the impact and outcomes of electronic marketing initiatives adopted by MSC Gh Ltd, ultimately seeking to provide valuable insights and recommendations for enhancing their marketing strategies in the digital realm. This examination will take place in the city of Tema, situated in the Greater Accra Region of Ghana. Tema is a pivotal location within Ghana, renowned

for its significant maritime activities, making it an ideal backdrop for this research. The decision to select Tema as the study area is strategic, considering the substantial maritime and shipping operations that are integral to the region's economic landscape. By concentrating on the marketing practices of MSC Gh Ltd in Tema, the study intends to generate valuable insights into how electronic marketing strategies are being employed within the shipping industry. These insights will not only offer a detailed understanding of the current electronic marketing approaches but will also provide the groundwork for identifying areas of potential improvement.

1.7 Organization of the study

This research is structured into five chapters, following the outlined sequence: Chapter 1 introduces the topic, Chapter 2 reviews previous literature to highlight contributions to knowledge, Chapter 3 outlines the methodology, Chapter 4 is devoted to analyzing and interpreting the gathered data, and Chapter 5 provides a summary of research outcomes, conclusions, and recommended actions.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This section delves into relevant literature that aligns with the main goal of the study. It establishes the theoretical groundwork on which the research is constructed. To gain deeper insights into the impact of e-marketing on shipping industry performance, this chapter also presents a diverse range of academic conversations and sources related to e-marketing's influence on organizational performance. These sources encompass books, journals, and online resources.

2.1 Theoretical literature

This study is backed by Technology Acceptance Model (TAM) theory which was propounded by Davis (1989). TAM is a well-known and significant theoretical framework used to comprehend and forecast how consumers will accept and embrace new technologies, systems, or digital tools is the Technology Acceptance Model (TAM). TAM is predicated on the idea that a user's attitudes and perceptions are crucial in determining whether or not they would really use a technology (Davis, 1989). Two main components make up TAM which are Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) (Davis, 1989). Perceived Ease of Use (PEOU) has to do with user's perception of how simple it is to use a certain technology or system which includes elements like user-friendliness, ease of use, and the amount of effort needed to interact with the technology. Perceived Usefulness (PU) relates to the user's belief that adopting the technology will improve their performance, productivity, or effectiveness in some way. It is about the perceived benefit or

utility of the technology (Davis, 1989). Therefore, this current study relies on the Perceived Usefulness (PU) of the TAM to guide the research.

2.1.1 Electronic marketing

In the business world today, increased competition and ongoing business environment evolution have given service providers a reason to concentrate on providing quality service in order to satisfy customers and foster customer loyalty (Wilson et al., 2020). In this modern era, technology has opened up the business world, resulting in fierce competition. As a results, most business have employed electronic marketing to reach and interact with their customers and to find prospects for their business (Wilson et al., 2020).

Electronic marketing is a modern-day marketing strategy that uses the Internet and other interactive technologies to engage customers in a relationship with the business (Shirazi, 2017). Person-to-person and corporate marketing strategies are used in this kind of marketing as it transitions to mass customization in response to customer demands. Various electronic marketing tools are employed to facilitate electronic marketing. These include email, social media, search engine optimizers (SEO) and pay-per-click (Al-Serhan, 2019).

Organizations can communicate with their customers in a number of ways due to electronic marketing (Redjeki and Affandi, 2021). Businesses can connect with their customers via the internet in a number of ways, with the ability to reach a global customer base being one of the most crucial (Nozari, Szmelter-Jarosz, and Ghahremani-Nahr, 2021). According to Redjeki and Affandi (2021), utilizing the internet and various information technology resources for conducting marketing endeavours is a shared characteristic in all interpretations of e-marketing. Consequently,

it encompasses electronic data exchange, managing customer relationships, marketing through intranets and extranets, mobile-based marketing, and email-based marketing (El-Gohary, 2010). E-marketing encompasses not just online marketing, but also extends to other utilities like electronic mail (Al-Serhan, 2019).

El-Gohary (2010) states that e-marketing involves executing marketing tasks and enriching customer benefits through electronic means like email marketing, telemarketing, managing customer relationships, internet marketing, intranet marketing, extranet marketing, mobile marketing, and electronic data interchange.

2.1.2 Tools for electronic marketing

2.1.2.1 Email marketing

Clark (2014) posited that email marketing is the practice of using email to build relationships with potential customers and clients. Clark (2014) mentioned that this field of marketing is a component of internet marketing, which encompasses a broader scope. Essentially, it belongs to the realm of direct marketing, differing only in that the communication is conducted online instead of through traditional postal methods.

Clark (2014) mentioned that using this tool, it is possible to target both specific people and groups. Offering customers exclusive deals and discounts on various products allows for a more personal level of interaction between the two parties. This marketing makes it easier to establish and maintain a relationship with customers, which can lead to more sales and loyal customers. Email marketing has two benefits: cost and simplicity. This is so because email marketing is a comparatively cheap form of advertising. Most types of small businesses and firms can use email marketing campaigns because of their low setup and tracking costs (Chaffey, 2013).

Important ways to inform various customers about various upcoming events or promotions include newsletters. They can also be used to remind customers of the kind of business a company is engaged in.

2.1.2.2 Social media marketing

Different people view social media in different ways (Sigala, Christou, & Gretzel, 2012). According to Sigala, Christou, & Gretzel, (2012) three essential notions within the realm of social media necessitate consideration: social aspects, media components, and networking elements. The social dimension centers on the digital-native population's social interactions. The availability of diverse information, encompassing ratings, evaluations, remarks, images, and shared narratives, is facilitated by the fairly open culture that promotes engagement, along with the principles of democracy, liberty, and unhindered user interaction (Sigala, Christou, & Gretzel, 2012).

Being a member of a social media network connects one to an infinite number of people, businesses, and other entities who can collaborate, share ideas, and conduct joint online research and activities. Facebook, Instagram, LinkedIn, WhatsApp and other similar applications are examples of social media. According to Sigala, Christou, & Gretzel, (2012) these initiatives empower social media users to engage and exchange their thoughts on these online platforms.

As per Lexicon's findings in 2013, individuals who have registered on different social media platforms have the ability to share and display their original written pieces, videos, and various other content. Illustrative examples of such platforms encompass Flickr, Pinterest, and YouTube. These social media networks streamline the process of promoting businesses due to their capacity for direct customer engagement and equitable content dissemination. Additional social media channels, such as LinkedIn, YouTube, Instagram, Google+, and numerous others, offer users the

opportunity to connect with potential clients seeking services, products, or other types of company-related information (Lexicon, 2013). Many of these channels are commonly utilized to apprise consumers of seasonal sales and exclusive discounts. Such platforms play a pivotal role in driving traffic to the company's primary website (Lexicon, 2013).

Social media can help a business understand what its customers are thinking. It is simpler for them to make decisions once they are aware of the preferences and dislikes of the customer as well as how they view various issues.

According to Lexicon (2013), social media's benefits for growing businesses include:

Social media campaign: Like the term implies, a social media campaign uses one or more social media platforms to further a company's goal through a carefully planned marketing strategy. The various campaigns that can be created are impacted by targeting and measurability, which distinguishes them from regular social media campaigns.

Facebook: According to Treadaway & Smith (2010), there are 1.2 billion daily active users on Facebook. Mark Zuckerberg popularized the concept of Facebook. Facebook possesses demographic information spanning various geographical areas, age brackets, and genders. This characteristic renders the platform pivotal for establishing personal and professional connections. The platform's universal user base has spurred the creation of Facebook ads, which hold paramount importance for marketers (Treadaway & Smith, 2010).

LinkedIn: LinkedIn serves as the preferred choice for individuals seeking to connect with industry experts and peers. Its environment is more formal and professional, setting it apart from other social media platforms that host a diverse range of interactions. Unlike these platforms, LinkedIn

exhibits a marked specificity in catering to a particular audience, focusing on industry-related content. For instance, it enables employees to connect directly with company CEOs, exemplifying its optimal usage (Gaitho, 2017).

Twitter: Of all the social media platforms, Twitter excels at providing instant connections. It enables users to instantly share updates. Everyone splits everything equally. Twitter is regarded as a hub for marketers attempting to go mobile. One of the most significant power tools for branding is Twitter. The majority of marketers today believe that Twitter is the best platform for customer engagement because it enables users to instantly respond to market or customer concerns and connect with them.

Instagram: Instagram is an online social media site where businesses can advertise their goods using the power of visual content. This is due to the fact that 65% of Instagram posts are typically made up of user-submitted personal photos and celebrity content. The most widely used platform for enhancing user-generated content and building relationships with customers is probably Instagram (Tuten & Solomon, 2013).

Snap Chat: With its self-constructing photos, Snap Chat is a popular app among the youth of today. Even though the app's fun filters are amusing, larger brands can benefit from its marketing potential. Users of Snapchat are looking for ways to market their small businesses through this platform by creating buzz around their goods (Tuten & Solomon, 2013).

Pinterest: It is a social bookmarking app, making it very distinctive and different from other apps. This social media platform is well-liked among businesses that serve consumers. This is due to its capability to offer users digital pin boards and tendency to present them with content that has an inspirational feel. Common topics include simple how-tos, everyday items, and fashion, beauty,

and food-related topics. The importance of visual content in maximizing traffic suggests that referral traffic accounts for 5% of sales. Visual content has an influence on e-commerce (Tuten & Solomon, 2013).

2.1.2.3 Display Marketing

Online advertising, according to Chaffey (2013), is the display of banner ads or any other video advertisements on other websites. This increases traffic to the website and creates a click-through path to the advertiser's website (Chaffey, 2013). Unlike conventional advertising that lacks interactivity, along with other static online promotional methods, display marketing has the capacity to be more engaging while causing less user inconvenience. This is due to the fact that a specific user may want to connect with the advertisement or may not.

If the online advertisement targets a particular geography, a particular market, and integrates it more contextually, its potential can be further increased. In addition to text and images, a good online advertisement should also have graphic elements. The individual users view this advertisement while browsing various websites that have either integrated it or used their advertisement. The user will be taken to the company's main advertisement after clicking on the clickable advertisement. Pages are also used for special advertisements and related products (Kasatria, 2014).

According to Surber (2016), initiating a display marketing campaign involves two key factors: the presence of an advertiser responsible for transmitting the promotional message, and a publisher tasked with providing essential assets like an ad server. The publisher's primary concern revolves around the selection of the website to showcase the advertisement, while the advertiser's main

focus is on crafting the promotional material. While utilizing display marketing, various advertising formats can be used.

Inbound marketing: In line with HubSpot's findings from 2015, inbound marketing involves supporting an entire website or a designated section of a webpage, creating a foundation for showcasing advertisements. This is a traditional form of online advertising. When the duration and the type of advertisement is taken into account, the sponsorship tends to be exclusive. The advertiser will use sponsorship to build their brand or to market a new product. If the advertisement is sponsored consistently rather than alternately, it will stick in the minds of viewers (Hubspot, 2015). An instance of inbound marketing includes a company blog and content marketing.

Most businesses utilize blogging as an instance of inbound marketing, even if they don't necessarily have to produce lengthy posts regarding their industry, especially if they operate in non-consumer sectors. Any unique content can be shared online and uploaded by users, presented as valuable information for potential clients. Crafting a remarkable blog with educational material for the intended audience increases the likelihood of garnering interest in your company. This, in turn, simplifies the process of promoting the business through various advertising methods (Hubspot, 2015). Content marketing and blogging are deemed to be three times more effective than traditional marketing in terms of generating sales leads (Hubspot, 2015). According to this statistic, creating content or blogging would result in three times as many sales as posting an advertisement on any traditional channel.

Pay-per-Click (PPC) advertising: Marrs (2014) is of the view that this form of marketing includes search engines like Google and is classified as contextual advertising. In return for getting a user to click on their ad, the advertiser compensates the publisher of the advertisement. These pay-per-click (PPC) ads are positioned either at the upper or lower section of the webpage. Google

oversees its PPC search ads through the Google Ads advertising platform. This enables the advertisers to set different budgets and place bids on various keywords. Any advertiser who wants to publish an advertisement on Google must have a Google Ad-words account.

Pay-per-click advertising is beneficial to everyone (Marrs, 2014). It proves beneficial for search users as studies indicate a higher engagement rate with paid search ads compared to other types of digital promotions. This implies that individuals don't mind ads if they align with their needs. Furthermore, since search engines are designed to locate relevant products and services, the search results, including ads, are often highly pertinent to the user's search intent. Additionally, Google has created an incredible formula to ensure that PPC advertisements satisfy the needs of the client (Marrs, 2014).

It is useful for advertisers - It is helpful for advertisers because they are given exceptional ways to get their message in front of people who are actively looking for their product. The quality of traffic that results from search engine clicks can be measured by advertisers because searchers reveal their expectations through their search query.

It is useful for search engines - It benefits search engines because PPC gives them the ability to serve both users and advertisers simultaneously. While the advertisers provide them with their revenue stream, the searchers maintain their clientele. The primary goal of the engines is to deliver valuable outcomes alongside a precisely focused advertising avenue that generates revenue, as stated in Portent's 2015 report. The distinctive benefit of PPC marketing lies in the fact that platforms like Google prioritize promotions of exceptional quality over those from mere high bidders, resulting in ads that resonate more effectively with users. Essentially, Google acknowledges and incentivizes superior performance.

Search engine optimization (SEO): This is a process of maximizing a website in order to rank higher on search engine results pages (Wordstream, 2015). Working with a set of common parameters that the search engine index has established is required. As a result, the search engine can display to users the appropriate product for sale. This is also very important for acquisition. This is so that the company can target the specific customers it wants to reach with its promotional campaign, which is ensured to appear in the search results. a clear and nicely constructed. The website is thought to be search engine optimized. This suggests that SEO is important for keeping customers because the two factors mentioned above guarantee a positive user experience (Wordstream, 2015).

The use of key words and phrases to maximize results is an important element of SEO. The keywords serve as tags that serve as a way to separate the content of one website from that of another. Such phrases can be used in a way that makes the search results more sophisticated and accurate. Although keyword repetition doesn't improve the website's design in any way. In comparison to traditional marketing, SEO is thought to be more affordable. This is due to the fact that managing social media websites is more economical and effective when it comes to promoting a business. The companies' online presence is made more visible by the affordable and simple social media marketing. Social media marketing does not require a sizable and well-planned budget, removing the financial barriers that prevent small businesses from competing with larger ones.

2.1.3 Advantages of Using Digital Marketing

2.1.3.1 Cost-effective

According to Russow (2003), digital marketing offers a cost-effective strategy to effectively engage a wide audience. Through small-scale investments, organizational marketing agency will assist in generating the money required by the company. They will have the capability to utilize various services such as email marketing, social media marketing, mobile marketing, and search engine optimization. This illustrates how businesses can reach a larger audience efficiently and cost-effectively, yielding additional benefits (Russow, 2003).

2.1.3.2 Boost brand awareness

Social networking sites such as Instagram, Twitter, Facebook, and LinkedIn hold significant promise for digital marketing and branding approaches. Their substantial user bases make them ideal for this purpose. These platforms offer businesses an opportunity to expand their follower counts and enhance their rate of converting users into customers.

2.1.3.3 facilitates performance tracking

According to Perry (2005), utilizing suitable digital marketing instruments can also aid in monitoring the efficiency of a campaign, facilitating the possibility of a comprehensive assessment. These tracking utilities hold substantial influence over the overall efficacy of the marketing firm. In instances where the organization's metrics exhibit inadequacy, there exists the opportunity to alter the marketing approach. The incorporation of digital marketing within organizations serves to realign the strategic emphasis, aiming to optimize the potency of the marketing amalgamation (Perry, 2005).

2.1.3.4 High conversion rate

Online educational marketing platforms see high conversion rates. Due to their personalized nature and user-friendly interface, certain types of digital marketing, such as SMS and email campaigns, achieve the most elevated rates of response. The educational institutions or schools can quickly and effectively reach their intended audience (Saulnier, 2017).

2.1.3.5 Digital presence

Any contemporary educational institution must have a strong online presence in their instructional strategies. In the present era, most individuals fulfill their daily information requirements through the internet. This highlights the importance of organizations and educational establishments establishing a digital presence. This presence ensures that parents and students searching for insights into their daily routines can discover and consider the services offered by these entities, as discussed by Buzzard (2011).

2.1.3.6 Paid advertising

Promoting an educational institution can be effectively achieved through two primary methods: search and display advertisements, as highlighted by Sigala, Christou, & Gretzel (2012). Kasatria (2014) further supports this notion, emphasizing that advertising campaigns play a crucial role in directing a significant portion of the online community to the institution's website, resulting in improved outcomes. Employing targeted keywords that accurately describe the online advertisement can significantly enhance the site's visibility and impressions, as demonstrated by Kasatria (2014). Overall, the process of an advertising campaign stands as the most efficient strategy for attracting online users and boosting site traffic.

2.1.4 Cons and Advantages of Digital Marketing

2.1.4.1 Internet Marketing Advantages

The promotion of various goods and services online is known as internet marketing or electronic marketing (Chakravarthy et al 2022). Customers receive pertinent information about the services and products through this process. Writing product reviews, using SEO, direct marketing, social media, and other methods are all part of the process to gain customers online. Internet marketing has both benefits and drawbacks because the information it offers may be true or a scam (Chakravarthy et al 2022). The following are some advantages of promoting businesses online:

Sheppard & Seidman, (2001) posited that promoting businesses online offers lower cost for products. According to Sheppard & Seidman (2001), the use of the internet is growing so quickly in this day and age that it has surpassed the advantages of traditional offline marketing. Through internet marketing, running a business and promoting it today takes less time, effort, and money. The majority of business promotion tactics are free. Instead of spending a lot of money to advertise a product through TV and newspapers, doing so online is significantly less expensive. This approach has led to a decrease in substantial advertising costs and has facilitated seller-customer connectivity, thanks to internet marketing. This advancement benefits both parties by saving time (Sheppard & Seidman, 2001). Online marketing generates higher profits compared to traditional marketing methods due to the absence of expenses related to publicity and advertising, often available at no cost. Furthermore, the correct implementation of strategies guides businesses to the right customers, thereby maximizing returns on their investments.

According to Chakravarthy et al 2022 promoting businesses help to get new clients all over the world. Chakravarthy et al 2022 argued that the biggest benefit of internet marketing is that it makes

it simple for both buyers and sellers to complete tasks. Customers can browse the official websites of the goods and services they want without leaving the area they are currently in.

Kasatria (2014) mentioned the use of genuine Technology as one of the advantages of internet marketing, which offers risk-free promotion of online businesses in a more sophisticated way. A primary worry for internet merchants revolves around ensuring emails reach recipients promptly. Email marketing aids in targeting suitable customers precisely when needed. In contrast, the conventional email delivery process could potentially take several days or even weeks to reach the desired person.

According to Edward & David (2001) promoting businesses online have the advantage of linking businesses to the expected customer base. The ability to reach desired customers is the main advantage that customers receive from digital marketing. Most official product and service websites commonly feature filters based on gender, interests, and location. These filters help direct the appropriate customers towards their desired products. This particular set of consumers constitutes those who truly have an interest in the product (Edward & David, 2001).

2.2 The benefits of e-marketing to the shipping industry

According to GlobalWebIndex, (2020), e-marketing plays a crucial role in the shipping industry by helping shipping companies to expand their customer base and increase brand visibility. By using online platforms, shipping companies can easily connect with potential customers and create brand awareness. Social media platforms, for example, can be used to showcase the company's services and promote its brand to a wide audience. According to a study by the Global Web Index, 54% of social media users use these platforms to research products or services they are interested in purchasing (GlobalWebIndex, 2020).

Lee & Kim (2018) posited that e-marketing allows shipping companies to provide better customer service and support. With the use of online platforms, customers can easily access shipping companies' websites to track their shipments, request quotes, and ask for assistance. According to Lee & Kim (2018), e-marketing also enables shipping companies to send timely notifications and updates, improving overall customer experience. This leads to increased customer satisfaction and loyalty, which can ultimately result in more repeat business and referrals.

Shahbaz (2018) mentioned that e-marketing can help shipping companies to optimize their operations and reduce costs. By employing data analytics, businesses have the opportunity to understand customer actions and inclinations better, which empowers them to enhance their decision-making with greater knowledge. This can lead to more efficient operations, reduced waste, and improved profitability (Shahbaz, 2018).

In brief, e-marketing has become an essential part of the shipping industry. It enables shipping companies to expand their customer base, provide better customer service, and optimize their operations. By embracing e-marketing, shipping companies can gain a competitive edge and stay ahead of the curve in a rapidly changing industry

2.3 Organizational Performance

As state by Hitt et al. (2017), organizational performance pertains to how well a company can efficiently and effectively accomplish its objectives and goals. It can be gauged through different performance indicators like financial measurements, customer satisfaction, employee engagement, and productivity. When an organization performs well, it can gain a competitive edge, generate more revenue, and improve profitability. Conversely, a low-performing organization can

experience a decrease in market share, profits, and brand reputation. Overall, the performance of an organization mirrors its ability to leverage its resources and abilities to provide value to its stakeholders (Iddris, and Ibrahim, 2015). The following are some performance indicators of an organization:

2.3.1 Profitability

Wang and Kim (2017) have stated that profitability is a crucial indicator of organizational performance as it showcases how efficient and effective an organization's operations are. To measure profitability, various ratios such as Gross Profit Margin, Operating Profit Margin, Net Profit Margin, Return on Assets (ROA), and Return on Equity (ROE) are utilized. Profitability is a reflection of an organization's capacity to generate revenue, manage resources effectively, and control costs. As a key performance metric, it reveals an organization's ability to generate profits and sustain its operations in the long run. Profitability is considered to be an essential measure that organizations use to evaluate their financial well-being, recognize areas for improvement, and make informed decisions concerning their future expansion and progress.

2.3.2 Market Share

The concept of market share pertains to the portion of a specific market that a company has control over. According to Taticchi et al (2010), having a higher market share suggests that a company is performing favorably in comparison to its competitors and satisfying the demands of its customers. Market share can be utilized in multiple ways to gauge a company's performance. Firstly, it serves as an indicator of the company's competitiveness in the market. A greater market share implies that the company is surpassing its competitors in attracting and retaining customers, which can significantly impact its financial performance. Secondly, market share analysis can help a

company identify opportunities for growth. By examining its market share data, a company can pinpoint areas where it is excelling and areas that require improvement. This can enable the company to concentrate its resources and efforts on areas where it has the potential to increase its market share and expand its business (Taticchi et al., 2010).

2.3.3 Revenue Growth

An organization's success in the market can be determined by its revenue growth over time (Wisdom, 2015). Higher revenue growth usually implies that the company is making headway in the market, either by gaining market share, boosting sales, or introducing successful new products. Revenue growth is a vital metric for assessing an organization's performance because it shows the increase or decrease in its revenue over time. Typically expressed as a percentage, revenue growth is computed by comparing a company's revenue in one period with its revenue in a previous period. Organizations strive to achieve revenue growth in order to increase profits, expand market share, and demonstrate financial strength to investors and stakeholders. Additionally, revenue growth can be a sign of how effective a company's sales and marketing strategies are, as well as its capacity to develop and launch new products or services (Wisdom, 2015). For instance, Lekhanya & Cassim (2016) explored the opportunities and challenges of e-marketing for small businesses. Lekhanya & Cassim (2016) highlighted the potential of e-marketing to drive business growth and increase revenue through improved customer reach, targeting, and engagement

2.3.4 Innovation

Assessing a company's market performance can be achieved by innovation, which has the potential to boost revenue growth and market share (Wang and Kim, 2017). Introducing innovative products, services, or processes can attract and retain customers and provide a competitive edge in the market. Additionally, innovation can lead to improved efficiency, reduced costs, and increased

profits. Several different measures can be employed to assess how innovation influences market outcomes. One of these is revenue growth, where companies that frequently innovate tend to experience a positive effect on their revenue growth in the long run. Another important metric is market share, as companies that innovate regularly can gain a larger market share in comparison to their competitors (Wang and Kim, 2017). For example, Koksalan & Uysal (2018) studied the effects of digital marketing innovation on firm performance, with a particular emphasis on the mediating role of digital marketing capabilities. The results suggest that firms that adopt innovative digital marketing strategies, such as mobile marketing, social media marketing, and personalized advertising, are more likely to develop digital marketing capabilities, leading to improved business performance.

2.3.5 Sales

According to Wisdom (2015), sales is a crucial factor in measuring the performance of a business. To assess the effectiveness of a company's sales strategies and tactics, and to determine the revenue generated by its products or services, sales metrics are utilized as key performance indicators (KPIs). Some of the commonly used sales metrics to evaluate the organizational performance are Revenue, Sales Growth, Customer Acquisition Cost (CAC), Customer Lifetime Value (CLV), and Sales Conversion Rate. By monitoring and analyzing these and other sales metrics, companies can obtain useful insights into their performance, and make informed decisions based on data to enhance their overall efficiency and profitability (Wisdom, 2015). Kuo et al (2009) explored the relationship between e-marketing factors such as service quality, perceived value, customer satisfaction, and post-purchase intention in the context of mobile value-added services. The findings suggest that e-marketing factors significantly influence sales outcomes and post-purchase behaviours

2.4 Empirical literature

A study by Shahbaz (2018) focused on investigating the role of Digital Marketing within Norway's maritime sector. This was achieved through a quantitative research approach, involving participants from the maritime industry in Norway. By utilizing a survey questionnaire as the primary data collection method, Shahbaz gathered responses from 120 participants. The collected data underwent frequency analysis and descriptive examination for research analysis. The study's findings indicated that a majority of shipping companies lacked established digital marketing plans and did not utilize social media. The main hurdles identified for digital marketing adoption were a lack of familiarity with the tools and strategies, requiring technical expertise. Traditional marketing avenues like word-of-mouth, TV commercials, and print media remained primary methods due to the perceived challenges of digital marketing. Wisdom's 2015 research delved into the influence of e-marketing on business performance, particularly focusing on the Midlands Meander Association members. Employing a mixed-method approach, Wisdom employed online surveys, telephone interviews, and the study of publicly available documents. The findings showcased diverse utilization of e-marketing practices among MMA members, with many not fully maximizing its potential. Enhancing social media presence, search engine optimization, and interlinking with other websites emerged as avenues for unlocking benefits. The study revealed a moderately positive perception of e-marketing among over half of the MMA members, with age potentially impacting these viewpoints. In a more recent study by Bader et al. (2022), the impact of e-marketing on marketing performance in Jordan was explored, specifically in terms of client loyalty and satisfaction. The researchers employed a convenient sampling technique to collect data, utilizing a self-report questionnaire as the main research tool. The study involved 217 participants who used e-marketing. Notably, the findings indicated that e-marketing had a

significant positive effect on both customer satisfaction and loyalty. The study's unique contribution lies in its focus on measuring marketing performance through customer outcomes, such as satisfaction and loyalty, rather than solely assessing the e-marketing process or its tools like search engines.

2.5 Conceptual framework

The conceptual underpinnings of this study are based on the fact that implementing e-marketing in the twenty-first century improves organizational performance. Organizational performance can be achieved through e-marketing by selecting suitable electronic tools and identifying the prospects and challenges associated with e-marketing. Selecting suitable e-marketing tools enables the company to make efficient and effective use of the tool to research target customers.

By identifying the prospects and challenges of e-marketing, the management of an organization is able to strategize the use of electronic media by employing the best tool for their company.

Figure 2. 1: Conceptual framework



Source: Authors own construct, 2023.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This section presents a summary of the methods employed in crafting the research. It dissects the chosen approach into its distinct elements, encompassing aspects such as the research's structure, intended participants, sample and how it was chosen, procedures for obtaining samples, tools used for data collection, and the methods employed for analyzing the data.

3.1 Research design

The study utilized the quantitative method, which is known for producing impartial data that can be presented logically through numerical data and charts, making it ideal for highlighting significant findings (Bhasin, 2020). Additionally, the descriptive research design was employed as it is easy to comprehend and explain (Creswell, 2014).

3.2 Population

The study's population was made up of mainly the staff of MSC Ghana Ltd. Estimation from MSC Ghana Ltd indicates that the total number of employees at MSC Ghana Ltd was one hundred and five (105).

3.3 Sample Size and Sampling technique

From the employee pool of MSC Ltd, a group of 45 participants was chosen. This sample size was settled on because the response rate was low. However, this particular sample size was deemed sufficient to provide the necessary data for the study and it was believed to produce the expected

outcome. The method employed for selecting the staff respondents from MSC Ghana Ltd was purposive sampling, as outlined by Bryman (2016) which is based on the judgement of the researcher. The staff of MSC Ghana Ltd were sampled purposively because this guaranteed relevant data relating to the subject is gotten for the study.

3.4 Data collection instrument

A questionnaire was employed to gather data for this research. The tool was specifically crafted to aid in acquiring the necessary data for the study. The questionnaire was chosen due to its capacity to allow participants to engage at their preferred speed and convenience. Additionally, the utilization of surveys was motivated by their ability to ensure a high level of confidentiality for respondents, thereby encouraging candid and sincere answers.

3.5 Data collection procedure

The study's goals were achieved using data directly sourced from participants. The main information was gathered by distributing questionnaires to employees of MSC Ghana Ltd. A total of 45 employees from MSC Ghana Ltd. were surveyed for this study. The questionnaire consisted of four parts (A, B, C, and D) with a total of 28 questions. Part A focused on gathering demographic information, while Parts B, C, and D were tailored to gather data essential for fulfilling the research objectives. Each of sections B, C and D has eight items each. The questionnaire was employed to explore participants responses by physically distributing and collecting the questionnaire once it was completed.

3.6 Data analysis

Quantitative research analysis was employed along with the statistical tool SPSS to examine the data derived from the survey. Information was obtained through a questionnaire, and a descriptive assessment was carried out utilizing frequency tables and pie charts to enhance data presentation. To explore the relationship between the financial performance of the company and its internet marketing efforts, the analysis involved the utilization of the regression technique.

3.7 Validity and reliability

The questionnaire was the main tool used to gather data. An evaluation of the reliability and validity of the final questionnaire forms was done prior to their distribution. To do this, twenty (20) workers from shipping industry were chosen at random and asked to complete the questionnaire. The filled questionnaires were then gathered and evaluated. According to the study, some respondents found a few questions to be confusing. As a result, the survey was revised to address the particular questions that were raising uncertainty. The questionnaire was deemed suitable for use after this modification.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.0 Introduction

The primary aim of this study was to thoroughly investigate how e-marketing impacts the performance of shipping companies, using MSC Gh. Ltd as a case study. To fulfill this aim, information was gathered and assessed. This chapter contains a clear and comprehensible depiction of the findings from the data analysis. The findings are organized based on the distinct objectives set to accomplish the study's purpose. The presentation of the results commences with the demographic details of participants, encompassing their gender, age, educational background, and work experience.

4.1 Demographic information

The collected demographic data from the participants was recorded and examined. The findings were then displayed as follows:

Table 4. 1 Gender of respondent

Gender	Frequency	Percent
Male	31	68.9
Female	14	31.1
Total	45	100.0

Table 4.1 presents the findings of the investigation pertaining to the distribution of genders among the participants. The outcomes indicate that 31 participants were identified as male, constituting 68.9% of the total participants , while 14 participants were identified as female ,making up 31.1%.

Table 4. 2 Age of respondent

Age	Frequency	Percent
18 – 25	9	20.0
26 – 33	12	26.7
34 – 41	18	40.0
42– 50	6	13.3
Total	45	100.0

Table 4.2 illustrates the age breakdown of 45 participants. The data in the table indicates that most of the respondents fall within the 34–41 age bracket (40%), with the subsequent largest group being in the 26-33 age range (26.7%). Additionally, the table highlights that the 18-25 age group accounts for 20% of the respondents, while the 42-50 age range represents 13.3%.

Table 4. 3: Educational Level of respondent

Education	Frequency	Percent
SHS	8	17.8
Tertiary	37	82.2
Total	45	100.0

Table 4.3 indicates that 8 participants (17.8%) possessed a Senior High School (SHS) background, whereas 37 participants (82.2%) held a tertiary-level education. The table demonstrates a prevalent occurrence of tertiary education among the respondents, implying a strong likelihood of them being well-educated and possessing advanced familiarity with technology and socio-economic standing.

Table 4. 4: Work experience of respondents

Work experience	Frequency	Percent
Less than 1 year	2	4.4
1-3 years	6	13.3
4-6 years	29	64.4
7 years and above	8	17.8
Total	45	100.0

Table 4.4 shows that 2 employees (4.4%) have less than 1 year of experience in the shipping industry, 6 employees (13.3%) have 1-3 years of experience, 29 employees (64.4%) have 4-6 years of experience, and 8 employees (17.8%) have 7 years or more of experience. The percentage of employees with less than 1 year of experience is relatively low. This suggests that the shipping industry is a relatively stable industry with a low turnover rate. The percentage of employees with 4-6 years of experience is high. This suggests that the shipping industry is a good place for people to start their careers and gain experience. The percentage of employees with 7 years and above of experience is also high. This suggests that the shipping industry offers opportunities for employees to advance their careers and gain more experience.

4.2 To explore the types of electronic marketing tools used by MSC in finding prospects

The research aimed to investigate the electronic marketing instruments employed by MSC to identify potential customers for their business. The outcomes of this investigation were presented in the subsequent manner:

Figure 4. 1: I am familiar with the concept of e-marketing and its potential impact on the performance of shipping industries.

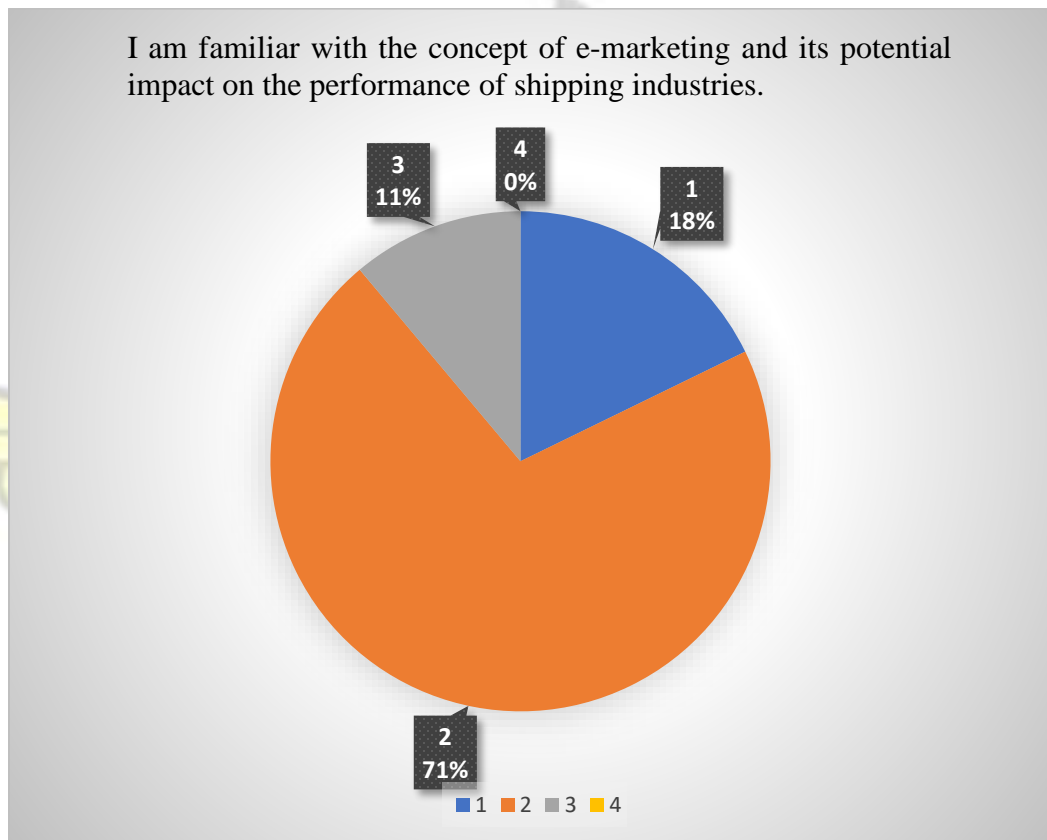


Figure 4.1 shows the results of a study that asked respondents how familiar they are with the concept of e-marketing and its potential impact on the performance of shipping industries. The findings indicate that 17.8% of the participants are in strong agreement regarding their familiarity with e-marketing and its potential influence on shipping sectors. Additionally, 71.1% of the respondents express agreement with this familiarity, while 11.1% of them hold a contrary view,

disagreeing with their familiarity with e-marketing and its potential impact on the shipping industries.

Figure 4. 2: It is important for MSC to adopt e-marketing strategies to enhance its performance in the shipping industry

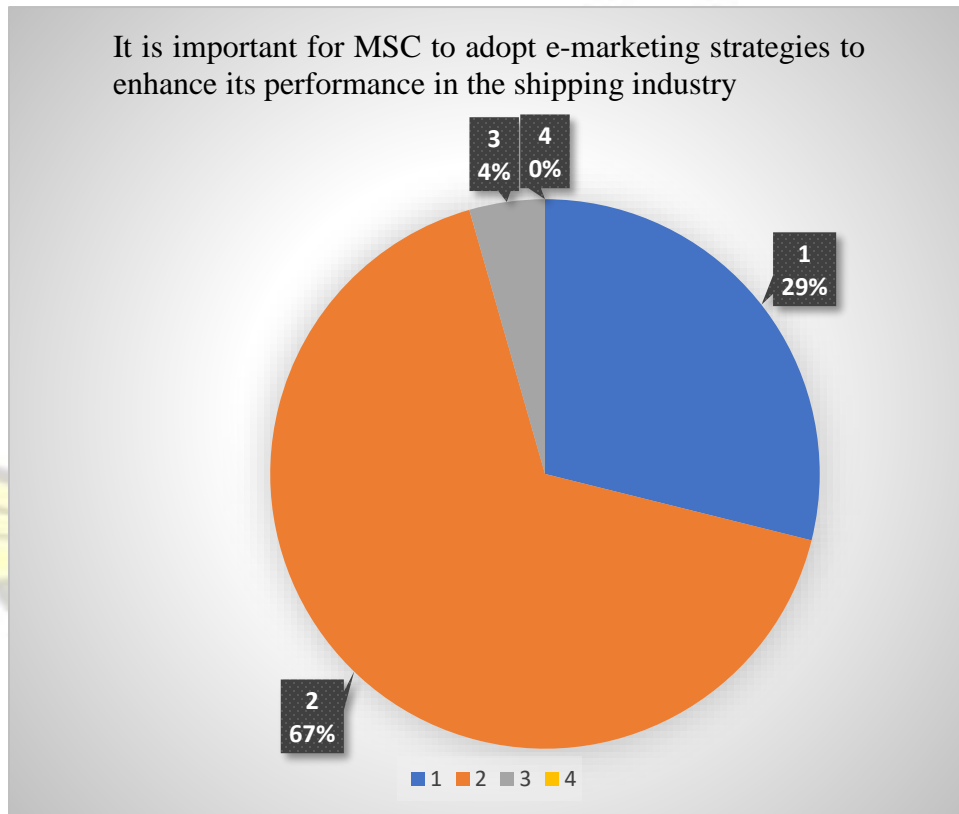
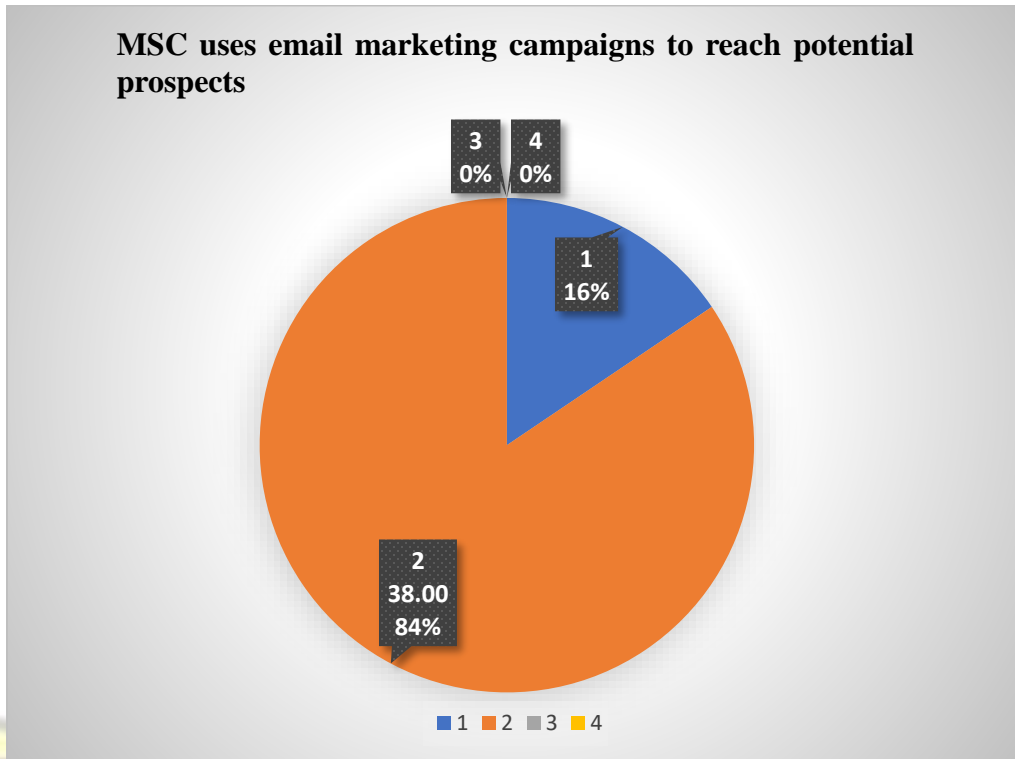


Figure 4.2 shows the results of responses from participants of a survey about whether they believe it is important for MSC to adopt e-marketing strategies to enhance its performance in the shipping industry. Of those surveyed, 13 (28.9%) of respondents strongly agreed that it is important, 30 (66.7%) agreed, and 2 (4.4%) disagreed. The result shows that a majority of respondents believe that it is important for MSC to adopt e-marketing strategies. This suggests that e-marketing could be a valuable tool for MSC to use to enhance its performance in the shipping industry.

Figure 4. 3 MSC uses email marketing campaigns to reach potential prospects



In Figure 4.3, the outcomes of participant feedback regarding their alignment with the notion that MSC employs email marketing initiatives to engage potential prospects are illustrated. The findings demonstrate that 7 participants (15.6%) firmly concur with MSC's utilization of email marketing campaigns, whereas 38 participants (84.4%) express agreement with this notion.

Figure 4. 44.4: MSC uses mobile marketing strategies (e.g., mobile apps, SMS campaigns) in reaching prospects on-the-go.

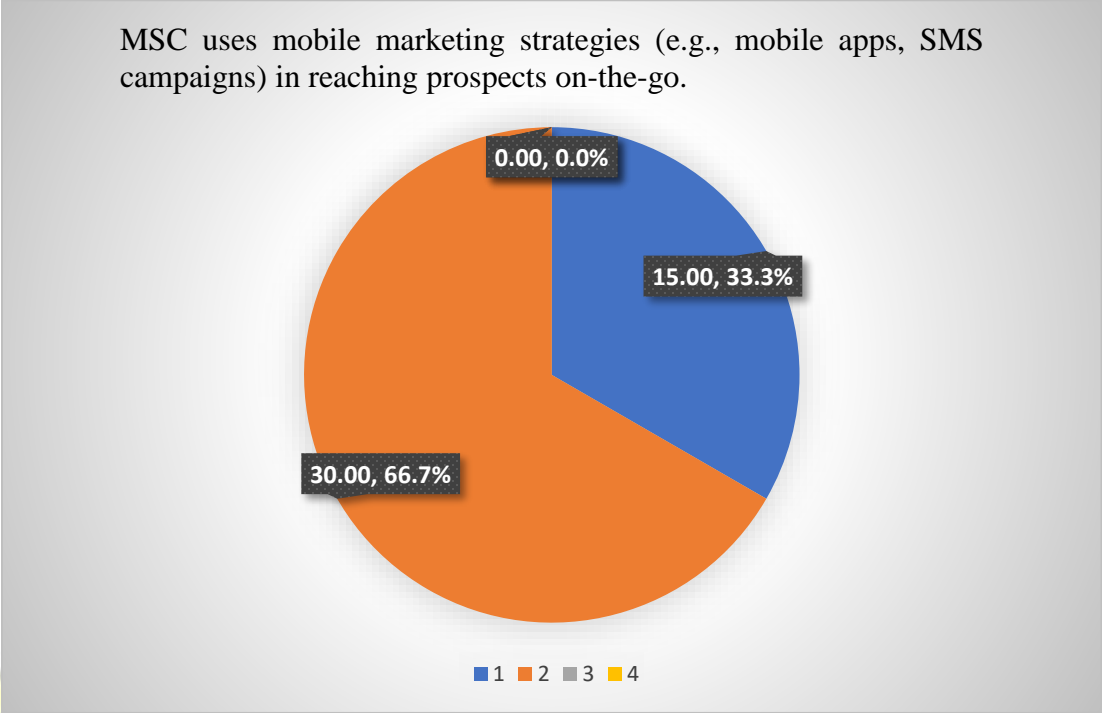


Figure 4.4 shows the result of responses from participants about whether MSC uses mobile marketing strategies. In this case, 33.3% of people strongly agreed that MSC uses mobile marketing strategies, and 66.7% of people agreed the results of the survey suggest that a majority of people believe that MSC uses mobile marketing strategies. Specifically, 66.7% of people either strongly agreed or agreed that MSC uses mobile marketing strategies. This suggests that MSC is likely using mobile marketing strategies to reach its prospects on-the-go.

Figure 4. 5: Content marketing (e.g., blogs, articles, videos) has helped MSC in educating and engaging potential prospects.

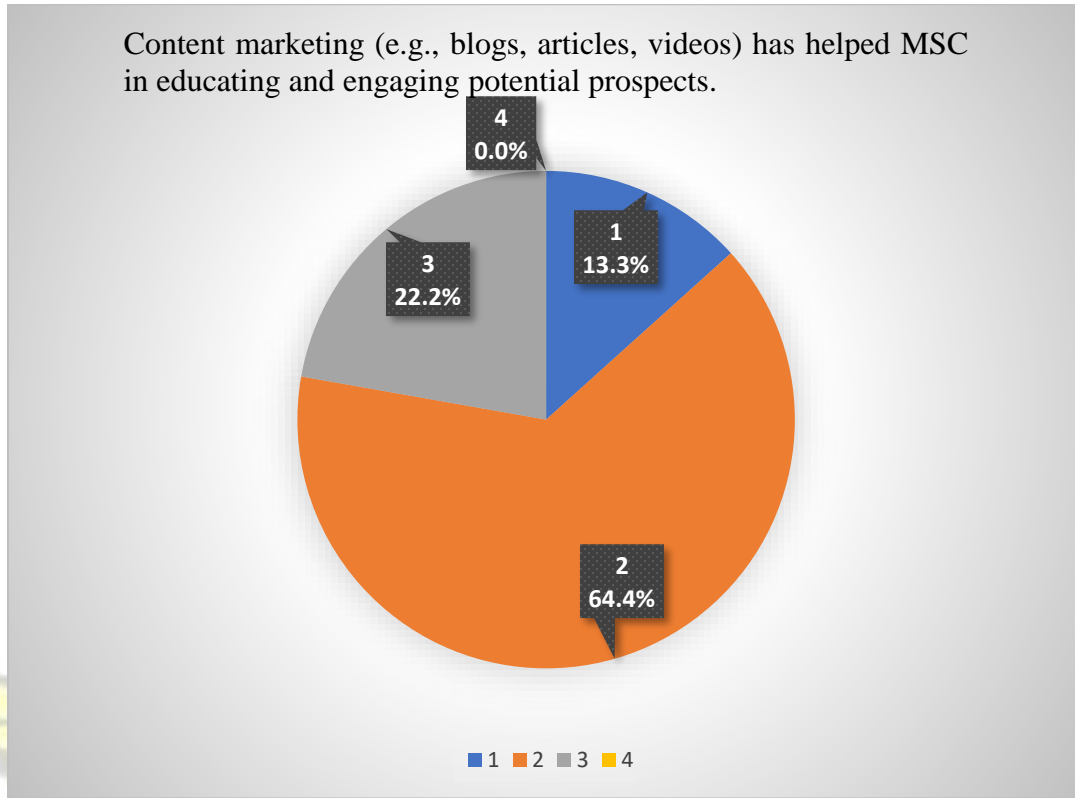


Figure 4.5 shows the results of a responses by participants in survey. Participants were requested to indicate their level of concurrence with the assertion concerning the effectiveness of content marketing (such as blogs, articles, videos) in enhancing MSC's efforts to educate and captivate potential clients. The findings reveal that 6 participants (13.3%) were in strong agreement with the assertion, while 29 participants (64.4%) expressed agreement. Conversely, 10 participants (22.2%) held a dissenting viewpoint. The survey outcomes illustrate that a considerable majority of respondents (64.4%) are of the opinion that content marketing has played a role in advancing MSC's initiatives for informing and engaging potential prospects. Nonetheless, a noteworthy minority of respondents (22.2%) maintain a contrary stance on this matter.

Figure 4. 6: MSC depends on effective online advertising (e.g., display ads, sponsored content) to generate leads

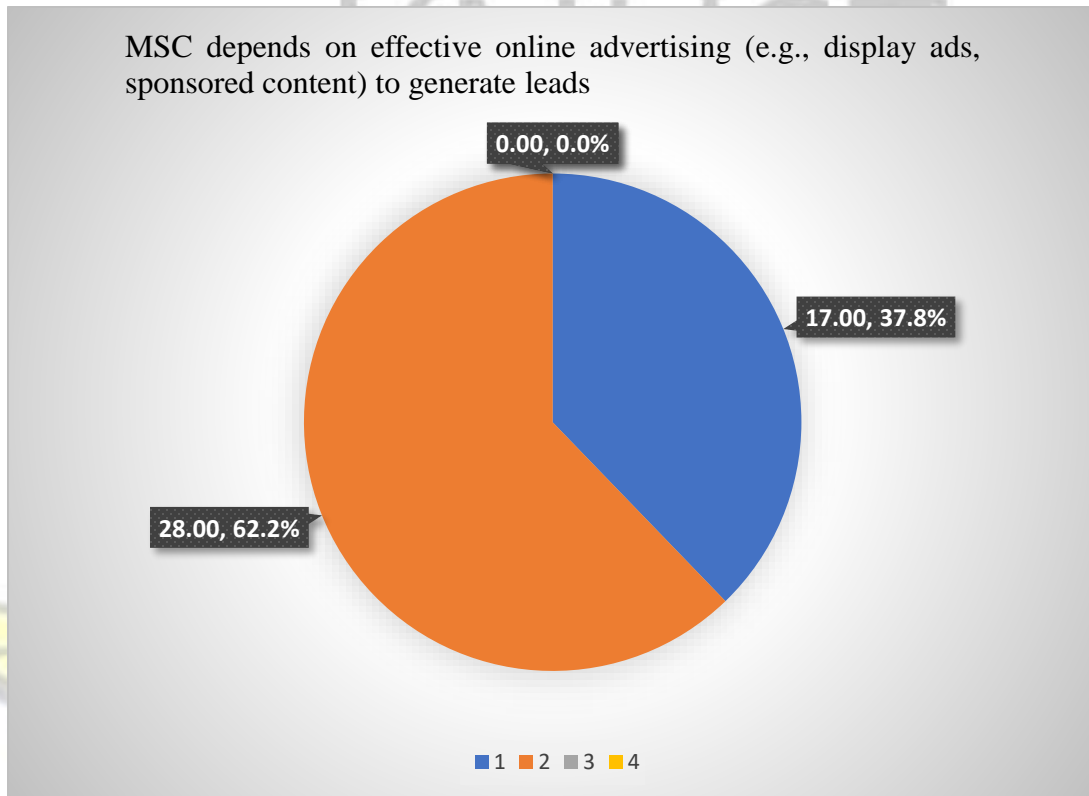


Figure 4.6 shows the result of respondents on whether MSC depends on effective online advertising to generate leads. The results shows that 17 of the respondents (37.8%) strongly agree that MSC depends on effective online advertising to generate leads while 28 of the respondents (62.2%) agree that MSC depends on effective online advertising to generate leads. The results show that all of the respondents believe that MSC depends on effective online advertising to generate leads. This suggests that MSC views online advertising as an essential part of its marketing strategy. This suggests that MSC should focus on developing and implementing effective online advertising campaigns in order to reach its target audience and generate leads.

Figure 4. 7 MSC uses search engine optimization (SEO) techniques to improve visibility and create brand awareness of MSC. GH.

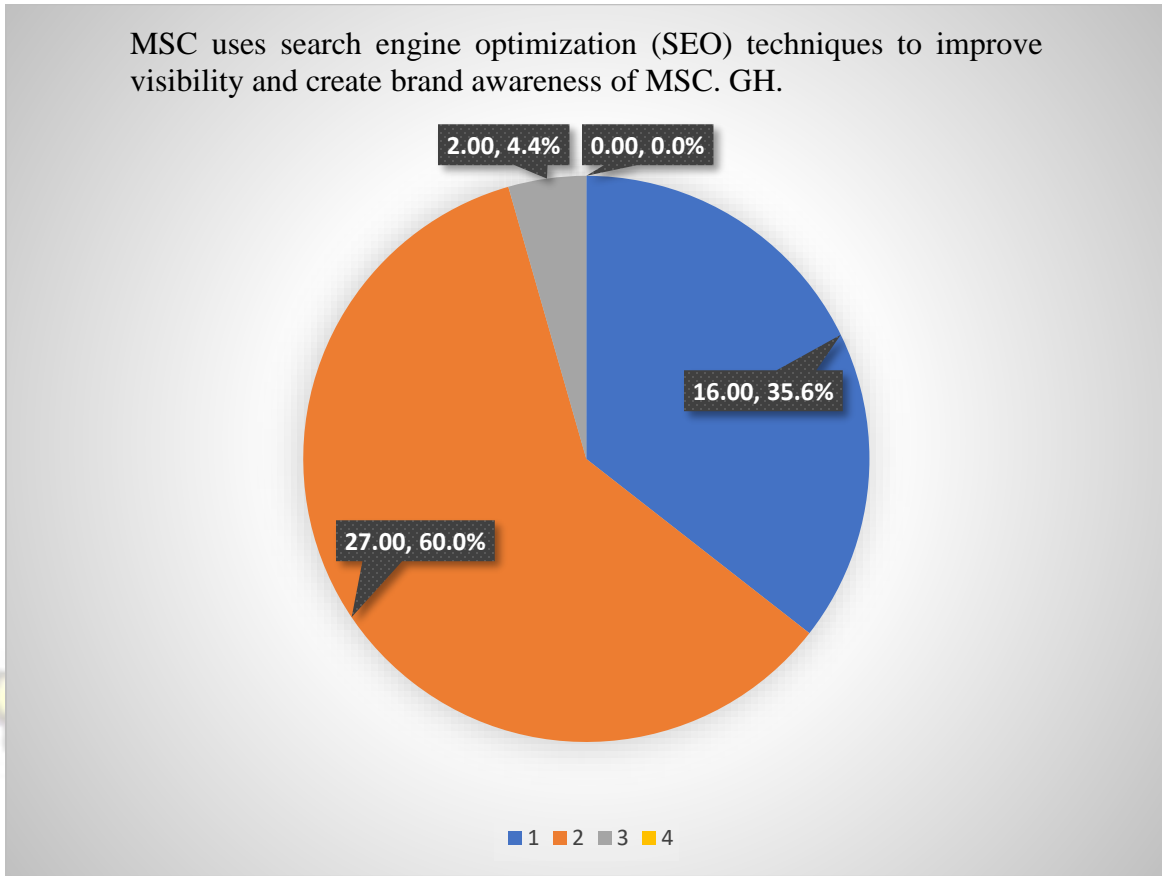


Figure 4.7 shows the responses of respondents on whether MSC uses search engine optimization (SEO) techniques to improve visibility and create brand awareness of MSC. GH. The findings indicate that 16 participants (35.6%) expressed a strong level of agreement with the statement, 27 participants (60%) held a positive view on the statement, and 2 respondents (4.4%) held a contrary opinion to the statement. Overall, the results from the responses suggest that MSC is using SEO techniques effectively to improve visibility and create brand awareness.

Figure 4. 8: Social media platforms (e.g., Facebook, Twitter, LinkedIn) are effective in finding prospects for MSC.

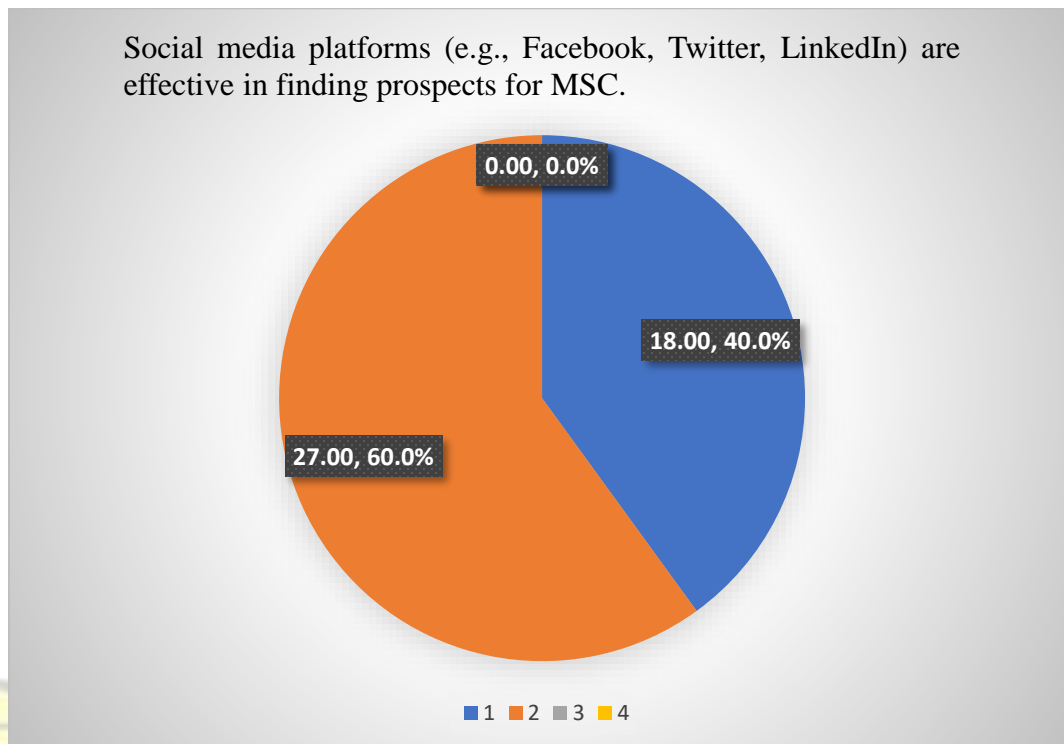


Figure 4.8 presents the results from respondents of a survey on whether social media platforms are effective in finding prospects for MSC. The findings indicate that 18 participants (40%) express a strong consensus that social media platforms are successful in identifying potential opportunities, while 27 participants (60%) share an agreement. This implies that every respondent holds the view that social media platforms effectively locate prospects for MSC. This result suggests that social media platforms are a valuable tool for finding prospects for MSC.

4.3 To investigate the effect of electronic marketing tools on the performance of MSC

As part of its objectives, this study specifically sought to investigate the effect of electronic marketing tools on the performance of MSC. The results of the responses in this regard are presented in the tables as follows:

Table 4. 5: The use of electronic marketing tools has positively impacted the sales performance of MSC. Gh. Ltd.

Sales performance	Frequency	Percent
Strongly agree	21	46.7
Agree	21	46.7
Disagree	3	6.7
Total	45	100.0

Table 4.5 presents the results from the responses of participants from a survey on whether electronic marketing tools has positively impacted the sales performance of MSC. Gh. Ltd. The results show that 21 (46.7%) of respondents strongly agree that the use of electronic marketing tools has positively impacted the sales performance of MSC. Gh. Ltd., while another (21) 46.7% of respondents agree and 3 (6.7%) of respondents disagree with this statement. Overall, the table of results suggests that electronic marketing tools have had a positive impact on the sales performance of MSC.

Table 4. 6: The use of electronic marketing tools has positively impacted the profitability of MSC. Gh. Ltd.

Profitability	Frequency	Percent
Strongly agree	19	42.2
Agree	26	57.8
Total	45	100.0

Table 4.6 represents the result from respondents on whether the use of electronic marketing tools has positively impacted the profitability of MSC. Gh. Ltd. The result shows that 19 (42.2%) of respondents strongly agree that the use of electronic marketing tools has positively impacted the profitability of MSC. Gh. Ltd., while 26 (57.8%) of respondents agree. This means that all of respondents believe that electronic marketing tools have had a positive impact on the company's profitability.

Table 4. 7: Electronic marketing tools have contributed to an increase in the market share of MSC. Gh. Ltd.

Market share	Frequency	Percent
Strongly agree	22	48.9
Agree	20	44.4
Disagree	3	6.7
Total	45	100.0

Table 4.7 of shows the result of responses to the question of whether electronic marketing tools have contributed to an increase in the market share of MSC. Gh. Ltd. The result shows that 22 of respondents (48.9%) strongly agree that electronic marketing tools have contributed to an increase

in the company's market share, 20 of respondents (44.4%) agree, and 3 respondents (6.7%) disagree. The table shows that a majority of respondents believe that electronic marketing tools have contributed to an increase in MSC. Gh. Ltd.'s market share. This suggests that the company's use of electronic marketing tools is effective and is helping it to reach more customers and grow its business.

Table 4. 8: The implementation of electronic marketing has led to significant revenue growth for MSC. Gh. Ltd.

Revenue growth	Frequency	Percent
Strongly agree	28	62.2
Agree	17	37.8
Total	45	100.0

Table 4.8 presents the of results of responses of a survey on the implementation of electronic marketing by MSC. Gh. Ltd. The survey asked respondents whether they agree or disagree that the implementation of electronic marketing has led to significant revenue growth for the company. The result shows that 28 (62.2%) of respondents strongly agree that electronic marketing has led to significant revenue growth, while 17 (37.8%) of respondents agree. This shows all of the respondents believe that electronic marketing has led to significant revenue growth. This suggests that the company's implementation of electronic marketing has been successful.

Table 4. 9: Electronic marketing tools have fostered innovation within MSC. Gh. Ltd

Innovation	Frequency	Percent
Strongly agree	20	44.4
Agree	22	48.9
Disagree	3	6.7
Total	45	100.0

Table 4.9 shows the results of employee respondents of MSC. Gh. Ltd on whether they believe that electronic marketing tools have fostered innovation within the company. The result shows that 20 (44.4%) of the respondents strongly agree that electronic marketing tools have fostered innovation within the company. Another 22 (48.9%) of the respondents agree that electronic marketing tools have fostered innovation within the company. Only 3 (6.7%) of the respondents disagree that electronic marketing tools have fostered innovation within the company. Overall, the result shows that the majority of employee respondents at MSC. Gh. Ltd believe that electronic marketing tools have fostered innovation within the company.

Table 4. 10: The adoption of electronic marketing tools has provided MSC with a competitive advantage over other shipping industries

Competitive advantage	Frequency	Percent
Strongly agree	17	37.8
Agree	28	62.2
Total	45	100.0

Table 4.10 provided shows the results of a survey that asked respondents whether they agree with the statement that the adoption of electronic marketing tools has provided MSC with a competitive advantage over other shipping industries. The result shows that 17 of the respondents (37.8%) strongly agreed that MSC has gained a competitive advantage from adopting electronic marketing tools, while 28 of the respondents (62.2%) agreed. Overall, the results of the survey suggest that all of respondents believe that MSC has gained a competitive advantage from adopting electronic marketing tools.

Table 4. 11: Adopting electronic marketing provides MSC Ghana Ltd with the benefits of saving cost as against traditional marketing.

Saving cost	Frequency	Percent
Strongly agree	16	35.6
Agree	29	64.4
Total	45	100.0

Table 4.11 shows the results of a survey on whether adopting electronic marketing provides MSC Ghana Ltd with the benefits of saving cost as against traditional marketing. 16 (35.6%) of the respondents strongly agreed and 29 (64.4%) of the respondents agreed that adopting electronic marketing provides MSC Ghana Ltd with the benefits of saving cost as against traditional marketing.

Table 4. 12: The customers of MSC are always satisfied through the efforts of electronic marketing tools usage.

Customer satisfaction	Frequency	Percent
Strongly agree	14	31.1
Agree	24	53.3
Disagree	7	15.6
Total	45	100.0

Table 4.12 provided shows the results of responses on whether customers of MSC are satisfied through the efforts of the usage of electronic marketing tools. The result shows that 14 (31.1%) of the respondents strongly agree that they believe customers are satisfied with MSC's use of electronic marketing tools, 24 (53.3%) of the respondents agree and 7 (15.6%) of the respondents disagree. This result suggests that MSC is doing a good job of using electronic marketing tools to reach its customers and keep them satisfied.

4.4 To examine the prospects and challenges of the adoption of electronic marketing by MSC Ghana Ltd.

This aspect of the study sought to examine the prospects and challenges of adopting electronic marketing by MSC GH Ltd. The results from the responses of the respondents are presented as follows:

Table 4. 13: Electronic marketing provides a competitive advantage for MSC Ghana Ltd in the shipping industry.

Competitive advantage	Frequency	Percent
Strongly agree	17	37.8
Agree	28	62.2
Total	45	100.0

Table 4.13 displays the outcomes from participants regarding their alignment with the notion that electronic marketing confers a competitive edge to MSC Ghana Ltd within the shipping sector. The analysis of the feedback demonstrates that 17 respondents (37.8%) firmly support this assertion, while 28 respondents (62.2%) express agreement. As a result, the entirety of the respondents is in concurrence with the idea that electronic marketing bestows a competitive advantage upon MSC Ghana Ltd within the shipping industry.

Table 4. 14: The implementation of electronic marketing strategies can lead to increased customer engagement and satisfaction for MSC Ghana Ltd.

Customer engagement and satisfaction	Frequency	Percent
Strongly agree	19	42.2
Agree	19	42.2
Disagree	7	15.6
Total	45	100.0

Table 4.14 shows the result from the responses of participants on whether the implementation of electronic marketing strategies can lead to increased customer engagement and satisfaction for MSC Ghana Ltd. The result shows that 19 (42.2%) of the respondents strongly agree that the

implementation of electronic marketing strategies can lead to increased customer engagement and satisfaction for MSC Ghana Ltd., while another 19 (42.2%) agree with this statement. Only 7 (15.6%) of the respondents disagree with this statement. Overall, the results suggest that a majority of respondents believe that electronic marketing strategies can be effective in increasing customer engagement and satisfaction for MSC Ghana Ltd.

Table 4. 15: Electronic marketing enables MSC Ghana Ltd to reach a wider audience and expand its market reach

Wider audience	Frequency	Percent
Strongly agree	14	31.1
Agree	26	57.8
Disagree	5	11.1
Total	45	100.0

Table 4.15 provides the results of the respondents about whether electronic marketing enables MSC Ghana Ltd to reach a wider audience and expand its market reach. The result that 14 of the respondents (31.1%) strongly agree that electronic marketing enables MSC Ghana Ltd to reach a wider audience and expand its market reach. 26 of the respondents (57.8%) agree that electronic marketing enables MSC Ghana Ltd to reach a wider audience and expand its market reach. 5 of the respondents (11.1%) disagree that electronic marketing enables MSC Ghana Ltd to reach a wider audience and expand its market reach.

Table 4. 16: The adoption of electronic marketing can enhance the overall performance of MSC Ghana Ltd.

Overall performance	Frequency	Percent
Strongly agree	16	35.6
Agree	23	51.1
Disagree	2	4.4
Strongly disagree	4	8.9
Total	45	100.0

Table 4.16 provides the results of the responses of participants on whether the adoption of electronic marketing can enhance the overall performance of MSC Ghana Ltd. The result shows that 16 of the respondents (35.6%) strongly agree that electronic marketing can enhance the overall performance of MSC Ghana Ltd. 23 of the respondents (51.1%) agree with this statement. Only 2 (4.4%) of the respondents disagree with the statement, and 4 (8.9%) Strongly disagree. This suggests that there is a strong consensus among respondents that electronic marketing can be a valuable tool for improving the company's performance.

Table 4. 17: Concerns about data privacy and security pose challenges to the adoption of electronic marketing by MSC Ghana Ltd.

Data privacy and security	Frequency	Percent
Strongly agree	16	35.6
Agree	26	57.8
Disagree	3	6.7
Total	45	100.0

Table 4.17 presents the findings related to respondents' views on the obstacles faced by MSC Ghana Ltd. when embracing electronic marketing. The survey sought to measure participants' perspectives on whether the security and privacy of data present hurdles to the adoption of electronic marketing at MSC Ghana Ltd. The outcome illustrates that 16 respondents (35.6%) strongly endorsed the notion, while 26 respondents (57.8%) expressed agreement, and a smaller subset of 3 respondents (6.7%) held a contrary view. The substantial majority of respondents, harbour the belief that apprehensions surrounding data privacy and security indeed impede the integration of electronic marketing by MSC Ghana Ltd. Conversely, a minor proportion (6.7%) holds an opposing standpoint. In conclusion, the results underscore a prevailing sentiment among respondents that concerns about data privacy and security constitute a significant impediment to the adoption of electronic marketing by MSC Ghana Ltd.

Table 4. 18: Resistance to change from employees pose challenges for effective implementation of electronic marketing at MSC Ghana Ltd

Resistance to change	Frequency	Percent
Strongly agree	9	20.0
Agree	10	22.2
Disagree	23	51.1
Strongly disagree	3	6.7
Total	45	100.0

Table 4.18 shows the responses of respondents of on whether resistance to change from employees pose challenges for effective implementation of electronic marketing for MSC. The result shows that 9 (20%) of the respondents strongly agreed, 10 (22.2%) of the respondents agreed, 23 (51.1%)

disagreed, and 3 (6.7) strongly disagreed with the statement. Overall, the result shows that a majority disagreed with the statement that resistance to change from employees pose challenges for effective implementation of electronic marketing. However, a significant minority agreed with the statement.

Table 4. 19: The adoption of electronic marketing requires significant financial investment for MSC Ghana Ltd.

Significant financial investment	Frequency	Percent
Strongly agree	15	33.3
Agree	23	51.1
Disagree	7	15.6
Total	45	100.0

Table 4.19 provides the results of respondents on whether the adoption of electronic marketing requires significant financial investment for MSC Ghana Ltd. The result shows that a majority of respondents 23 (51.1%) agree that the adoption of electronic marketing requires significant financial investment for MSC Ghana Ltd. However, there is a significant minority of respondents 15 (33.3%) who strongly agree with this statement. A minority of respondents 7 (15.6%) disagree with the statement. The results of this survey can be used by MSC Ghana Ltd. to make decisions about whether or not to adopt electronic marketing.

Table 4. 20: Electronic marketing requires continuous monitoring and evaluation to assess its effectiveness for MSC Ghana Ltd which make it tedious.

Continuous monitoring and evaluation	Frequency	Percent
Strongly agree	17	37.8
Agree	19	42.2
Disagree	9	20.0
Total	45	100.0

Table 4.20 presents the findings of the survey participants' opinions regarding the necessity of ongoing monitoring and assessment for gauging the efficacy of electronic marketing at MSC Ghana Ltd. The data reveals that a significant proportion of respondents, specifically 17 participants (37.8%), hold a strong conviction in favor of continuous monitoring and evaluation for electronic marketing. Additionally, 19 respondents (42.2%) express agreement with this viewpoint. Conversely, 9 participants (20%) hold a differing perspective. In summary, the collective results indicate that a majority concur with the notion that the effectiveness of electronic marketing for MSC Ghana Ltd. relies on continuous monitoring and evaluation.

4.5 Regression analysis

Regression analysis was used to investigate the relationship between MSC's use of electronic marketing tools and the perceived performance of the company. The results of the regression are presented below:

Table 4. 21: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.489 ^a	.552	.532	4.21134

a. Dependent Variable: The overall performance of MSC Ghana Ltd.

b. Predictors: (Constant), Electronic marketing tools

The model summary table 4.21, presents findings from a linear regression analysis used to forecast the overall performance of MSC Ghana Ltd. linked to their usage of electronic marketing tools. The data demonstrates that about 55.2% of the variability in MSC Ghana Ltd.'s overall performance can be clarified by the adoption of electronic marketing tools, indicated by the R-squared value of 0.552. The adjusted R-squared value of 0.532, which considers the complexity of the model, suggests that approximately 53.2% of the overall performance variance can be accounted for by electronic marketing tool adoption. The standard error of estimate, at 4.21134, reflects an average deviation of 4.21134 units between projected and actual values. The coefficient for the electronic marketing tools predictor is 0.489, signifying that for each one-unit surge in electronic marketing tool adoption, a corresponding increase of 0.489 units in MSC Ghana Ltd.'s overall performance is projected. These results underscore the noteworthy impact of adopting electronic marketing tools on the company's overall performance. The R-squared value of 0.552 underscores the model's strong alignment with the data, and the adjusted R-squared value of 0.532 confirms this alignment even while considering the model's predictors. The relatively low standard error of estimate implies that the model's predictions are quite accurate.

Table 4. 22: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Electronic marketing tools	208.780	1	208.780	7.688	.008 ^b
Residual	1167.797	43	27.158		
Total	1376.578	44			

a. Dependent Variable: The overall performance of MSC Ghana Ltd.

b. Predictors: (Constant), Electronic marketing tools

The ANOVA test determines whether there is a significant difference between the dependent variable, which is the overall performance of MSC Ghana Ltd., and the independent variable, which is electronic marketing tools. The data in the table illustrates that the F-statistic stands at 7.688, with a p-value of 0.008. This implies a statistically meaningful distinction between the means of the two groups, aligning with the anticipated direction of difference. In simpler terms, the outcomes of the ANOVA test indicate that employing electronic marketing strategies can amplify the overall performance of MSC Ghana Ltd.

Additionally, the table displays that the mean square for the regression equals 208.780, while for the residual it is 27.158. This points to a substantial disparity in variance between the groups in comparison to within the groups. This finding further bolsters the inference that a significant divergence exists between the means of the two groups.

The ANOVA table outcomes indicate that the regression model significantly predicts the dependent variable. This implies that the utilization of electronic marketing tools by MSC Ghana Ltd. can elucidate a noteworthy portion of the fluctuations in the company's overall performance.

The F-statistic's significance at the 0.008 level signifies an exceedingly low likelihood that the outcomes were random. This underscores the notion that the employment of electronic marketing tools by MSC Ghana Ltd. holds substantial importance for the company's overall performance.

Table 4. 23: Coefficients^a

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	20.852	6.350		3.284	.002
Electronic marketing tools	1.358	.490	.389	2.773	.008

a. Dependent Variable: The overall performance of MSC Ghana Ltd.

b. Predictors: (Constant), Electronic marketing tools

The table shows that the unstandardized coefficient for the predictor, electronic marketing tools, is 1.358. This means that for every one-unit increase in the adoption of electronic marketing tools, the overall performance of MSC Ghana Ltd. is predicted to increase by 1.358 units. The standardized coefficient for the same predictor is 0.389, which means that the impact of the predictor on the dependent variable is 38.9% as large as the impact of the mean predictor on the mean dependent variable. The t-statistic for the predictor, electronic marketing tools is 2.773, which is significant at the 0.008 level. This means that there is a statistically significant relationship between the adoption of electronic marketing tools and the overall performance of MSC Ghana Ltd. The significance value for the predictor, electronic marketing tools, is 0.008, which means

that there is a 0.8% chance of obtaining the observed results by chance. This suggests that the relationship between the adoption of electronic marketing tools and the overall performance of MSC Ghana Ltd. is not due to chance. Overall, the results of the coefficients table suggest that the adoption of electronic marketing tools can have a significant positive impact on the overall performance of MSC Ghana Ltd.

4.6 Discussion

This study looked at critical examination of the effect of e-marketing on the performance of shipping industries (a case study of MSC. Gh. Ltd). The results are discussed to throw more light on the outcome.

The study discovered that majority of the of respondents are familiar with electronics marketing tools. This suggests that majority of respondents have a more in-depth understanding regarding e-marketing and its potential impact on the shipping industry. This implies that e-marketing is a widely recognized and accepted marketing strategy in the shipping industry.

It was discovered by the study that a majority of respondents believe that it is important for MSC to adopt e-marketing strategies. This suggests that e-marketing could be a valuable tool for MSC to use in enhancing its performance in the shipping industry.

It was revealed by the study that a majority of respondents believe that content marketing has helped MSC in educating and engaging potential prospects. However, there is a significant minority of respondents who disagree with this statement.

It was revealed by the study that majority of respondents believe that MSC depends on effective online advertising to generate leads. This suggests that MSC views online advertising as an essential part of its marketing strategy. This implies that MSC should focus on developing and

implementing effective online advertising campaigns in order to reach its target audience and generate leads.

It was revealed by the study that majority of respondents believe that MSC uses SEO techniques to improve visibility and create brand awareness. This implies that MSC should emphasize the use of SEO techniques to effectively improve visibility and create brand awareness. This outcome is in line with that of Chakravarthy et al (2022) when they mentioned that customers receive pertinent information about the services and products through using SEO as part of the process to gain customers online.

It was discovered by the study that respondents' majority believe that social media platforms are effective in finding prospects for MSC. This suggests that social media platforms are a valuable tool for finding prospects for MSC. Hence, when it comes to new clients or partners, social media platforms serve as an excellent means for MSC to connect with potential leads. This result corresponds with the findings of Koksalan & Uysal (2018), who investigated the impact of innovative digital marketing on company performance. They found that businesses that embrace forward-looking digital marketing tactics like mobile marketing, social media campaigns, and tailored ads tend to cultivate digital marketing skills, ultimately enhancing their overall business performance.

It was discovered by the study that majority of respondents believe that the use of electronic marketing tools has positively impacted the sales performance of MSC. However, a minority of the respondents do not believe that the use of electronic marketing tools has positively impacted the sales performance of MSC. This could be due to lack of knowledge about electronic marketing tools or a belief that other factors are more important in driving sales.

The study discovered that majority of respondents believe that electronic marketing tools have contributed to increase in MSC. Gh. Ltd.'s market share. This implies that the company's use of electronic marketing tools is effective and is helping it to reach more customers and grow its business. This outcome agrees with Wang and Kim, (2017) who posited that companies that innovate regularly can gain a larger market share in comparison to their competitors.

The study discovered that majority of respondents believe that electronic marketing has led to significant revenue growth for MSC. This suggests that the company's implementation of electronic marketing has been successful.

The study discovered that majority of respondents believe that electronic marketing tools have fostered innovation within the company. This implies that the company is using electronic marketing tools in a way that is helping them to develop new products, services, and processes which is helping to capture new customers and retain the old ones (Wang and Kim, 2017).

It was discovered by the study that majority of respondents believe that MSC has gained a competitive advantage from adopting electronic marketing tools. This is likely due to the fact that electronic marketing tools can help businesses to reach a wider audience, target their marketing more effectively, and track the results of their marketing campaigns more easily.

The study discovered that majority of respondents believe that customers are satisfied with MSC's use of electronic marketing tools. This implies that MSC is doing a good job of using electronic marketing tools to reach its customers and keep them satisfied. This outcome aligns with that of Bader et al (2022) whose findings revealed that e-marketing significantly improved both customer satisfaction and customer loyalty. However, the MSC may want to consider ways to improve the satisfaction of customers.

Furthermore, the study discovered that majority of respondents believe that electronic marketing can enhance the overall performance of MSC Ghana Ltd. This implies electronic marketing can be a valuable tool for improving the company's performance. Overall, the outcome of the study shows that a large majority of respondents believe that electronic marketing can enhance the overall performance of MSC Ghana Ltd. This suggests that the company should invest more time and money in adopting electronic marketing strategies as part of its overall business plan. This outcome agrees with Wang and Kim (2017) found that e-commerce improve the strategic performance of businesses by boosting market expansion and expanding development opportunities.

The study discovered that majority of respondents believe that the adoption of electronic marketing requires significant financial investment for MSC Ghana Ltd. However, there is a significant minority of respondents believe that the adoption of electronic marketing does not require significant financial investment. The outcome, can however be used by MSC Ghana Ltd. to make decisions about whether or not to adopt electronic marketing.

Again, the study discovered that the majority of respondents believe that electronic marketing requires continuous monitoring and evaluation to assess its effectiveness for MSC Ghana Ltd. This suggests that MSC Ghana Ltd may need to invest more time and resources into monitoring and evaluating its electronic marketing campaigns in order to ensure that they are effective.

Overall, the study revealed that majority of respondents believe that electronic marketing enables MSC Ghana Ltd to reach a wider audience and expand its market reach. This is likely because electronic marketing allows MSC Ghana Ltd to reach a global audience through channels such as websites, social media, and email marketing. Additionally, electronic marketing can be a cost-effective way to reach a large number of people. This is in agreement with the statement by

Russow (2003) that one of the best ways to reach a large audience for a low price is through digital marketing.

To confirm the respondents' view and establish the relationship between the use of electronic marketing does and performance of MSC, regression analysis was carried out.

The research findings revealed that the utilization of electronic marketing tools has a substantial influence on the overall performance of MSC Ghana Ltd. A statistical analysis demonstrated that the R-squared value stood at 0.552, indicating that 55.2% of the variability in MSC Ghana Ltd.'s performance could be elucidated by the adoption of electronic marketing tools. After accounting for the number of predictors in the model, the adjusted R-squared value was 0.532, implying that 53.2% of the variance could still be attributed to electronic marketing tools. The standard error of the estimate was computed to be 4.21134 units, denoting an average discrepancy of this magnitude between predicted and actual values. Furthermore, the coefficient associated with the electronic marketing tools predictor was determined to be 0.489. This coefficient suggests that for each incremental unit increase in the adoption of electronic marketing tools, there is a predicted enhancement of 0.489 units in the overall performance of MSC Ghana Ltd. These results collectively highlight the significant positive impact that the adoption of electronic marketing tools can have on the company's performance. The adequacy of the model was assessed using the summary table, which indicated a strong fit of the model to the data. The R-squared value of 0.552 confirms the model's suitability, while the adjusted R-squared value of 0.532 demonstrates its robustness even after adjusting for predictor quantity. The relatively low standard error of the estimate bolsters the model's accuracy in predicting the beneficial influence of electronic marketing on MSC Ghana Ltd.'s performance. In the context of the ANOVA table, it was found that the regression model emerged as a significant predictor of the dependent variable. This implies

that the incorporation of electronic marketing tools by MSC Ghana Ltd. can substantially account for the variations in the company's overall performance. The statistical significance of the F-statistic (7.688) at the .008 level underscores the minimal probability of chance influencing the outcomes, solidifying the notion that electronic marketing tools significantly contribute to the company's performance. The significance value (0.008) corresponding to the electronic marketing tools predictor further underscores this point, indicating a mere 0.8% likelihood of the observed results being attributed to chance. Consequently, the study underscores the non-random association between the adoption of electronic marketing tools and the overall performance of MSC Ghana Ltd. Summing up, the research concluded that the adoption of electronic marketing tools yields a substantial and positive impact on the overall performance of MSC Ghana Ltd, a finding consistent the study outcome of Wang and Kim (2017).



CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the summary, conclusion and recommendations for this study. This study's main objective was critical examination of the effect of e-marketing on the performance of shipping industries (a case study of MSC. Gh. ltd).

5.1 Summary

The summary of the study was presented as follows according to the specific objectives of the study.

5.1.1 To explore the types of electronic marketing tools used by MSC in finding prospects

The study discovered that majority of the of respondents are familiar with electronics marketing tools which implies that e-marketing is a widely recognized and accepted marketing strategy in the shipping industry.

Also, it was revealed by that a majority of respondents believe that it is important for MSC to adopt e-marketing strategies as e-marketing could be a valuable tool for MSC to use to enhance its performance in the shipping industry.

In addition, It was revealed by the study that a majority of respondents believe that content marketing has helped MSC in educating and engaging potential prospects. However, there is a significant minority of respondents who disagree with this statement.

Furthermore, the study discovered that majority of respondents believe that MSC depends on effective online advertising to generate leads. This implies that MSC should focus on developing

and implementing effective online advertising campaigns in order to reach its target audience and generate leads.

Finally, the study found that majority of respondents believe that MSC uses SEO techniques to improve visibility and create brand awareness. This implies that MSC should emphasize the use of SEO techniques to effectively improve visibility and create brand awareness.

5.1.2 To investigate the effect of electronic marketing tools on the performance of msc.

The study discovered that the use of electronic marketing tools has positively impacted the sales performance of MSC.

The study discovered that electronic marketing tools have contributed to increase in MSC. Gh. Ltd.'s market share. This implies that the company's use of electronic marketing tools is effective and is helping it to reach more customers and grow its business.

The study discovered that electronic marketing has led to significant revenue growth for MSC. This suggests that the company's implementation of electronic marketing has been successful.

The study discovered that electronic marketing tools have fostered innovation within the MSC. This implies that the company is using electronic marketing tools in a way that is helping them to develop new products, services, and processes which is helping to capture new customers and retain the old ones.

The study discovered that MSC has gained a competitive advantage from adopting electronic marketing tools. This is likely due to the fact that electronic marketing tools can help businesses to reach a wider audience, target their marketing more effectively, and track the results of their marketing campaigns more easily.

The study discovered that customers are satisfied with MSC's use of electronic marketing tools. This implies that MSC is doing a good job of using electronic marketing tools to reach its customers and keep them satisfied.

5.1.3 To examine the prospects and challenges of the adoption of electronic marketing by MSC Ghana Ltd

The study found that the adoption of electronic marketing requires significant financial investment for MSC Ghana Ltd.

Again, the study discovered that electronic marketing requires continuous monitoring and evaluation to assess its effectiveness for MSC Ghana Ltd. This suggests that MSC Ghana Ltd may need to invest more time and resources into monitoring and evaluating its electronic marketing campaigns in order to ensure that they are effective.

Overall, the study revealed that electronic marketing enables MSC Ghana Ltd to reach a wider audience and expand its market reach. This is likely because electronic marketing allows MSC Ghana Ltd to reach a global audience through channels such as websites, social media, and email marketing. Additionally, electronic marketing can be a cost-effective way to reach a large number of people.

5.2 Conclusion

The primary aim of this study was to critically analyze how e-marketing influences the performance of shipping industries, focusing on the case of MSC Gh. Ltd. To achieve this, the study selected a group of 45 participants from MSC Ltd.'s employee population in Accra, using purposive sampling. The findings indicated that the R-squared value stood at 0.552, signifying that approximately 55.2% of the variations in MSC Ghana Ltd.'s overall performance can be elucidated

by the adoption of electronic marketing strategies. After accounting for the number of predictors in the model, the adjusted R-squared value was 0.532, suggesting that about 53.2% of the variations in the company's overall performance can be attributed to the implementation of electronic marketing techniques. The study also established that the regression model significantly predicts the dependent variable. In essence, the electronic marketing tools employed by MSC Ghana Ltd. are able to account for a substantial portion of the fluctuations in the company's overall performance. This is supported by a noteworthy F-statistic of 7.688, which is significant at the .008 level. This implies that the utilization of electronic marketing tools by MSC Ghana Ltd. significantly contributes to the company's overall performance. Furthermore, the predictor, electronic marketing tools, exhibited a significance value of 0.008, indicating an 0.8% likelihood of obtaining the observed outcomes purely by chance. This reinforces the notion that the correlation between the adoption of electronic marketing tools and MSC Ghana Ltd.'s overall performance is not coincidental. In conclusion, this study unearthed that integrating electronic marketing tools can distinctly and positively influence the overall performance of MSC Ghana Ltd.

5.3 Recommendation

Based on the findings and conclusions of the study, the following recommendations are suggested to enhance the impact of electronic marketing on the performance of MSC Ghana Ltd:

1. MSC Ghana Ltd should invest more time and resources in analyzing the outcomes of its marketing efforts to identify areas of improvement and refine marketing strategies for better results.

2. To fully capitalize on the potential of electronic marketing, MSC Ghana Ltd should invest in training and skill development programmes for its marketing team. This will ensure that the team possesses the necessary expertise to effectively use electronic marketing tools and platforms.
3. The study revealed that content marketing, online advertising, and SEO techniques have positive effects on performance. MSC Ghana Ltd should consider exploring emerging e-marketing techniques and platforms to stay ahead in the competitive shipping industry.

5.4 Direction for future research

In the future, researchers can conduct studies in the following directions:

1. Investigate how electronic marketing strategies contribute to gaining a competitive advantage in the shipping industry.
2. Identifying and evaluating the effectiveness of emerging e-marketing techniques and platforms within the shipping industry.
3. Exploring the relationship between the expertise of the marketing team and the overall performance of the organization.

REFERENCES

- Al-Serhan, A.F. (2019). Impact of e-marketing practices on customer satisfaction: A study of selected commercial banks of Jordan, *EPRA International Journal of Research and Development*,4, 301-310.
- Bader, D. M., Aityassine, F. L., Khalayleh, M. A., Al- Quran, A. Z., Mohammad, A., Al-Hawary, S. I., and Alkhawaldah, R. A. (2022). The Impact of E-marketing on Marketing Performance as Perceived by Customers in Jordan.
- Bernard, H. R. (2017). *Research methods in anthropology: Qualitative and quantitative approaches*. California: Rowman & Littlefield.
- Bhasin, M. L. (2020). *Research Methodology: Concepts and Cases*. SAGE Publications India.
- Bhasin, H. (2020), Importance of Quantitative Research, <https://www.marketing91.com/importance-of-quantitative-research>
- Bryman, A. (2016). *Social Research Methods*. Oxford University Press.
- Buzzard, C. (2011). The use of digital technologies in the classroom: A teaching and learning perspective. *Journal of Marketing Education*, 33 (2).
- Chaffey. (2013). Definitions of E-marketing vs Internet vs Digital marketing. Retrieved from Smart Insights: <http://www.smartinsights.com/digital-marketing-strategy/onlinemarketing-mix/definitions-of-emarketing-vs-internet-vs-digital-marketing/>
- Chakravarthy, B. S., Rani, U. & Karunakaran, K. (2022). Impact of digital marketing in the business performance of ecommerce companies. *Journal of Positive School Psychology*. Vol. 6 (4), 6980 – 6986.

- Chakravarthy, B. S., Rani, U. & Karunakaran, K. (2022). Impact of digital marketing in the business performance of ecommerce companies. *Journal of Positive School Psychology*. Vol. 6 (4), 6980 – 6986.
- Clark, B. (2014). *Email Marketing Essentials: The Keys to Email Marketing that Works*. Retrieved from copyblogger: <http://www.copyblogger.com/email-marketing/> [Accessed: 22 Jan 2023].
- Creswell, J. (2008). *Research Design: Qualitative, quantitative and mixed methods approaches*. Thousand Oaks: Sage.
- Creswell, J. W. (2014). *Research design: qualitative, quantitative, and mixed methods approaches*. SAGE Publications.
- Davis, F. D. (1989). "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology." *MIS Quarterly*, 13(3), 319-340.
- Edward, J., & David, S. (2001). Ocean Shipping Alliances: The Wave of the Future? *Maritime Economics & Logistics*, vol. 3, issue 4, 351-367.
- El-Gohary, H.O. (2010). *The impact of E-marketing practices on market performance of small business enterprises: An empirical investigation*. Doctoral Dissertation, University of Bradford, UK.
- Fowler Jr., F. J. (2013) *Survey research methods* (5th ed.) Sage Publications.
- Gaitho, M. (2017). What is the real impact of social media? Retrieved from Simple Learn: <https://www.simplilearn.com/real-impact-social-media-article>
- Gao, Y (2010). Measuring marketing performance: A review and a framework, *The Marketing Review*,10, 25-40.

GlobalWebIndex. (2020). Social Media Trends 2020. Retrieved from <https://www.globalwebindex.com/reports/social>

Gulc, A. (2017). Courier Service Quality from the Client Perspective. *Engineering Management in Production and Services*, 9(1), 36 -45

Haddad, S. S. G., (2008). Marketing in liner shipping: current practices and suggestions for introducing new marketing tools to the industry. *World Maritime University Dissertations*. 130. https://commons.wmu.se/all_dissertations/130.

Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2017). *Strategic management: Concepts and cases: Competitiveness and globalization*. Nelson Education.

Hubspot. (2015). What is Inbound Marketing? Retrieved from Hubspot: <https://www.hubspot.com/inbound-marketing>

Iddris, F and Ibrahim, M. (2015). Examining the relationships between e-Marketing adoption and marketing performance of small and medium enterprises in Ghana, *Journal of Marketing and Consumer Research*,10, 160-169.

Indeed Editorial Team (2021). 11 Cost-Effective E-marketing Types

Kasatria. (2014). Display Marketing. Retrieved from Kasatria: <http://www.kasatria.com/basicsof-online-marketing/what-is-display-advertising#.WrtGbtRubIU>

Kothari, C. R. (2017). *Research Methodology methods and techniques* (2nd edn). New Delhi: New age International.

- Kotler, P. (2003) *Marketing Management*. 11th Edition, Prentice-Hall, Upper Saddle River.
[https://www.scirp.org/\(S\(vtj3fa45qm1ean45vvffcz55\)\)/reference/ReferencesPapers.aspx?ReferenceID=2008940](https://www.scirp.org/(S(vtj3fa45qm1ean45vvffcz55))/reference/ReferencesPapers.aspx?ReferenceID=2008940)
- Koksalan, M. S., & Uysal, O. (2018). The effects of digital marketing innovation on firm performance: The mediating role of digital marketing capabilities. *Journal of Marketing Communications*, 24(5), 516-536.
- Kuo, Y. F., Wu, C. M., & Deng, W. J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in Human Behaviour*, 25(4), 887-896.
- Lee, T., & Kim, K. (2018). The Impact of social media on Customer Experience: A Study of Korean Airline. *Journal of Air Transport Management*, 69, 56-64. doi: 10.1016/j.jairtraman.2018.02.006
- Lekhanya, L. M., & Cassim, N. (2016). E-marketing as a tool for small business growth: Opportunities and challenges. *Acta Commercii*, 16(1), 1-10.
- Lexicon. (2013). Digital Marketing. Retrieved from Financial Times Lexicon: <http://lexicon.ft.com/term?term=digital-marketing> [Accessed: 15 Jan, 2023]
- Marrs, A. (2014). Types of Online Ads and Examples of How They Look Like. Retrieved from WordStream: <http://www.wordstream.com/online-ads#Google Display Ads> [Accessed: 23 Jan 2023]
- McMillan, J. H. & Schumacher, S. (2010). *Research in education: Evidence-based inquiry* (7th ed.). New York, NY: Pearson

- Moan, S (2022). The value of ICT in the maritime industry. <https://www.dualog.com/blog/the-value-of-ict-in-the-maritime-industry>.
- Molenaar, C. 2012. E-marketing: applications of information in technology and the internet within marketing. Abingdon: Routledge.
- MSC (2021). About Us. MSC. www.msc.com. Retrieved 24 November, 2022.
- MSC (2021). MSC proceeds with fleet expansion strategy. Container News. 3 June 2021. Retrieved November 25, 2021.
- Muralidharan, R (2018). The Impact of E-Commerce on Parcel Shipping Operators in The EU and the US.
- Nozari, H., Szmelter-Jarosz, A and Ghahremani-Nahr, J. (2021) The Ideas of Sustainable and Green Marketing Based on the Internet of Everything—The Case of the Dairy Industry, *Future Internet*,13, 266.
- Oz, S. (2019). Digital marketing in the shipping industry.
- Perry, C. (2005). Education for digitization: How do we prepare? *The Journal of Academic Librarianship*, 13 (1).
- Portent (2015). Ppay per clicking. Retrieved from Portent: <https://www.portent.com/services/ppc/pay-per-click-explained>.
- Redjeki, F and Affandi, A. (2021). Utilization of Digital Marketing for MSME Players as Value Creation for Customers during the COVID-19 Pandemic, *International Journal of Science and Society*,3, 40-55.

- Russow, L. (2003). Digitization of Education: A Panacea? *Journal of Teaching in International Business*, 14 (2). 1-11.
- Sarfo, A. (2018). Service Guarantees in The Ghanaian Courier Industry. A Thesis Submitted to The University of Ghana, Legon in Partial Fulfillment of The Requirement For The Award of M.Phil. Marketing Degree.
- Saulnier, R. (2017). Advantages and Disadvantages of Internet Marketing. Retrieved from Rebecca Saulnier: <http://rebeccasaulnier.com/advantages-disadvantages-internetmarketing/>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. New York: John Wiley & Sons.
- Shahbaz, S (2018). Exploring the role of Digital Marketing – A case of Maritime Industry in Norway
- Sheppard, E., & Seidman, D. (2001). Ocean Shipping Alliances: The Wave of the Future? *International Journal of Maritime Economics*, Volume 3, Number 4, pp. 351-367(17).
- Shirazi, M, S. (2017). The Role of Electronic Marketing on Business Performance with Emphasis on the Role of Market Orientation. *International Review of Management and Marketing*, 7(3): 357-365.
- Sigala, M., Christou, E., & Gretzel, U. (2012). *Social media in travel, tourism and hospitality: Theory, practice and cases*. Ashgate Publishing.
- Strauss, J. and Frost, R. 2014. *E-marketing*. 7th ed. Harlow: Pearson

- Surber, K. (2016). The drive to Digitization and the impact on your business and customers. Retrieved from Cisco: <http://blogs.cisco.com/partner/the-drive-to-digitization-and-the-impact-on-your-business-and-customers>.
- Taticchi, P., Tonelli, F., & Cagnazzo, L. (2010). Performance measurement and management: A literature review and a research agenda. *Measuring Business Excellence*, 14(1), 4-18.
- Tavakol, M., & Saunders, J. (2014). Quantitative and quantitative methods in medical education research: AMEE Guide No 90: Part 1. *Med Teach*, 36(9), 746-756. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/24846122>
- Tetty, T. (2017). Factors Affecting Adoption and Use of Intra in The Ghanaian Shipping Industry Using the UTAUT Model. A Dissertation Submitted to The University of Ghana, Legon in Partial Fulfilment of The Requirement for The Award of Master of Arts Degree In Port And Shipping Administration.
- Treadaway, C., & Smith, M. (2010). *Facebook Marketing: an hour a day*. Indiana: Wiley Publishing. Indiana: Wiley Publishing.
- Tuten, T. L., & Solomon, M. R. (2013). *Social media marketing*. Boston: Pearson. Boston: Pearson.
- Twin, A. (2021). *Marketing. Business Basic Guide*. <https://www.investopedia.com/terms/m/marketing.asp>
- van Ham, H., Kuipers, B. (2004). E-commerce and the Container Shipping Industry. https://link.springer.com/chapter/10.1007/978-3-540-24827-9_4

Wang, K and Kim, H (2017). Can social media marketing improve customer relationship capabilities and firm performances? Dynamic capability perspectives," *Journal of Interactive Marketing*, pp. 15-26.

Weinreich, N.K. (2009). Integrating Quantitative and Qualitative Methods in Social Marketing Research. <http://www.social-marketing.com>.

Wilson, J. P., & Campbell, L. (2020). ISO 9001: 2015: the evolution and convergence of quality management and knowledge management for competitive advantage. *Total Quality Management & Business Excellence*, 31(7-8), 761-776.

Wisdom, E (2015). The impact of e-marketing on business performance: A case study of the Midlands Meander Association members. A dissertation in fulfilment of the requirements for the degree of Master of Technology: Marketing in the Faculty of Management Sciences at the Durban University of Technology.

Wordstream. (2015). Search engine optimisation. Retrieved from Wordstream: <https://www.wordstream.com/pay-per-click>

QUESTIONNAIRE

PREAMBLE

I am a Postgraduate student at the Kwame Nkrumah University of Science and Technology. This survey is part of a larger study titled "Critical Examination of the Effect of E-Marketing on the Performance of Shipping Industries (A Case Study of MSC. GH. LTD)." I, therefore, solicit your responses to help me complete this study. Your responses will be treated confidentially, and the data collected will be used for research purposes only. Please answer the following questions by selecting the appropriate response on a four-point Likert scale, where 1 represents "Strongly Agree" and 4 represents "Strongly Disagree". Please write in ink in the box which corresponds to the statement, which in your opinion is the most appropriate answer to the related question. For the following questions, kindly select by checking (✓) all that apply.

SECTION A: DEMOGRAPHIC INFORMATION

This section is asking for your background information. Please indicate your answer by ticking [✓] the appropriate response as it applies to you.

1. Gender of respondent.

A. Male [] B. Female []

2. Age of respondent.

A. 18 – 25 [] B. 26 – 33 [] C. 34 – 41 [] D. 42– 50 [] E. 51– Above []

3. Educational Level of respondent.

A. Primary [] B. JHS [] C. SHS [] D. Tertiary []

4. Years of experience in the shipping industry.

A. Less than 1 year [] B. 1-3 years [] C. 4-6 years [] D. 7 years and above []

SECTION B: TO EXPLORE THE TYPES OF ELECTRONIC MARKETING TOOLS USED BY MSC IN FINDING PROSPECTS.

The statements below explore the types of electronic marketing tools used by MSC in finding prospects. For each of the statements, kindly indicate the extent of your agreement by ticking the appropriate space provided. Level of agreement (1 to 4, 1=Strongly agree, 2= Agree, 3=Disagree 4=Strongly disagree).

Statement	1	2	3	4
I am familiar with the concept of e-marketing and its potential impact on the performance of shipping industries.				
It is important for MSC to adopt e-marketing strategies to enhance its performance in the shipping industry.				
MSC uses email marketing campaigns to reach potential prospects.				
MSC uses mobile marketing strategies (e.g., mobile apps, SMS campaigns) in reaching prospects on-the-go.				
Content marketing (e.g., blogs, articles, videos) has helped MSC in educating and engaging potential prospects.				

MSC depends on effective online advertising (e.g., display ads, sponsored content) to generate leads.				
MSC uses search engine optimization (SEO) techniques to improve visibility and create brand awareness of MSC. GH.				
Social media platforms (e.g., Facebook, Twitter, LinkedIn) are effective in finding prospects for MSC.				

SECTION C: TO INVESTIGATE THE EFFECT OF ELECTRONIC MARKETING TOOLS ON THE PERFORMANCE OF MSC.

The statements below investigate the effect of electronic marketing tools on the performance of MSC. For each of the statements, kindly indicate the extent of your agreement by ticking the appropriate space provided. Level of agreement (1 to 4, 1=Strongly agree, 2= Agree, 3=Disagree 4=Strongly disagree).

Statement	1	2	3	4
The use of electronic marketing tools has positively impacted the sales performance of MSC. Gh. Ltd.				
The use of electronic marketing tools has positively impacted the profitability of MSC. Gh. Ltd.				
Electronic marketing tools have contributed to an increase in the market share of MSC. Gh. Ltd.				

The implementation of electronic marketing has led to significant revenue growth for MSC. Gh. Ltd.				
Electronic marketing tools have fostered innovation within MSC. Gh. Ltd				
The adoption of electronic marketing tools has provided MSC with a competitive advantage over other shipping industries.				
Adopting electronic marketing provides MSC Ghana Ltd with the benefits of saving cost as against traditional marketing.				
The customers of MSC are always satisfied through the efforts of electronic marketing tools usage.				

SECTION D: TO EXAMINE THE PROSPECTS AND CHALLENGES OF THE ADOPTION OF ELECTRONIC MARKETING BY MSC GHANA LTD.

The statements below examine the prospects and challenges of the adoption of electronic marketing by MSC Ghana Ltd. For each of the statements, kindly indicate the extent of your agreement by ticking the appropriate space provided. Level of agreement (1 to 4, 1=Strongly agree, 2= Agree, 3=Disagree 4=Strongly disagree)

Statement	1	2	3	4
Electronic marketing provides a competitive advantage for MSC Ghana Ltd in the shipping industry.				

The implementation of electronic marketing strategies can lead to increased customer engagement and satisfaction for MSC Ghana Ltd.				
Electronic marketing enables MSC Ghana Ltd to reach a wider audience and expand its market reach.				
The adoption of electronic marketing can enhance the overall performance of MSC Ghana Ltd.				
Concerns about data privacy and security pose challenges to the adoption of electronic marketing by MSC Ghana Ltd.				
Resistance to change from employees pose challenges for effective implementation of electronic marketing at MSC Ghana Ltd				
The adoption of electronic marketing requires significant financial investment for MSC Ghana Ltd.				
Electronic marketing requires continuous monitoring and evaluation to assess its effectiveness for MSC Ghana Ltd which make it tedious.				

END OF QUESTIONNAIRE

Thank you for taking the time to complete this questionnaire. Your input is greatly appreciated and will contribute to the research findings of the study.