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THE IMPACT OF E-COMMERCE ON EMERGING MARKETS (A Case Study of Konga)

Ndace Silas and Mohammed Danladi
Department of Business Administration and Management
Niger State Polytechnic, Zungeru, Niger State, Nigeria.
E-mail: silwanciko@gmail.com

ABSTRACT
By 2022, cross-border business-to-consumer (B2C) online sales are estimated to account for 22% of total electronic commerce (e-commerce) worldwide (Forrester Research, 2019). The globalization of the internet and the resulting expansion of e-commerce has transformed the way people do business in recent years, allowing many organizations to increase their internationalization opportunities and also necessitating new business models and paradigms. This study is on the impact of ecommerce on emerging markets in Nigeria using Konga as a case study. Primary and secondary data were adopted. Taro Yamane's Formula was used for the selection of 169 respondents. The Technology Acceptance Model and Organization System theory were used as theoretical framework. Chi-square test was adopted in the analysis and testing of hypothesis. It was found out that there is a significant relationship between e-commerce and emerging markets in Nigeria. The study recommended that Government should increase awareness of online business systems so that every business will be aware of the benefits of doing business online. Government should establish and empower all the small scale businesses that are coming up to enable them meet up with the present business expectations.

Keywords: *Cross-border Electronic Commerce, Developed vs Emerging Markets, Digital Marketing Tactics*

INTRODUCTION
The diffusion of the internet and the consequent growth of e-commerce worldwide have changed the way of doing business in recent years, expanding the internationalization possibilities for many companies and demanding new business models and paradigms(Chrysostome & Rosson, 2009; Ekeledo & Sivakumar, 2004;). At the same time, several authors advocate that e-commerce enhances internationalization due to low

operating costs, elimination of intermediaries and reduction of physical barriers (Luo et al., 2005; Molla &Licker, 2005). According to Kshetri (2007), these characteristics have the potential of generating greater value for companies from developing countries than developed countries. The result is more companies competing at similar levels, increasing the competitiveness of the global market (Nagle, 2001; Chrysostome & Rosson, 2009). Electronic commerce is reshaping many aspects of the business and the social life. Companies need to adapt their strategies to the new realities if they want to be competitive in the marketplace. Ecommerce is a new way of conducting business and its influence is increasing every year (Chong 2008). The term "e-commerce" is described by Chaffey (2009) as all electronically mediated transactions between the company and third party. At the same time e-commerce not only provides the companies with a huge amount of information, increases the speed of the transactions and decreases costs, but also reshapes their marketing strategies and practices (Dou & Chou 2002).

E-commerce involves conducting business using modern communication instrument: telephone, fax, e-payment, money transfer systems, e-data inter-change and the internet. E-commerce is not only a new technology and a new frontier for global business and trade, it is also still evolving. An emerging market is a market that has some characteristics of a developed market, but does not fully meet its standards. This includes markets that may become developed markets in the future or were in the past. The term frontier market is used for developing countries with smaller, riskier, or more illiquid capital markets than emerging. According to the economist, many people find the term outdated, but no new term has gained traction. The reasons for implementing an e-commerce strategy can vary from company to company. According to Xu and Quaddus (2009), while in the big companies the leading motives are to improve efficiency in their internal processes; small companies are more concerned with the competiveness. Successfully adoption of e-commerce is a slow process and it cannot be completed at once, but rather in small series of adoption processes in which the company moves gradually from simple to more complex stages of e-commerce (Brand & Huizingh 2008). Obviously, any firm beginning the process of adoption will face many problems and barriers. Managers in the small companies need to overcome the barriers and realize the benefits from e-commerce in order to prevent the risk of competitive disadvantage in their businesses (Abid et al. 2011; Stockdale & Standing 2004).

Electronic commerce offers unprecedented opportunities to both developing and developed countries. In the short run, the gains are likely to be concentrated in developed countries but, in the long run, developing countries have more to benefit. In the short run, developing countries lack the infrastructure necessary to take full advantage of Internet. But in the long run, they can leap frog, skipping some of the stages in the development of information technology through which developed countries have had to pass. E-commerce is now being used in all types of business, including manufacturing companies, retail stores, and service firms. E-commerce has made business processes more reliable and efficient. Consequently, e-commerce is now essential for businesses to be able to compete in the global marketplace. The purpose of this paper is to add to the body of knowledge regarding the origins of ecommerce and the value of e-commerce to marketers, while also identifying security measures for dealing with e-risks.

E-commerce Growth

E-commerce has grown rapidly since the introduction of the worldwide web (internet) in 1991, although its origins may be traced back to the Berlin Blockade, when items were ordered and airlifted via telex between June 24 and May 12, 1949. E-commerce has helped innumerable businesses thrive since then, thanks to new technological advances, increases in internet connectivity, and widespread consumer and business adoption. The Boston Computer Exchange, which launched its first ecommerce platform in 1982, was the first to conduct an e-commerce transaction (Azamat et al., 2011; Boateng et al., 2008). Internet penetration is directly related to e-commerce growth potential (Nielsen, 2018). The expansion of e-commerce is mostly due to the increased use of mobile devices/smart phones around the world. Individuals are more adaptable and passive in purchasing and selling on the internet when using mobile devices (Harrisson et al., 2017; Isorait & Miniotien, 2018; Milan et al., 2020); Nielsen, 2018; Singh, 2019; UNCTAD, 2019a, 2019b). The rise of the digitally savvy millennial workforce, smartphone ubiquity, and ongoing e-commerce technology optimization are forcing the hand and speed of the traditionally slow-moving B2B industry. The roughly $1 billion B2B e-commerce industry is about to experience the perfect storm that is propelling B2C growth (Harrisson et al., 2017).The worldwide retail market has now been altered by e-commerce (Nielsen, 2010).2019). With the increasing purchasing power of global buyers, the proliferation of social media users, and the increasingly advancing infrastructure and technology, e-commerce is a vibrant and ever expanding business model. Its future is even more competitive than ever (McKinsey Global Institute, 2019; UNCTAD, 2019a, 2019b). The study of the e-commerce growth trend, particularly after 2015, reveals that online shoppers continue to value both flexibility and scope while purchasing online. Online retailers will expand their reach as a result of the convenience of buying and returning things nearby (Harrisson et al., 2017). Between 2014 and 2020, e-commerce grew at a compound annual growth rate (CAGR) of 15% across all nations; between 2020 and 2025, it is expected to expand at a CAGR of 25%.

Conceptual Framework

Concept of E-Commerce

The increasing number of the publications past few years leads to greater variation of the definitions of e-commerce. The first definitions were simple –e-commerce has been defined as a process of buying and selling of goods over the Internet. The term was developed later and it was added "exchange of information" in addition to "buying and selling of goods" (Chong 2008).Rainer and Cegielski (2011) define e-commerce as a "process of buying, selling, transferring, or exchanging of products, services, and/or information via computer networks, including the Internet". Moreover, this supposes continuous flow of information, before and after the process of sales. Rayport and Jaworski (2002) add that the process of exchange is technology mediated and that it is based on inter and intra organizational activities for facilitating such exchange. In this context, Chaffey (2007) considers e-commerce as "all electronically mediated transactions between an organization and any third party". Summarizing, e-commerce is not restricted to buying and selling, and it has become a more open term than before. Therefore, the following description of e-commerce based on the literature will be used:

> *E-commerce is a process of integration of all company's processes, activities and services toward buying and selling of products and exchange of information and funds with the company's partners via computer networks and electronic technologies (Adapted from Chong 2008; Chaffey 2007; Rainer & Cegielski 2011; Rayport & Jaworski 2002).*

The terms e-commerce and e-business are interchangeable (Rainer & Cegielski (2011). Many people use e-business or even e-marketing, talking about e-commerce in a broader sphere (Schneider 2011). Good illustration of the closeness between the two terms can be found in the IBM definition of e-business: "the transformation of key business process through the use of internet technologies" (Schneider 2011; Chaffey 2007).

E-Commerce and Marketing Strategy

As mentioned in the previous section, one of the most common reasons for small companies to adopt e-commerce strategies in their businesses according to the literature is to enhance competiveness (Xu & Quaddus 2009). At the same time e-commerce presupposes new possibilities and difficulties as well as certain changes in the marketing strategy. But according to Stockdale and Standing (2004), electronic technologies and e-commerce are not the reason for the market to exist. The basic principles of the marketing are the same and the technology only facilitates the businesses (Stockdale & Standing 2004). When companies apply technologies to achieve their marketing objectives, we can use the term "e-marketing" (Chaffey 2002). Allen and Fjermestad (2001) suggest that the impact of e-commerce can be better understood in the contexts of the traditional marketing mix of the four Ps - Product, Price, Place and Promotion. Therefore, they will be described in details in order to obtain a clearer picture of the impact of e-commerce.

Product

Traditional marketing considers "product" as anything which can be offer in the market for satisfying customer needs. In e-commerce, information can be regarded as equal to the product itself (Evans & Wurster 1999). Enterprises providing clear relevant information can increase the attractiveness of their products. Technology improvements give possibilities for decreasing the cost of searching, collecting, and disseminating of information from the company and from the customers. Buyers can access information instantly, and even virtually test the product, which in traditional marketing concept would be time consuming. E-commerce changes even the way of delivering the product (Alrawi, 2007). Moreover, e-commerce gives possibilities for shortening the product's life cycle, as well as the process of testing and development. At the same time, companies can expand their product line, offering additional interactive or physical services around the core product (Chaffey et al. 2000). As value-added product characteristics influence the customer's perceptions, and brand is dependent on these perceptions, ecommerce can be used to create strong brand identity and enhance brand awareness (Chaffey 2002).

Place

Marketing channels or "the place" has changed due to e-commerce. The effect of e-commerce is higher on the "place" than on the other three elements. Why? Because e-commerce changed rapidly the marketplace and offered tremendous opportunities for expanding the customer base and increasing the market share (Allen & Fjermestad 2001). According to Chaffey (2002) digital channels gives opportunities to selling more existing products on the same markets (market penetration). Furthermore, Internet gives premise for more a global reach and creating of larger marketplace or market development. E-commerce gives new possibilities for distribution of the product and international expansion with relatively lower costs (Allen and Fjermestad 2001). Before, companies needed to invest huge amount of money to establish local supporting structures. Now, they create virtual market space, which can complement their traditional marketing channels. Moreover, the large variety of choices is available 24h per day and buyers can at the same time consider different offers from a variety of sellers (Alrawi 2007). Additionally, companies can shorten their supply chains and bypass some of the parts of the value chain (Allen & Fjermestad 2001).

Price

Price is the most flexible of the four elements of the marketing mix. At the same time, it is the only element which generates revenues, that's why companies should be aware of possibilities and threads exposed on (Allen & Fjermestad 2001). With the increased exchange of information, customers can easily compare different prices on a global scale and quickly make their choice. The price competition is increasing, companies are pressured to decrease the prices, and turn to other sources of competitive advantage. This can lead to price standardization across borders (Allen & Fjermestad, 2001). At the same time, there are possibilities for decreasing the overall costs for storing, and also administrative costs. By better coordination of production, distribution and sales, companies can decrease the overall costs of their products (Alrawi 2007). Moreover, companies selling online can offer special discounts in order to meet its objectives. The lower overhead of electronic transactions than telephone or personal sales gives possibilities for these price reductions (Chaffey 2002).

Promotion

E-commerce provides a new way to communicate company's messages to the customers. Enterprises can connect the traditional method for obtaining information, like product testing and focus groups with the information from their e-commerce website to build a unique profile for every customer. By doing this, they can develop more precisely advertising messages to targeted groups or individuals using such tools like e-mails, web media, blogs, social media adds and others (Allen & Fjermestad 2001). Performed well, the low-cost promotion over the Internet leads to competitive advantage for the companies over these competitors who did not succeed it. Companies can either create web site with the idea of communicating messages to the customers, or use external internet advertisement to attract visitors to their home page. Sales promotions can be established quickly, and customers can be better informed. Direct marketing, which in traditional strategy is too costly and time-consuming, now can be performed faster using direct e-mails. Of course, this cannot fully replace the "old way" but supplement the overall marketing strategy. For example, direct e-marketing can be used to identify and establish the relationships with customers, and then face-toface approach can be performed (Allen & Fjermestad 2001). However, there are some negatives of relying entirely on online promotion. For example, customers are still unwilling to share information fully, feared for their privacy because the information can be used with unclear intentions. Evans and Wurster (2000) suggest that if marketers used the information to create additional value, customers will be more willing to share the information. Therefore, e-commerce and internet promotion suppose more efforts for satisfying customer needs and predispose the customers to share information.

Benefits of E-Commerce adoption in Small Companies

Research among small size companies about the perceived e-commerce benefits have increased in recent years. However, due to the differences between the countries, the character of the companies and type of business they are into, the results are different. Chaffey (2009) divides the benefits from e-commerce into tangible and intangible. While tangible is connected with increased sales, decreased cost and market expansion which can be measured, intangible benefits are hard to identify and access. But they obviously are connected with the tangible. For example, if the company shortens its product development lifecycle, this could lead to costs savings and better satisfying customer needs and finally increased sales (tangible benefits).

Tangible and intangible benefits from e-commerce (Chaffey 2009)

Tangible benefits	Intangible benefits
Increased sales (new customers, new markets, repeat selling, cross-selling)	Increased brand awareness
Marketing cost reductions (reduced time for customer service, online sales, reduced distribution costs, reduced advertising costs)	Better corporate image
Supply-chain costs reduction (reduced inventory, increased competition, shortening the process of ordering)	Improved marketing communication
Decreasing the administrative costs	Improved product development process
	Finding new partners
	Improved effectiveness of market information
	Feedback from customers

Digging into the problem and examining other publications gives a more detailed picture about the problem. For example, Abid et al. (2011) stated that the most important benefits are connected with the competitive environment rather than just cost savings. The following major benefits have been reported: increased sales and increased ability to compete. Next to them, companies highlight increased customers service and reaching large number of customers (Abid et al. 2011). Xu and Quaddus (2009) stated that the increased ability to obtain information about customers and suppliers is one of the major benefits for small companies. Moreover, they can benefit from expanding their covering beyond the regional or even national borders. With the global nature of the technologies, companies can increase their market presence by penetrate in the global market (Xu & Quaddus 2009; Turban et al. 2008). The authors suggest that in the near future e-commerce will become a necessity for survival in ever increasing market competition. Nevertheless, through e-commerce small businesses can increase their ability to communicate with customers, suppliers and competitors to the same degree as many of the largest companies, leading to greater ability to compete by being more flexible (Fillis et al. 2003). Stockdale and Standing (2004) also support that. They suggest that because of the size, the small companies will be more adaptable to the changing conditions and can gain from the increased speed and flexibility which e-commerce offers. At the same time, smallest companies nowadays are primarily concerned with short term and tangible benefits like cost savings than the long term indirect benefits, like better corporate image (Duan 2011). The explanation of the author is that even if e-commerce leads to some intangible benefits for the small business, these perceived benefits are far below the initial expectations (Duan 2011). Cost savings are also being commonly reported as a result of e-commerce implementation.

Abid et al. (2011) propose that these saving are mainly because of the improved customer service, leading to less stuff and time to maintain the customer operation as well as decreased material expenses. Going online gives possibilities for low cost day-to-day operation and improved access to products and services from customers. For example, a purchase and payment of digital product can be made online, and the product then can be downloaded from the customers. This leads to reduced operational costs for the company. Nevertheless, more efficient and less expensive way of looking for suppliers or customers can be expected (Stockdale & Standing 2004). It is being reported that e-commerce gives opportunities for small business to increase their service offerings and improve the quality. Moreover, the benefits of the customer service and support online are big and this leads to better satisfaction, increased communication and interaction (Abid et al. 2011; Xu & Quaddus 2009). Additionally, it is being stated that the perceived benefits of e-commerce among small companies are more than the larger, when talking about the customer service and customer relationships. According to Stockdale and Standing (2004), the ability to tailor unique customer products and services to individuals leads to better customer satisfaction and market place facilitates this ability. Due to the transparency of information, companies can easily identify where and how to differentiate their product from the other companies on the same marketplace (Stockdale & Standing 2004). Summary of the benefits for the small companies of participation in the electronic marketplace according different authors are given in table below:

Benefits for small-size companies from e-commerce adoption

S/NO	Benefits	Description
1	Improved day-to-day efficiency	low cost day-to-day operation and improved access to products and services from customers
2	Cost saving	By improved customer service, less personnel and time to maintain customer operation; decreased material expenses
3	Reaching large number of customers	Companies can reach new markets in other regions and countries. Firms can broaden their marketplace or widen the supplier base
4	Improved customer service	The companies can offer variety of new services offerings and improve the quality, with decreasing the time
5	Increase ability to compete	Through e-commerce small business can compete at the same level as the largest by being more flexible
6	Increased sales	E-commerce leads to increased sales
7	Improved distribution channel	Small companies can broadened their supplier bases through the use of e-marketplaces
8	Increased flexibility of communication	E-commerce possess new possibilities for communication between partners
9	Better access to information	increased ability to obtain information about customers and suppliers, increased information exchange
10	Better customer satisfaction through unique products	tailor unique customer products and services to individuals leads to better customer satisfaction

In nutshell, the benefits from e-commerce can be numerous but not all of them can be expected to appear in every company. Due to the differences within the industries, countries, and type of the business, different perceived benefits can be expected. According to Stockdale and Standing (2004) the process of achieving and realizing these benefits is slow and reaching sustainable advantages from e-commerce should be expected in long-term.

Barriers for E-Commerce adoption in Small Companies

According to Arendt (2008), the small companies experienced greater difficulties in finding e-commerce solutions than larger firms. Companies should carefully measure the risk and potential benefits of implementing e-commerce. Moreover, their new strategy needs substantially changes in all aspect of company's business. If the plan is not in accordance with the overall company mission, the result could be disastrous – bad customer experience and low return of investments.

The risk for small firms is particularly higher since they suffer from lack of capitals and knowledge. There are also many problems with the security, problems with ordering and delaying of orders (Arendt 2008). However, the barriers for adoption of e-commerce are numerous but they are different in small than the large companies. Arendt (2008) states the opinion that even with the similar level of connectivity to Internet the gap between small and large companies still exists. According to Arendt (2008) the barriers can be split into two major categories: macroeconomic and microeconomic. One of the major macroeconomic barriers is the lack of innovation culture. Due to the insufficient reward from the market companies are not stimulated enough to introduce innovation (Arendt 2008). In addition, Stockdale & Standing (2004) stated that many small companies operate in an environment that does not encourage the process of innovation and development of the strategy. At the same time e-commerce can be irrelevant to the business and managers feel that it is not appropriate to participate in the e-marketplace (Chaffey 2002). This factor, together with the low access and increasing cost of capitals is a major obstacle. According to Arendt (2008) the very first microeconomic barrier is insufficient awareness and skills in the company and the level of implementation of e-commerce is dependant in higher degree of that factor than the financial/costs factors.

However, even if the financial barriers still exist in some degree, we are observing a major shift from resource driven toward management driven factors (Arendt 2008). In other words, the process of decreasing the influence of the costs factors and increasing the influence of the internal factors is irreversible. Most researches select lack of knowledge and skill as a major obstacle. Studies made among small and medium size companies show that the leading barrier is the initial set-up costs and followed by the running costs. Because the small companies did not have easy access for capitals, this was a major obstacle. But with the development of the technology, the initial investments are decreasing and other factors emerged as most important –lack of skills and knowledge (Fillis et al. 2003; Arendt 2008). Other important obstacle is unwillingness of top management to implement new strategy. The strong correlation between the top management support and the level of adoption has been proved by Duan (2012). In small companies, the power decisions are concentred in the owner or the manager and their understanding of the potential benefits is crucial for implementing more sophisticated levels of e-commerce (Fillis et al. 2003; Duan 2012).

The results obtained from Arendt (2008) and Duan (2012) are constant with the research from Abid et al. (2011) among Australian small-size companies. The authors stated that the internal barriers are more important, and the external takes the lowest position in the ranking. Lack of knowledge and skills is the most important barrier for the Australian companies and after that is the cost factor (Abid et al. 2011) Major barrier is also the lack of compatibility between the company's technical infrastructure and e-commerce technology. Moreover, Abid et al. (2011) additionally examined the expected barriers and compare them with the perceived after starting to implement e-commerce strategies. The result showed that small firms are bad prepared for the introduction of ecommerce. They make insufficient planning process and underestimate the technological sophistication and complexity of the process.

The lack of long term business strategy is also indicated by Arendt (2008). Companies also need to adapt their strategy with the transition to more relationship oriented strategy, which is inevitable with e-commerce (Arendt 2008). But according to O'Toole (2003) this requires people and substantially changes in the way of doing business. People and knowledge are becoming more important and companies need to invest more on training programs to overcome this barrier and to be successfully implementers of e-commerce strategy (O'Toole 2003). The security risk is increasing with the openness of the company to the world and with that, the fears that the company could be more vulnerable to attacks. This in turn can affect negatively the internal environment and the company can terminate the process of e-commerce adoption on very early stage (Oh Ka-Young et al. 2012). Moreover, Oh K-Young et al. (2012) showed that the perceived business risk has double effect on the company. The perceived business risk is defined from Oh Ka-Young et al. (2012) as apprehension about an organization's business security when using ecommerce systems. First, the business risk has an overall negative effect towards implementation to e-commerce strategy, and second, positive effect towards improved innovation capabilities. The results show that the greater the risk is, the more likely the firms are to strengthen their innovation capabilities. But overall, security risk is a major obstacle. The fear of possible negatives of information exchange between partners remains (Oh Ka-Young et al. 2012). According to O'Toole (2003), security of information exchanged between the partners and the fear that strategic data can be accessed by competitors is a major obstacle for the small companies. Moreover, customers are also concerned about the data collection about them and the security of electronic financial exchange (O'Toole 2003).

More recent publications presented the security problem more general, describing it as a lack of trust. Because e-commerce interaction is a virtual and the personal contact is missing, the parties are suffered from lack of trust, which could be a barrier for further adoption (Oh Ka-Young et al. 2012) A good classification of the barriers is given from Arendt (2008), where they are classified into six main categories. Summary of the barriers from my literature research based on the Arendt's model is presented in the table below.

Barriers for e-commerce adoption (Adapted from Arendt, 2008)

S/NO	CATEGORY	BARRIERS
1	Management and strategy	Lack of awareness Lack of long term business strategy Lack of innovation culture Resistance of top management
2	Cost and financing	Lack of finance resources Long process of return on investments
3	Skills and training	Lack of experience and knowledge
4	The Supply chain	Unsuitability for the type of business Lack of consumer demand
5	Technology Choices	High level of complexity Lack of time
6	Security and reliability	Business risk Security factors

Dangers associated with the uses of E-Commerce

Most businesses find it hard to adopt the use of e-commerce in their day to-day business transactions due to the dangers associated with it. Some of them are discuss below.

E-Risk.

E-risk has been defined as the potential for financial and technology problems to result from engaging in e-commerce (Smith et al. 2003). Since the Internet was not originally designed for business, it was not designed to control and manage business risks. Developments in the e-commerce environment alter risk, so previous solutions may no longer apply. Processing power, connectivity, and speed can spread viruses, enable system compromise, and compound errors in seconds, potentially affecting interconnected parties. Hackers continually develop new techniques; thus, creating new vulnerabilities. If access to the system is acquired, hackers can potentially cause major problems by deleting, modifying, or stealing data. Cyberspace is open to villains who look for computer networks to exploit.

Cybercrime

Cybercrime is a major concern that consumers have regarding ecommerce. No one wants to become a victim of cybercrime, which is a real hazard to e-commerce. Cybercrime is an e-crime. Cybercrime is a criminal act that involves computers and networks. Cybercrime includes criminal acts such as computer viruses, phishing, and denial of service attacks that cause e-commerce websites to lose revenues. Understanding and defending against cybercrime is critical for companies involved in ecommerce. E-commerce companies lose billions of dollars in lost business, stolen assets, and damaged reputations as a result of cybercrime (Smith et al. 2010). Cash is stolen, literally with the push of a button. When an e-commerce website crashes, business activity stops. The usual outcome is that a company loses business to a competitor who has a working website. In addition to losing sales, companies that become victims of cybercrime also experience damaged reputation. Vulnerability to cybercrime may cause some customers to lose confidence in a company's ability to accurately process sales transactions and effectively protect confidential customer information.

Throughout the world, cybercrime has become a major concern (Council of Europe 2011). Stopping cybercrime is more than a business concern. Stopping cybercrime is a law enforcement challenge facing national governments. Preventing cybercrime is important for a nation's economic progress, as e-commerce is a substantial component of economic activity. US President Barak Obama has been called upon to formulate a comprehensive and nationwide strategy (Albanesius 2008). Some common cybercrimes are shown in Exhibit 4 below.

Examples of Common Cyber Crimes

s/no	Cyber Crime	Description
1	Computer virus	Computer virus is a program that piggybacks or attaches itself to application programs or other executable system software; causing damage to computer systems or files.
2	Phishing	Phishing occurs when the perpetrator sends fictitious emails to individuals with links to fraudulent websites that cause the victim to release personal information.
3	Botnet	A Botnet infection occurs when a hacker transmits instructions to other computers for the purpose of controlling them.
4	Spoofing	Spoofing is use of email to trick an individual into providing personal information that is later used for unauthorized purposes.
5	E-bank theft	E-bank theft occurs when a perpetrator hacks into a banking system and diverts funds to accounts accessible to the criminal.
6	Netspionage	Netspionage occurs when perpetrators hack into online systems or individual PCs to obtain confidential information.
7	Online credit card fraud	Online credit card fraud is illegal online acquisition of a credit card number and use of it for unauthorized purposes.
8	Online denial of service	Online denial of service is use of email barrages, computer viruses, or other techniques to damage or shut down online computer systems.
9	Software piracy	Software piracy is the theft of intellectual assets associated with computer programs.
10	Spam	Spam refers to unsolicited email; spam is illegal if it violates the Can-Spam Act of 2003, such as by not giving recipients an optout method.

Source: Kratchman et al. 2008.

Many consumers are uncomfortable using the Internet for transacting business because of cybercrime and security concerns regarding their transactions. Pathak (2004) evaluates risks associated with e-commerce. He concludes that e-commerce requires auditors to identify risks and show their impact on the information system. However, auditors do not provide security against e-risk. Auditors provide independent and professional opinions that information provided on a website is accurate. To inspire consumer trust in a website, it is beneficial for a company to make use of Web assurance services.

Solutions to the challenges of E-Commerce

1. Web Assurance Services

Web assurance services provide e-commerce customers with an indication of the quality and trustworthiness of e-commerce websites. Four principal Web assurance services are as follows: BBB Online, Trust Services, TRUSTe, and VeriSign. When a company's e-commerce includes one of these Web assurance service seals, then assurances are provided concerning various aspects of doing business with the company. The BBBOnline seal, for example, indicates that the company is a member of their local Better Business Bureau (BBB), has been in business for at least a year, has agreed to abide by the BBB standards of truth in advertising, and has committed to work with the BBB to resolve consumer disputes. Below provides brief descriptions and symbols of these four Web assurance services:

2. Verisign.

Verisign provides digital certificates that provide users assurance that they are doing business with the genuine site and not an imposter's "spoof" site, and that the information sent, e.g., credit card numbers, online forms, or financial data, is protected from interception or alteration over the web. 3.

3.Truste

Truste is an organization sponsored by several of the larger Internet firms such as Microsoft and IBM. When you visit a Web site displaying the TRUSTe trustmark, you can expect to be notified of: What personally identifiable information of yours is collected; What organization is collecting the information; How the information is used; With whom the information may be shared; What choices are available to you regarding collection, use and distribution of the information; What kind of security procedures are in place to protect the loss, misuse or alteration of information under the company's control; and How you can correct any inaccuracies in the information.

4. Trust Services.

Trust Services, which include WebTrust® and SysTrust®, are a set of professional assurance and advisory services offered by U.S. CPAs and Canadian Chartered Accountants. Trust Services are based on a common framework (specifically, a core set of principles and criteria) that address the risks and opportunities of information technology. Trust Services offer guidance when providing assurance services, advisory services, or both on information technology systems, including e-commerce systems. Trust Services assess security, availability, processing integrity, privacy, and confidentiality. Trust Services Principles are specifically applicable to two AICPA/CICA services—WebTrust and SysTrust.

5. **BBBOnLine.**

Websites carrying the BBBOnLine Reliability seal are all members of their local Better Business Bureau, have been in business for at least one year, have agreed to abide by BBB standards of truth in advertising, and have committed to work with the BBB to resolve consumer disputes that arise over goods or services promoted or advertised on their site (Runyan et al., 2008).

Theoretical Framework

Customers, in general, require protection because they are considered as second-class citizens in comparison to their contracting partners (Daniel, 2005). As a result of their poor negotiating power, it is accepted that their interests must be protected. The thesis of 'inequality of negotiating power' emphasizes the consumer's economic disadvantage over suppliers (Haupt, 2003; Liyang, 2019). The principle of 'inequality in negotiating power' emphasizes the customer's economic disadvantage over providers (Haupt, 2003). The exploitation theory promotes a viewpoint similar to that of the 'weaker party' argument. Consumers need protection, according to this idea, for two reasons: first, they have no option but to buy and contract on the terms imposed by increasingly huge and powerful firms; secondly, enterprises can leverage on significant knowledge and complexity gaps in their favor (Cockshott & Dieterich, 2011).Consumers need protection, according to this idea, for two reasons: first, they have no option but to buy and contract on the terms imposed by increasingly huge and powerful firms; and second, enterprises can leverage significant knowledge and complexity gaps in their favor (Cockshott & Dieterich, 2011).

In modern times, however, some researchers, such as Ruhl (2011), argue that the traditional theoretical argument that the customer is the weaker party is no longer valid. The logic was that the exploitation hypothesis failed to account for business competition. Because of competition from other firms, companies' negotiation power with clients is weak. As a result, the study concludes that "economic theory" is the most appropriate theoretical rationale for consumer protection today. The principle of 'economic philosophy' is to promote economic productivity and wealth preservation as a benefit (Siciliani et al., 2019).

As a result, contract law had to evolve significantly in order to deal with modern-day consumer transactions in which there is no time gap between agreement and results (McCoubrey & White, 1999).As a result, because the variety and benefits of online markets are larger than those of face-toface transactions, the 'economic theory' justifies the flow of goods and services through electronic transactions. A strong consumer protection framework, according to the idea, can help to boost the expansion of electronic commerce reliability and trust. The 'incentive theory,' which describes consumer protection in electronic transactions, is founded on that concept (McCoubrey & White, 1999).Online shopping necessitates a higher level of trust than offline purchases (Nielsen, 2018).Trust (faith/confidence) has long been considered a trigger for buyer–seller transactions that can give high standards of fulfilling trade relationships for clients, according to behavioural economics (Pavlou, 2003).Pavlou (2003) agrees with Lee and Turban (2001) that the role of trust is critical in accurately capturing e-commerce customer behavior. O'Hara's (2005) study also reveals a link between law and trust (belief/faith), dubbed' safety net evaluation,' implying that law may play a role in establishing trust between two parties. Cross-border transactions, on the other hand, enhance the difficulty of creating enough online confidence, particularly if one of the parties to the transaction is from a state with a high incidence of counterfeits or a poor rule of law (Loannis et al., 2019).As a result, the law encourages the parties to get into a contractual obligation to the degree that it works to lessen the insecurity of a contractual connection. In line with 'behavioural economics,' the current study incorporates the concept of trust (faith, belief, and confidence) as another theoretical background.

Trust, as a focus point in e-commerce, refers to a party's ability to be vulnerable to the acts of another party; the trust or, through its involvement in networking, perceives trust as a risk-taking activity (Mayer et al., 1995; Helge et al., 2020). Lack of trust can lead to shaky contracts, costly legal protections, sales losses, and corporate failure. As a result, trust is critical in assisting clients in overcoming the perceived risk of doing business online and in assisting them in being vulnerable to those inherent e-commerce hazards, whether real or imagined. While mutual advantage is usually the motivation for a contract or transaction, trust is the assurance or possibility that the consumer will profit (Cazier, 2007).It is possible to have a low or high level of trust. Low risk-taking behavior is associated with lesser trust or engagement, whereas high risk-taking involvement is associated with more trust or engagement (Helge et al., 2020). According to the theory of trust proposed by (Mayer et al., 1995), trust is formed by three factors: ability, benevolence, and integrity (ABI model). The following dimensions of the ABI model emerge from the analysis of prior investigations (Mayer et al., 1995; Cazier, 2007; Helge et al., 2020):

Dimensions	Description
Ability	Competence and characteristics of vendors in influencing and approving a particular area or domain-level service to the consumer **Elements:** technological skills and solutions to provide the core service, as well as privacy, security, data protection, and preparedness
Benevolence	Concerns caring, and it's the muse for client loyalty **Elements:** attention, empathy, belief and acceptance
Integrity	Compliance with laws and transparent consistency and links to attitude and behaviour of sellers in running their business Elements: equality, satisfaction, allegiance, fairness, and reliability

Precisely, ability, benevolence and integrity have a direct influence on the trust of e-commerce customers.

For e-businesses, gaining consumer trust and creating a connection has grown more difficult. Weak online security, poor electronic payment systems, a lack of an effective marketing program, delivery delays, bad quality goods and services, and an inadequate return policy are the key factors (Kamari & Kamari, 2012; Mangiaracina & Perego, 2009).These flaws have a long-term negative influence on corporate operations. The online payment process is extensively unsafe, which is one of the difficulties that contributes to customer distrust and the disadvantages of e-commerce. The lack of trust in electronic payments has a severe influence on the e-commerce industry, and this problem persists (Mangiaracina & Perego, 2009).The findings of a recent study (Orendorff, 2019), and the survey results on trust-building, notably on payment methods, preferred language, and data security, are noteworthy. Another aspect of trust-building is the method of payment. Customers today want to be able to shop in their own currency with ease. In a 2019 survey of 30,000 online shoppers, 92 percent said they prefer to shop in their own currency, and 33 percent said they would cancel a purchase if the price was only published in US dollars (Orendorff, 2019). Airbnb, an online lodging booking e-business that began operations in 2009, has evolved and spread its wings globe as of September 2020, servicing 7 billion clients (guests) with local currency payment options in over 220 countries and 100k+ localities. The Common Sense Advisory Survey, which polled 8709 online shoppers (B2C) in 29 countries from November 2019 to February 2020, found that 75 percent of them preferred to buy products if the information was in their native language. Because they can't read, almost 60% said that they rarely/never buy from an English-only website. Similarly, its B2B poll of 956 business individuals took a similar tack. Customers, whether B2B or B2C, wanted to go beyond Google Translate because language is a front-line issue that can make or break worldwide sales. Leading Indian e-commerce businesses such as Amazon and Flipkart have begun to capture the next 100 million consumers by offering text and voice-based customer service in regional languages. These findings imply that customers have faith in the information they need to complete a purchase successfully. E-most commerce's serious danger is certainly data protection. Because the markets see so many infractions, it frequently appears that everyone is hacked, making it difficult to ensure that your store is safe and secure. Maintaining the safety and security of e-commerce consumers' data privacy in compliance with General Data Protection Regulations (GDPR) across countries is a significant expense for e-commerce firms; it points a finger to maintaining the safety and security of e-commerce consumers' data privacy in compliance with General Data Protection Regulations (GDPR) across countries.

The Technology Acceptance Model

Emerging information technology cannot deliver improved organizational effectiveness if it is not accepted and used by potential users. Technology Acceptance Model (TAM) is one of the most successful measurements for computer usage effectively among practitioners and academics (Davis, 1989). TAM is consistent with (Rogers, 1983) theory on diffusion of innovation where technology adoption is a function of a variety of factors including; relative advantage and ease of use. Two particular beliefs are addressed Through TAM; perceived usefulness and perceived ease of use. Perceived usefulness is defined as being the degree to which a person believes the use of a system will improve his performance. Perceived ease of use refers to the degree to which a person believes that the use of a system will be effortless.

Organizational Model

The theory was propounded by Leavitt (1965). He suggested that an organization consists of four interrelated components: structure, task (strategy), people, and technology as presented in Figure 2. Organization's structure refers to systems of communication, systems of authority, and systems of workflow; organization's strategy can be defined as the establishment of the basic long-term objectives of an enterprise, and the adoption and commitment of resources to a course of action intended to obtain these corporate objectives (Chandler, 1962); People refers to individuals working in the organization and; Technology can be defined as the tools, techniques, and actions 14 used to transform organizational inputs into outputs (Daft, 1995). Leavitt (1965) reported that if any of the four components changes, the other three must also change. It is the interaction between these four components that determines the fate of an organization. This framework has been chosen for this study because it covers many critical issues that could lead us to a comprehensive understanding of the relationship between technology and organizations.

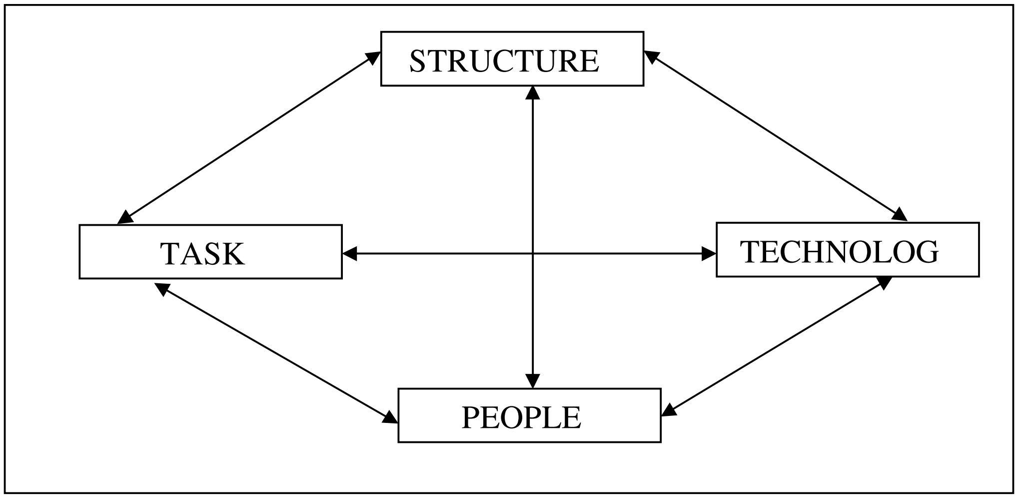

Figure 2. Organizational Model

Application of the Theories to the Study

The three theories above are relevant to this study because of the multidimensional issues contained in the variables. The organizational model emphasizes the nature and composition of what it entails to accomplish a goal through collective efforts and composition of different elements which functions interdependently and coordinated as a whole. These according to Leavitt (1965) are structure, task (strategy), people, and technology. The Technology Acceptance Model which emphasizes on the theory on diffusion of innovation where technology adoption is a function of a variety of factors including relative advantage and ease of use. It is of no doubt that almost every organization, be it public or private, has come to adopt the use of computers in their operations. This has provided an easy way of managing the operational of the organization.

METHODOLOGY

This study adopted a survey research design in which a questionnaire was used to collect data in other to ascertain the impact of e-commerce on emerging markets. The process of sampling begins with the identification of the population. The target population of this study therefore includes those who visit Konga website. According to statistic, Konga counted about 2.5 million web visitors from the period of 2020-2021 (Lars Kamer 2022). The research therefore used 300 out of the actual population, however limiting the administration of questionnaires to only the users of smart phones user in Bida community for convenience. To obtain adequate representative sample from the research population of the study, Krijcie and Morgan (1970) table of determining sampling size was used. This is justified on the ground that the population is known. The table 3.1 below provides the Krejcie and Morgan sample.

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Source: Krejcie and Morgan, (1970).

From the above table, N represents population while S represents sample size. Therefore, since the population adopted by the researcher of this study is 300, the sample size from table above for a population of 300is randomized as 169.The stratified random sampling techniques was adopted to enable each member of the population be selected. Both secondary and primary data was used. Primary data was collected using structured questionnaires. A 5 point Likert Scale questionnaires was drawn to measure the impact of e-commerce on emerging markets of consumer goods.

Measurement

The statistical tools for analyzing data collected will be simple percentage and tables while the Chi-square (x^2) method will be used to test the hypotheses.

This will be computed as follows:

$x^2 = \underline{\sum(FO-Fe)^2}$

x^2= Chi-square

Σ = Summation

fo = Observed frequency

fe = Expected frequency

Decision Rule in Using X² Distributions

The decision rule in using the x^2distribution for testing hypothesis is to accept the null hypothesis (Ho) if x^2 calculated value is less than x^2 tabulated value. However, if x^2 calculated value is greater than x^2tabulated then reject the null hypothesis. The decision is that, if the level of significance (0.05) is less than the calculated, value the null hypothesis is accepted but if the calculated value is less than the level of significance (0.05) the null hypothesis is rejected in favour of the alternative hypothesis.

Data Presentation and Analysis:

Demography of respondents was elicited in the study. This includes variables such as Gender, Age, Marital Status, ethnicity and career status.

Table 4.1 below show the responses.

Table 4.1 Respondent Profile

S/No	Variable	Indices	Frequency	Percentage
1	Gender	Male	87	58%
		Female	63	42%
		Total	150	100%
2	Age	18 – 25 years	35	23%
		26 – 32 years	76	51%
		33 – 40 years	21	14%
		41 and above	18	12%
		Total	**150**	**100%**
3	Marital Status	Single	89	59%
		Married	61	41%
		Total	150	100%
4	Ethnicity	Hausa/Fulani	24	16%
		Yoruba	39	26%
		Igbo	25	17%
		Others	62	41%
		Total	**150**	**100%**
5	Career Status	Self-Employed	44	29%
		Civil Servant	9	6%
		Farmer	12	8%
		Not Employed	21	14%
		Student	64	42%
		Total	**150**	**100%**

Source: Survey Research 2021

Gender: From table 4.1, the data revealed that 87 respondents which constitute 58% are male while 63 respondents representing 42% were female. This clearly indicates that majority of the respondents are male.

Age Bracket: Table 4.1 also shows that 37 respondents representing 23% fall between the age of 18 – 25years, 67respondents representing 51% fall between the age bracket 26 – 32years, also 21 respondents representing 14% fall between 33 – 40years. While only 18 respondents representing 12% are within the age bracket of 41 and above. This therefore shows that majority of the respondents fall between 26 – 32years.

Marital Status: As shown in the table 4.1above, it is indicated that 89 respondents representing 59% are single while 61 respondents representing 41% are married. Singles therefore constitute the majority of the respondents.

Ethnicity: It is also indicated from table 4.1 that24 respondents representing 16% were Hausa/Fulani, 39 respondents representing 26% were Yorubas, 25 respondents representing 17% were Igbos while 62 respondents representing 41% were other tribes. The implication is that minority ethnic group made up the majority of the respondents.
Career Status: Table 4.1, also indicated that 44 respondents representing 29% are self-employed. 9 respondents representing 6% are civil servants. 12 respondents representing 8% are farmers. 21 respondents representing 14% are not employed, while 64 respondents representing 42% were students. Students constitute the majority of the respondents.

Table 4.2 Are you aware of e-commerce?

Response	**Frequency**	**Percentage**
Yes	108	72%
No	42	28%
Total	**150**	**100%**

Source: Survey Research, 2021
From table 4.2 above, majority of the respondent constituting 108 (72%) agreed that they are aware of e-commerce. Even though it may be true, a good number of the respondents don't seem to know that about it. This means e-commerce is not well known in the society.

Table 4.3 Are you aware of Konga as an e-commerce platform?

Response	**Frequency**	**Percentage**
Yes	67	45%
No	83	55%
Total	150	100%

Source: Survey Research, 2021
From table 4.3 above, majority of the respondent constituting 83 (55%) are not aware of Konga operation. Even though it may be true, some members do know about it. However, from the result, Konga needs to intensify its effort so it can be well known throughout the country.

Table 4.4 Do you make use of e-commerce in business transaction?

Response	**Frequency**	**Percentage**
Yes	71	47%
No	79	53%
Total	150	100%

Source: Survey Research, 2021

From table 4.4 above, majority of the respondent constituting 79 (53%) don't make use of e-commerce in their daily business transaction. Some members do make use of it but the level of usage is still low.

Table 4.5 Have you benefited from using of e-commerce?

Response	**Frequency**	**Percentage**
Yes	83	55%
No	67	45%
Total	150	100%

Source: Survey Research, 2021

From table 4.5 above, majority of the respondent constituting 83 (55%) agreed that they have benefited from using e-commerce. However, from the previous table above, it was discovered that majority doesn't make use of e-commerce for business purposes which means that the benefit may not be attributed to buying and selling of goods.

Table 4.6 How effective has e-commerce been in business promotion?

Level of Effectiveness	**Frequency**	**Percentage**
Very Effective	42	28%
Effective	70	47%
Not Effective	38	25%
Total	150	100%

Source: Survey Research, 2021

From table 4.6 above, majority of the respondent constituting 70 (47%) agreed that e—commerce has been effective in promoting business activities in Nigeria. It can then be evident that majority of the respondent agreed that e-commerce is an effective tool in business promotion.

Table 4.7 How often do you purchase or market goods through ecommerce?

Response	Frequency	Percentage
Always	34	23%
Rarely	79	53%
Sometimes	37	25%
Total	150	100%

Source: Survey Research, 2021

From table 4.7 above, majority of the respondent constituting 79 (53%) agreed that they rarely purchase or market goods through the ecommerce. Only about 34 (23%)of the respondents always use ecommerce for such activities.

Table 4.8 Are there challenges associated with e-commerce in business transaction?

Response	Frequency	Percentage
Yes	107	71%
No	43	29%
Total	**150**	**100%**

Source: Survey Research, 2021

From table 4.8 above, majority of the respondent constituting 107 (71%) believed that there are challenges associated with e-commerce business transaction. This may be the reason why majority have not been using ecommerce in their daily business transaction.

Table 4.9 Have you been a victim of cybercrime?

Response	Frequency	Percentage
Yes	37	25%
No	113	75%
Total	**90**	**100%**

Source: Survey Research, 2021

Stemming from table 4.8 above however, majority of the respondents in table 4.9constituting 113 (75%) has not been a victim of cybercrime this may be because they are afraid of using it in the first place.

Table 4.10 Perceived Responses on the Marketing of Goods by the Society

S/No	Variable	SA	A	U	D	SD	Total
1	E-commerce is a veritable tool in small business promotion.	54 (36%)	48 (32%)	4 (3%)	23 (15%)	21 (14%)	**150 (100%)**
2	It is safer to carry out business transaction with e-transfer than cash transfer.	68 (45%)	54 (36%)	4 (3%)	10 (7%)	14 (9%)	**150 (100%)**
3	Nigerian markets have been growing remarkably because of e-commerce.	67 (45%)	34 (23%)	5 (3%)	22 (15%)	22 (15%)	**150 (100%)**
4	E-commerce is more reliable than faceto-face business transaction.	25 (17%)	20 (13%)	8 (5%)	56 (37%)	41 (27%)	**150 (100%)**
5	E-commerce has effectively enhance economic development of the nation	57 (38%)	45 (30%)	7 (5%)	22 (15%)	19 (13%)	**150 (100%)**
6	Every business supposed to be involved in e-commerce.	53 (35%)	41 (27%)	4 (3%)	21 (14%)	31 (21%)	**150 (100%)**
7	Cybercrime is the major threat to Ecommerce in Nigerian business environment.	66 (44%)	44 (29%)	6 (4%)	15 (10%)	19 (13%)	**150 (100%)**
8	Government has been doing well in promoting Nigerian businesses through e-commerce	23 (15%)	30 (20%)	8 (5%)	47 (31%)	42 (28%)	**150 (100%)**

Source: Survey Research, 2021

From table 4.10 majority of the respondent majority of the respondent agreed that E-commerce is a veritable tool in business promotion. This means that statement is true. Also, the table reveals that majority of the respondent agreed that it is safer to carry out business transaction with transfer than cash transfer. This may be due to the problem of theft rampant in the society today. Again, the table reveals that majority of the respondent agreed that Nigerian markets have been growing remarkably because of e-commerce. This means that the growth of Nigerian markets is attributed to e-commerce.

The table also reveals that majority of the respondent agreed that Ecommerce is more reliable than face-to-face business transaction. This makes the statement to be true. Furthermore, the table reveals that majority of the respondent believed that E-commerce has effectively enhance economic development of the nation. This means that ecommerce is a key important element of economic development. The table also reveals that majority of the respondent believed that every business supposed to be involved in e-commerce because it is improving the growth of markets globally.

Furthermore, the table reveals that majority of the respondent believed that Cybercrime is the major threat to E-commerce in Nigerian business environment. This means that cybercrime needs to be checked. Finally, the table also reveals that majority of the respondent believed that Government has not been doing well in promoting Nigerian businesses through e-commerce. This means that the effort of the government towards e-commerce is not enough.

Testing of Hypothesis

Data were presented, analyzed and interpreted generally but this section tries to apply result in testing the hypothesis earlier formulated to ascertain whether e-commerce has influenced the growth of markets in Nigeria. The $hypothesis\ will\ be\ tested\ using\ Chi-square\ and\ the\ formula\ is\ given\ as$:

$$x^2 = \frac{(fo-fe)^2}{fe}$$

Where: x^2 = Chi-square

fo = observed frequency

fe = expected frequency

Σ= summation

Ho: E-commerce has no significant impact on emerging markets in Nigeria.

H_1: E-commerce has no significant impact on emerging markets in Nigeria.

From the hypothesis above, the independent variable is e-commerce while the dependent variable is emerging markets.

Responses from table 4.10question 1 and 3 cumulatively presented:

Table 4.11Observed Frequencies

Questions	**SA**	**A**	**U**	**D**	**SD**	**Total**
Q 1	54	48	4	23	21	**150**
Q 3	68	54	4	10	14	**150**
Total	**122**	**102**	**8**	**33**	**35**	**300**

Source: Survey Research, 2021.

To get the expected frequencies:

Grand total÷ column total

300÷5=60

Table 4.12 Chi-Square Test

Fo	**Fe**	**fo – fe**	**(fo – fe)²**	**(fo – fe)²/fe**
54	60	-5	25	0.42
48	60	-12	144	2.4
4	60	-56	3136	52.27
23	60	-37	1369	22.82
21	60	-39	1521	25.35
68	60	8	64	1
54	60	-6	36	0.6
4	60	-56	3136	52.27
10	60	-50	2500	41.67
14	60	-46	2116	35.27
Calculated Chi-square Value				**234.07**

Source: Survey Research, 2021

From the Chi-square output on table 4.12 above, hypothesis testing procedures are as follows: Chi-square calculated value is 234.07

Degree of freedom (df) = (c – 1) (r – 1)

Where r = Number of Columns in the observed frequency table

c = Numbers of Rows in the observed frequency table

5 - 1 = 4

2 – 1 = 1

4 × 1 = 4

The degree of freedom is at the value of 0.05^0 = 9.488

Decision Rule:

Accept Null Hypothesis (Ho):

- If x^2 calculated value is less than x^2 critical (tabulated) value.
- Reject Null Hypothesis (Ho) if x^2 calculated value is greater than x^2critical (tabulated) value.

Comparison and Conclusion

Comparing the Chi-square calculated value of 234.07 with Chi-square critical (tabulated) value of 9.488, it could be deduced that the x^2 calculated value is greater than the x^2 tabulated value as such the Null Hypothesis (Ho) will be rejected. Because the Null Hypothesis (Ho) is rejected, it could be concluded therefore that there is significant relationship between e-commerce and emerging markets in Nigeria.

RESULT OF FINDINGS

From the data presented and analyzed, the study reveals that:

1. It was discovered that majority of the respondents are aware of ecommerce but are not much aware of Konga as an e-commerce platform for business transaction.
2. It was also discovered that majority don't make use of e-commerce in their daily business transaction. However, majority of the respondents believed that they have benefited in one way or the other from e-commerce.
3. Majority also believed that e-commerce is effective in promoting business even though they don't make use of it.
4. It was also discovered that there are some challenges associated with the use of e-commerce in business activities. Although majority has not been a victim of any cybercrime.
5. It was discovered again that E-commerce is a veritable tool in small business promotion because it is safer to carry out business transaction with e-transfer than cash transfer and that Nigerian markets have been growing remarkably because of e-commerce which is more reliable than face-to-face business transaction.
6. E-commerce has effectively enhanced economic development of the nation and as such Every business supposed to be involved in e-commerce.
7. Finally, it was discovered that Government has not been doing well in promoting Nigerian businesses through e-commerce.

SUMMARY, CONCLUSION AND RECOMMENDATION

Summary

This study is on The Impact of E-Commerce on Emerging Markets in Nigeria using Konga as a case study. In view of this, a hypothesis was formulated which helps the study to focus on the major variables to be examined. Data for the study were collected from questionnaire distributed and interview conducted with some randomly selected users of Konga website. Also data were sourced from relevant documents and articles and books. Tables, chi-square, frequency count and percentages were used to present and analyzed the data collected.

Chapter one of this work revealed the introductory aspect, statement of the problem, objective of the study, statement of hypothesis, research question, significance, scope and limitation as well as the operational

definition of terms as well as the historical background of the case study which is the reason geared towards this research.
Chapter two of the study gave us a clear literature review of the variables, theoretical frame work done on the variables to enable proper study and furthermore review of current literatures.

Chapter three revealed the methodological approaches used to carry out the research, population of the study, sampling techniques and sample size, method and source of data collection, instrumentation, validity and reliability and method of data analysis which aided the researcher to elicit information from the respondents.

Chapter four dealt with data presentation, respondent profile, data analysis and test of hypothesis earlier formulated in chapter one as well as the summary of major findings. In this, the researcher was able to gather and present information elicited from the respondents and presented them in this chapter which gave us result about the relationship existing between e-commerce and emerging markets in Nigeria.
Chapter five which is the last, gave the summary, conclusion and recommendations to the major findings done by the researcher

CONCLUSION

The key event in the dramatic growth of e-commerce was the creation of the World Wide Web in the 1990s. Since that time the Web has become synonymous with the Internet. The Internet is extensively used for two kinds of e-commerce, business-to-business (B2B) transactions and business-to-consumer (B2C) transactions. Businesses are compelled to use e-commerce in marketing their products and services in the global marketplace. Yet, there are pitfalls to e-commerce. Fear of cybercrime is a deterrent to people participating in e-commerce. E-commerce has significant impact on emerging market. E-commerce has been hailed by many as an opportunity for developing countries to gain a stronger foothold in the multilateral trading system... Additionally, e-commerce allows for higher profit margins as the cost of running a business is markedly less. This paper concludes that e-commerce is very good for us who provides us wide variety of products and services with lots of information and attractive pictures at an affordable price at our doorstep. It provides convenience to customers and allows the enterprise to expand their business over internet. E-commerce have good impact on markets like reduce the cost of advertisements as many customers can attract through internet, new brand can be developed, can maintain a good relationship with customers and can make customized products according to customer's needs.

RECOMMENDATIONS

Based on the fact of discussion in the last chapter four, the researcher forwarded some recommendation that will help the society to improve their activity and achieve their objectives effectively. The researcher's recommendations are-

1. Small scale enterprises yet to adopt e-commerce technology should do so to remain competitive in the industry.
2. Government should subsidize the cost of ICT facilities so that small scale enterprises can use it to their benefit.
3. Small scale enterprises should take more initiative in their deployment strategies, as a positive reaction to pressures coming directly from competitors and non-trading institutions which tend to limit the fuller potential of what e-commerce has to offer.
4. Government should increase awareness of online business systems so that every business will be aware of the benefits of doing business online.
5. Government should establish and empower all the small scale businesses that are coming up to enable them meet up with the present business expectations.
6. An agency should be setup up by the government to curb any act of cybercrimes that is affecting business operations. The perpetrators should be arrested and tried.

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