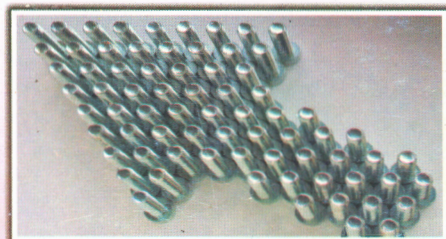
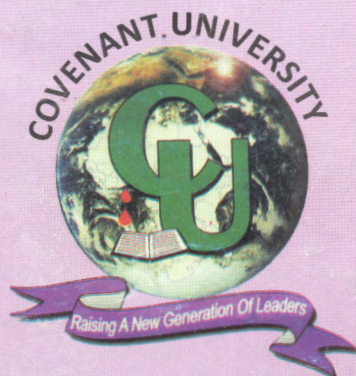


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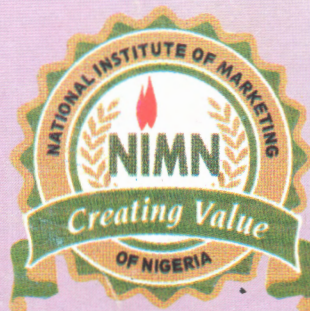


Creating Values *for* **NATIONAL** TRANSFORMATION

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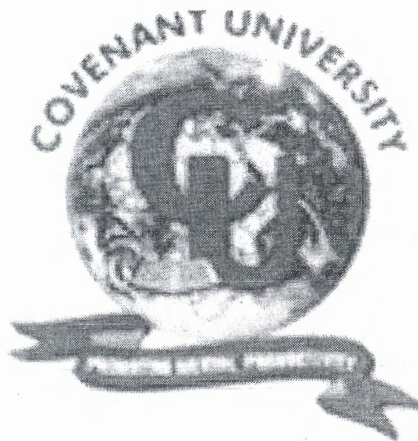
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CREATING VALUES FOR **NATIONAL TRANSFORMATION**



BOOK OF READING

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AN EMPIRICAL EVALUATION OF AGRIBUSINESS FIRMS PERCEPTIONS OF
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Abstract

Many farms have begun operating websites in order to promote their businesses. The internet represents a significant change in the competitive landscape. Individuals use the internet for different reasons including social interaction, obtaining information, and purchasing goods and services. Modern distribution is being shifted from paper-based, people-intensive marketing systems towards electronic-based procedures that rely on internet communications and web-enhanced software tools. The objective of this paper is to examine the evaluation of agribusiness firm's perceptions of the impact of e-marketing strategy on distribution channel. A questionnaire was prepared based on the review of current literature and distributed to a number of agribusiness firm's employees in Ota metropolis of Ogun state. One hundred and twenty completed surveys were received from the firms who have adopted e-marketing strategy. Based on the 120 completed survey questionnaires, simple statistics were carried out and it was discovered that some factors that influence the implementation of e-marketing in study area include among others distance, time, place, and competition. Based on the findings, conclusion and recommendations were given.

Keywords: e-marketing, channel structure, Agribusiness, marketing strategy, Value chain.

INTRODUCTION

Agricultural input supply industries face severe and profound challenges in the distribution of agricultural inputs from manufacturer to end-user (Awoyemi and Adekanye, 2005). Over time the traditional dealer/distribution system has evolved into a more complex distribution network that includes manufacturers, wholesalers/distributors or brokers, retailers, and the

customer (Adeleye, 2003). Several factors are restructuring and reconfiguring the traditional dealer/retailer based distribution system. Some manufacturers are bypassing distributors and retailers and going directly to the farmer. In other cases, e-marketing is introducing completely new models for distribution (Brady et al, 2002). Yet in many cases, local retail outlets continue to flourish.

The rapid development of e-marketing presents challenges and opportunities to agribusiness at all levels of the channel as they develop their distribution strategies (Ilorah, 2002). This challenge is especially difficult given the seemingly continual flow of new information technology and software applications (Haag et al, 2004). Nevertheless, agribusiness firms are forging ahead with their e-marketing strategies, in part fearing they will lose customers to competitors if they do not take some position. E-marketing is not limited to the sales of goods or services via the Internet. It includes, yet is not limited to, the distribution of company information, marketing and product promotion, after-sales service, inventory management, and logistics.

STATEMENT OF THE RESEARCH PROBLEM

The commercialization of the Internet has caused agribusiness firms to rethink their distribution channel. E-marketing provides firms with the ability to reach new customers and old customers in new ways. In the same vein, e-marketing also allows firms to tap new and old suppliers through new and innovative channels. These possibilities have raised the expectations of improved efficiency and substantial cost savings.

The process and function view of the supply-chain is used to guide the analysis into Internet-e-marketing adoption by agribusiness firms. Manager's perception of the impact of



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