

The Delineation of Porter's Five Competitive Forces Model from a Technological Marketing Perspective: A Case Study of Buffalo City Metropolitan Municipality

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ABSTRACT Primarily, this paper seeks to uncover the compatibility of Small and Medium Enterprises' (SMEs) competitiveness and modern technologies in the marketing of SME products and services. The main objective of this paper is to investigate whether the adoption of new marketing technologies have redefined Porter's five competitive forces model (industry structure) and how it has manifested in the Buffalo City Metropolitan Municipality SMEs. The study followed a quantitative paradigm with data collection from a sample size of 211 SMEs in the Buffalo City Metropolitan Municipality, South Africa. A Confirmatory Factor Analysis (CFA) and a Structural Equation Modeling (SEM) were performed using AMOS 7 to analyse data. The principal finding in this paper shows a negative insignificant influence of the adoption and deployment of new marketing technologies on Porter's Five Competitive Forces Model, implying that technology is insignificantly redefining SME competitiveness. These findings have important implications on best strategies of improving SME competitiveness, efficiency in SME funding by financial institutions and sustainability of costs of marketing technologies in general.