

**EVALUATING THE IMPACT OF DIGITAL
MARKETING STRATEGIES ON STUDENT
PURCHASING DECISIONS AT KWARA STATE
UNIVERSITY, MALETE.**

BY

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HND/23/BAM/FT/715**

**BEING A RESEARCH PROJECT SUBMITTED TO THE
DEPARTMENT OF BUSINESS AND MANAGEMENT IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF
HIGHER NATIONAL DIPLOMA (HND) IN BUSINESS
ADMINISTRATION AND MANAGEMENT.**

JUNE, 2025

CERTIFICATION

This is to certify that this research work has been read and approved as meeting the requirement of the Business Administration and Management Department of the award of National Diploma in Business Administration and Management.

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CHAPTER ONE

INTRODUCTION

1.1 Background to The Study

Business organisations are now utilizing the technological environment to raise awareness and establish a presence in terms of products or services. The internet population is exploding, and it has resulted in the World Wide Web multiplying so rapidly across the globe. Use of the Internet is no longer limited to computer subscribers who do it for fun or curiosity (Murray, 2018; Babalola, Lateef and Zekeri, 2020). This has opened tremendous business opportunities for users and businesses. The sustainability of marketing features has been affected positively by the development and use of technology (Xuyang, 2020).

E-marketing is the modern tool of communication technologies used by marketers to bridge the gap between the age-old marketing principles that human has always applied. It is best defined as the application of information technology to the creation, communication, and delivery of value to customers. According to Alghizzawi (2019), the internet as a communication medium has broadened the scope of marketing communications, taking into account the number of people who can be easily reached as well as the locations where they can be reached, such as the shift from desktop to mobile smartphones (Agwu and Onwuegbuzie, 2018; Alghizzawi, 2019; Agwu, 2025). As a communication medium, the internet has expanded the scope of marketing communications. Combining text, video, and audio content into rich messages has also increased the richness of marketing communication.

Consumer buying Behaviour describes how people allocate their limited resources to a particular product. Companies and businesses must understand the concept of consumer Behaviour in creating market awareness, trial purchases, repeat purchases, customer satisfaction, and loyalty. Most successful businesses today use online marketing and e-services to their advantage, moving their business operations online to stay in business. Amazon, eBay, Chinavasion, Alibaba, SmsAfrica, Konga, Jumia, Olx, and many others are examples of these companies (Astana, 2021). E-marketing constitutes a significant business process of transacting modern business and services as a vast population of people are hooked to one online activity at a given time or the other using internet services (Aljumah et al., 2021).

Despite the involvement of both businesses and individuals in online activities, e-marketing has not been widely tapped into in Nigeria, which is a result of people's resistance to change and lack of awareness. However, in recent times various businesses employ e-mail

marketing strategies to create brand preference, achieve customer satisfaction, build customer loyalty, and change customer perceived value. Despite investment in e-marketing strategies, business still finds it difficult to fulfil the basic purpose of electronic marketing. Consequently, many of the firms terminated their operation and many others tried to exist with adequate business change. Given the above, this proposed study is set to examine the effect of Electronic Marketing Strategies on Consumer Buying Behaviour Among Students of Kwara State University, Ilorin.

1.2 Statement of Research Problem

E-marketing is a significant business process for transacting modern business and services as a large population is hooked on internet services at one time or another (Bayleyegn and Buta, 2019). Benefits of e-marketing for businesses include; global accessibility, personalised marketing, cost reduction by automation, easy data collection and evaluation amongst others. Generally, Electronic marketing has been identified as is a key tool for winning and keeping customers (Astana, 2021).

Despite the identified benefits of electronic marketing, e-marketing is not widely used in Nigeria due to resistance to change and lack of awareness. Many organisations haven't been able to maintain a leading position in e-marketing communication due to a lack of understanding of how to use SEO to create customer satisfaction. Additionally, e-marketing has not been used enough to build customer loyalty, trust and commitment. The Nigerian industry has trouble coordinating its e-mail marketing activities. Some companies haven't captured consumers' attention with e-mail marketing. These e-mail marketing communication tools are underutilized because companies have failed to realize their importance.

Alghizzawi (2019) noted that the traditional concept of visiting the physical store is losing the interest of customers and as such, online shopping is growing in all four corners of the world, especially in countries with well-developed internet marketing infrastructure. Thus, it is assumed that if businesses invest in electronic marketing strategy, this could have a positive effect on consumer buying behaviour. It is against this backdrop that the researcher wishes to study the effect of electronic marketing strategy on consumer buying behaviour of Kwara state university students.

1.3 Study Context

The proposed research will look into how electronic marketing strategies influence student purchasing decisions. With over 200 million people and over 250 ethnic groups, Nigeria is one of Africa's most populous countries (Omenugha, 2018). Nigeria is a multilingual country with over 503 Indigenous languages. Its official language is English. Nigerians are Muslim, Christian, and traditionalist in their religious beliefs. Agriculture employs 70% of the workforce, followed by industry at 10% and services at 20%. A total of 47.48 million people is estimated to be employed (Akinyemi et al., 2025). Students, as a consumer segment and the study focus, are the most potential customers for electronic marketing. Nigerian students are glued to the internet and use it daily for school-related activities such as e-payments, registrations, course form printing, results, and instruction manuals.

1.4 Research Aim

The major aim of the study is to examine the effect of Electronic marketing strategies on consumer buying behaviour among students of Kwara State University, Ilorin.

1.4.1 Research Objectives

The study-specific objectives are:

- i. To examine the effect of web design on brand preference among Kwara State University Students.
- ii. To assess the effect of search engine marketing on customer satisfaction among Kwara State University Students.
- iii. To examine the effect of social media marketing on customer loyalty among Kwara State University Students.
- iv. To evaluate the effect of e-mail-marketing on customer perceived value among Kwara State University Students.

1.5 Research Questions

The following proposed questions guided the research work.

- i. What is the effect of web design on Kwara State University Students brand preference?

- ii. In what way does search engine marketing affect Kwara State University Students customer satisfaction?
- iii. To what extent does social media marketing affects Kwara State University Students customer loyalty?
- iv. To what level does e-mail-marketing affect Kwara State University Students customer perceived value?

1.6 Research Hypotheses

The following proposed hypotheses were stated in a null form

- i. Web design has no considerable effect on brand preference among Kwara State University Students.
- ii. Search engine marketing has no significant effect on customer satisfaction among Kwara State University Students.
- iii. Social media marketing does not affect customer loyalty among Kwara State University Students.
- iv. E-mail marketing ting has no significant effect on customer perceived value among Kwara State University Students.

1.7 Significance of the study

The study is significant to business enterprises in Nigeria, particularly in the state of Kwara, as well as to the academic institutions, government agencies, and private businesses that are considering venturing into the marketing industry. As a result of this, the empirical findings that were reported in this study provide a scientific measure and platform for e-marketing orientation and improving business performance in order to deliver high value to the stakeholders, which will ultimately lead to growth in the economy.

The findings of this study can be utilized by policy makers and practitioners to enhance and reorient their plan in order to boost search engine marketing among entrepreneurs. This has the potential to have a positive impact on both the quality of life and the level of satisfaction experienced by customers. The results of the study can provide fresh perspectives on social media marketing and add to the existing body of knowledge regarding customer loyalty. The overarching understanding of e-mail marketing businesses that was developed throughout the course of this study can help future researchers from a variety of fields investigate the value that customers perceive they receive.

In addition, the findings of this study have the potential to advance the analysis of the factors that may contribute to the development of e-marketing strategies that are sustainable. Not only in the state of Kwara, but also in Nigeria as a whole, it would be of great use as a source of information that brings to light the fundamental aspects associated with marketing orientation. This would make it an extremely valuable resource. In a similar vein, the study might be helpful to researchers who are interested in exploring a similar topic and conducting an investigation of their own.

1.8 Scope of the study

The study examined the effect of electronic marketing strategies on consumer buying Behaviour among Kwara State University students.

1.9 Operational Definition of Terms

The following terms are defined operationally as used within the context of the study:

Consumer Buying Behaviour: Consumer Buying Behaviour is the aggregate of a consumer's attitudes, preferences, intentions, and decisions regarding the Behaviour of consumers in the marketplace when they are purchasing a product or service. It is also known as consumer purchasing Behaviour (Omenugha, 2018).

E-marketing: E-marketing is a process that involves planning and executing the conception, distribution, promotion, and pricing of products and services in a computerized and networked environment, such as the Internet and the World Wide Web, in order to facilitate exchanges and satisfy customer demands (Emeh, Ahaiwe and Okoro, 2019).

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The purpose of this chapter is to provide a review of the existing research on electronic marketing and the purchasing Behaviour of consumers. In order to make it easier for the reader to get a solid grasp on the research study, this chapter is broken up into four sections: the conceptual review, the theoretical review, the empirical review, and the gap in the literature. During the conceptual review, both the constructs and the variables were identified and defined. The second section's primary focus was on locating and analyzing relevant theories in relation to the subject matter being discussed. In conclusion, the empirical findings that were applicable were discussed, and efforts to fill gaps in the literature were brought to light.

2.2 Conceptual Review

2.2.1 Overview of Electronic Marketing

Electronic marketing is becoming increasingly important for companies in both physical and digital markets (Goodarz et al., 2012; Hamdani et al., 2025). Electronic marketing combines modern communication technology and traditional marketing principles. Electronic media, the internet, is modern communication technology (in the realm of e-marketing, the terms of online marketing and internet marketing are usually interchangeable). According to Joseph (2025), electronic marketing includes advertising, promotion, publicity, and product design decisions. Smith and Chaffey (2020) define electronic marketing as achieving marketing goals through digital technologies. Strauss and Frost (2021) define electronic-marketing as using digital applications and data for planning, implementing, and distributing to increase prices of products and services to develop trades for people and firms.

Electronic-Marketing combines advertising, promotion, publicity, product look and feel, sales and delivery, etc. (2025) Internet marketing is any marketing activity conducted online using internet technologies. Internet marketing is achieving marketing goals using digital technologies, according to Chaffey (2020). It combines Internet and digital technologies with traditional marketing to achieve goals. It includes online advertising, email, and social networking. Every aspect of internet marketing is digital, meaning it's transmitted on a computer or similar device, though it can also tie into offline advertising and sales. The relative importance of internet marketing for an organisation still depends on the nature of its products and services and the buying Behaviour of its target audience, but media consumption has

shifted dramatically towards digital media in the last 10 years, making the internet important for all categories. The internet as a communication medium has increased the number of people who can be easily reached, from desktops to mobile smart phones. It's also improved marketing communications by combining text, video, and audio.

Thus, the web is arguably richer as a medium than traditional mediums like television because of the complexity of messages, the vast content available on a wide range of subjects, and the ability of users to interactively control the experience (Laudon and Traver, 2020). The Internet has also increased the market's information intensity by providing marketers and customers with real-time consumer data. "Always-on" mobile devices make consumers more available to receive marketing messages, which increases marketing opportunities for firms (Laudon and Traver, 2020).

Understanding virtual shopping and online consumer Behaviour is a priority for practitioners in the fast-growing virtual marketplace. Given the internet's growing user base, transaction volume, and business penetration, much research has been done to uncover its technicalities. E-marketing, or online marketing, is the promotion of goods and services using electronic tools. It develops online buying-and-selling tools. Modern marketing heavily utilizes technology. It's now a major marketing tool (Meng, 2019). E-marketing is a new marketing tool. Audio, video, 3D, etc. are used. Most MNCs and international businesses use it. Its global reach grows (Hooda and Aggarwal, 2012). E-shopping, e-store, e-web stores, internet shops, etc. are synonyms for online marketing. (Ashwini, Manjula, 2016) Vinerean, Cetina, Dumitrescu, and Tichindelean (2020) define e-marketing as any marketing activity using online technology to transfer goods from seller to buyer. As e-marketing improves, we have Google, Yahoo, LinkedIn, Facebook, Blogger, YouTube, Twitter, MSN, AOL, Myspace, e-bay, etc.

2.2.1.1 Benefits of Electronic-Marketing

Marketing's e-Business Technologies categorizes the benefits of e-marketing by the party that benefits, such as the organisation, the customer, or society (David, Colby, Wang, Head, and Archer, 2004). E-marketing helps companies reach national and international markets; it has no geographic limits (David, Colby, Wang, Head and Archer 2004). One can do business with any Internet-connected business or person worldwide. E-commerce allows local businesses to sell globally. Unlike traditional communications methods, users are not charged based on distance when using VoIP. New customers and markets will increase revenue. E-marketing can increase buying opportunities for buyers, making the supply chain more efficient and effective (Agrawal et al., 2020).

Table 2.1 Benefits of E-Marketing

Benefits	Example
Organization	Increased Sales Opportunity, Decrease transaction Cost, Ability to operate 24*7, Ability to maintain customer relationship with direct interaction, Enhancing Brand Image, Reduction of Marketing and Advertising Costs
Customer	Wider Product Availability, Ability to shop 24*7, Easy Comparison Shopping, Ability to create one-on-one relationship with seller, Time Saving, Cheap Products and So On
Society	Improved quality of living

Source: Weibing and Xuan (2008)

Table 2.2 Electronic-Marketing versus Traditional Marketing

Electronic-marketing	Traditional Marketing
E- Marketing is very economical and fast way to promote product	Traditional Marketing is very expensive and takes more time to promote product
E- Marketing is very useful for promoting product globally[without any additional cost]	It is very expensive and time consuming process for traditional marketing
In E- Marketing, you can also work with less employs [you can take more work with less manpower].	In Traditional Marketing, you need more employment with more man power which in terms requires spending more money

In online business you can sell or buy product 24 X 7, round the year without employing any person	That is not possible in traditional marketing
Paying Professional and Experienced E-market Company is very economical	Paying renowned Advertising and Marketing Company is very Costly

Source: Kalyanam, (2018)

2.2.1.2 Limitations of Electronic-Marketing

E-marketing benefits customers, organisations, and society, but it has costs and limitations. David et al. (E-Business Technologies) categorized the disadvantages of e-marketing in 2004 by the recipient, such as the organisation or the customer. E-reach marketing and functioning are limited by consumers' internet access and use. Despite the growing importance and use of the Internet in the developed and modern world, many consumers, especially in rural areas, still lack access to it. Security and privacy are also a concern in e-marketing, with the danger of being copied by a competitor due to lower costs and a wider reach. The content and message in online promotion campaigns should be clear, or it may lose the underlying product with negative customer feedback, which can hinder marketing promotion and damage brand value (Yurovskiy, 2020).

2.1.2 Web Design

Website design is how the content is organized, according to Ranganathan and Grandon (2018). Wolfinbarger and Gilly (2020) say customers prefer to interact with an online store via a technical interface, not an employee. As the website's interface, its design will affect customer satisfaction. Lee and Overby (2005) found that website design improves customer satisfaction and service quality. Ranganathan and Ganapathy (2018) found that website design increases purchase intent.

Content is one of the main factors influencing repeat visits to websites. Making the right web content decisions includes text, pictures, graphics, layout, sound, motion, and even smell. While studies explore marketing strategies that attract website visitors, how to convert them into repeat visitors is unclear (Rosen and Purinton, 2004)

Scholars disagree on what constitutes website design. In this study, the researcher investigates website design factors. The taxonomy of website design factors would help to understand how they affect B2C ecommerce trust. Kim and Lee (2018) suggest process and architecture for analyzing website design. From a process perspective, market transactions

should involve multiple steps. Processes make up the system. The architectural school sees the system as a collection of webpages.

2.1.3 Search Engine Marketing

Search engines retrieve data from databases and networks, especially the internet. It's software that searches the WWW (WWW). Search engine results are presented in a line, called SERPs (SERPS). Desktop vs. mobile (2016) SEO is the process of optimizing web pages or entire sites to be search engine friendly and get higher rankings. Crowley (2014) discusses SEO and user Behaviour analytics. SEO and pay-per-click (PPC) are the two main SEM categories; these will be examined. Website hosting costs are Search Engine Marketing (SEM) uses search engines to attract millions of daily website views.

A search engine is a web-based program or script that searches documents and files for keywords and returns results. A utility-based ranking mechanism on product search engines that incorporates consumer preferences and social media signals can lead to significant surplus gain for consumers, according to recent research (Ghose, Ipeirotis and Li, 2012). Search engines help consumers quickly find information. Search engines provide quick and easy topic information. Users can compare and verify information online. Google's Eric Schmidt called this the democratization of information (Schmidt, 2011).

A search engine is a complex software that visits various websites and pages to find relevant information (Levene, 2020). Search Engine Marketing promotes websites by increasing their visibility in SERPs, according to Sullivan (2020). (SERPs). Search engines help find information quickly, reducing search costs. So, the seller will be more motivated to offer a better product with more value. Diversifying products will reduce competition and prevent price drops to marginal cost. Information search cost reduction increases social welfare (Mansourian, Ford, Webber and Madden 2008). Search engines are programs that allow users to interact with the Web by entering a search term or selecting directories. The search engine software compares the search term to an index file of websites. Frontend displays found matches.

Human editors or automated programs (spider, robot, crawler) update the index regularly (Weideman 2020). Busby (2004) defines it as a browser that searches the internet, identifies web page content, and stores it on the computer's search engine. Social media signals are being incorporated into search engine ranking algorithms (e.g., Bing Social Search, TripAdvisor). Own encyclopaedia defines search engine as a website that searches for

keywords. Prytherch (2000) defines a search engine as a publisher or data provider's program that allows access by author, title, or keyword.

2.1.3.1 Classification of Search Engine Marketing

Crawler-based search engines: The programs known as Crawlers or Spiders are web robots that are used to create databases. These robots are essentially programs that live on a host system and retrieve data from various locations on the internet by adhering to a set of predefined conventions. In essence, they automatically navigate to every part of the Web by following connections from records and collecting data in accordance with the HTML structure of the record (Thelwall, 2025).

Human-powered directories: Human-powered directories, also known as "open index systems," are those that rely on human-based activities for postings rather than automated processes. The proprietor of the website submits to the registry a concise summary of the website, along with the category in which it is to be recorded. The submitted website will then undergo a manual review, after which it will either be added to the appropriate category or not be approved for posting. The descriptions of the locations will be tailored to correspond with the keywords that you enter into the search box. When compared to a website that contains substandard content, a site that contains high-quality content will most likely not be graded in any way (Burghardt, Heckner and Wolff, 2012).

Hybrid search tools: When it comes to posting the locales in the list of results, hybrid search engines utilize both crawler-based ordering and manual ordering. The majority of crawler-based web indexes, such as Google, primarily use crawlers as an essential component and manual screening as an auxiliary instrument in their operations. Before a website can be included in the query items once more after it has been flagged for spam activities, it must first undergo manual review (Ahlers, 2012).

2.1.4 Social Media Marketing

Sinclair and Vogus (2011) define social media as internet applications that allow content creation and distribution. Social media refers to online tools that create user-generated content. Saravanakumar and akshmi (2012) say companies must align their social media marketing strategies with global marketing strategies to avoid brand damage. SMM involves gaining website traffic or attention through social media. SMM creates content that users share

with their social networks to increase brand exposure and customer reach (Rajarajan and Vetriveeran, 2016).

By the 21st century, businesses were using the internet and social media. 21st-century marketing uses social media (Nanji, 2025). As social media use increased, more firms used social media marketing. With internet/IT, business has changed, and firms must adopt new technology. So, firms use internet/IT to market their products, and researchers, practitioners, and policymakers use these tools (Gohary, 2012). Nearly everyone has internet access. Social Media is a group of internet-based applications that builds Web 2.0's technological and ideological foundation. Social media allows user-generated content exchange and creation. Social media helps businesses connect with their customers.

Social media helps develop relationships and provides low-cost, periodic ways to foster them (Schirr, 2020). Social media can affect a person's perception, attitude, and Behaviour. In an online environment, people prefer creating, contributing, and joining communities to fulfill their needs for belonging, social connection, and recognition, or to simply enjoy interacting with others of the same type. Social media websites allow companies to engage with current and potential customers. This increases intimacy between the company and the customer (Noreen and Han, 2025).

Social media helps companies build meaningful relationships with current and potential customers. In today's market, even the smallest mistake can cost a company its customers' loyalty. In the internet age, this can be a bad experience with a company's service or product. Customers are the focus of business. Social media influences brand awareness, sales, and loyalty, say Blackshaw and Nazzaro (2020). Social media affects marketer forecasts. Raman (2019) describes the social media marketing report's increasing popularity and business value. Social Media Marketing is a novel and eminent marketing attempt that turns consumers into participants. Under this innovative marketing approach, brands and consumers are connected without time, location, or means of communication, as the approach facilitates two-way communication instead of traditional one-way communication (Kim and Ko, 2012).

2.1.4.1 Benefit of Social Media Marketing

There are a few different ways that marketing with social media can result in higher conversion rates. The fact that brands become more approachable and relatable as a result of their interaction in social media channels is perhaps the aspect of this humanization that is the most

important. The following are some of the advantages of using social media for marketing purposes, as outlined by Walid, Jenyo, and Soyoye (2016):

Increased Brand Recognition

Every chance to syndicate and promote your content is valuable. Social media networks are new channels for brand voice and content. This makes you more accessible and recognizable to new and existing customers (Efthymios, 2004). A Twitter user may discover your company in a newsfeed. An apathetic customer may become more familiar with your brand after seeing it on multiple networks.

Improved Brand Loyalty

According to a Texas Technical University report, brands that use social media enjoy higher customer loyalty. The report suggests companies use social media to connect with their audience. A strategic and open social media plan can influence brand loyalty (Chaffey 2020).

Higher Brand Authority

Regular customer interaction shows good faith to other customers. People use social media to praise a product or service. New audience members will follow you if they post your brand name. More people talking about you on social media makes your brand seem valuable and authoritative to new users (Kalyanam, 2018). If you can interact with social media influencers, your authority and reach will soar.

Increased Inbound Traffic

Without social media, your inbound traffic is limited to brand-aware people and keyword-searchers. Every social media profile you add leads back to your site, and every piece of content you syndicate brings in new visitors. More quality social media content means more inbound traffic, leads, and conversions.

Decreased Marketing Costs

Hubspot (2020) found 84% of marketers found six hours per week was enough to increase traffic. Six hours isn't much for social media (Yurovskiy, 2020). If you devote an hour a day to content and syndication, you'll see results. Facebook and Twitter advertising is cheap (depending on your goals, of course). Once you know what to expect, you can increase your budget and conversions.

Improved Customer Insights

Social listening on social media lets you learn about your customers' interests and Behaviours. Monitor user comments to see what people think of your business. You can segment your content syndication lists by topic to determine which types of content generate the most interest. You can measure conversions based on social media promotions and find a revenue-generating combination (Walid, Jenyo and Soyoye, 2016).

2.1.5 E-mail Marketing

Electronic mail marketing involves sending commercial messages via email. Email marketing includes all emails sent to prospective or current clients. Email marketing requests business, solicits sales or donations, and sends ads. It's helped companies build customer trust, loyalty, and brand awareness. E-marketing has grown due to 21st-century IT. Before this technology, most customers didn't use because it wasn't effective (Underhill, 2019).

Email marketing is a cost-effective and cheap way to market online, according to this study. It also has a higher response rate than other internet marketing tools. Short turnaround means firms send E-mail and customers respond, says researcher (s). Web pages, HTML, and combining video and audio in web services are sources of creativity and new ideas in internet marketing (Rettie, 2018). Email was a new medium in 2000, but increasing traffic may affect customer response to marketing (Rosenspan, 2021).

Ruth Rettie invested in the UK in 2018 to support some hypotheses, and by analyzing data from 30 campaigns, she supported the following: More attractive email subjects increase customer response. More people respond to e-mails with incentives. Email length affects customer response rate. E-mails with images get more responses. Email marketing is still important in the 21st century, despite social media advertising. 61% of Internet users use social media, 94% use email, and 75% of adults prefer e-marketing. "Opt-in/opt-out" allows consent-based marketing.

Email marketing allows age and income-based customer profiling. Email reporting and analytics include open, click-through, and bounce rates. This gives emails a formatting advantage over other social media (The Balance Small Business, 2018). Email marketing distributes product or service information or solicits customer feedback via Email. Customers' and prospects' email addresses can be bought. Email marketing is a form of direct marketing

(Plinh, 2008). Increase sales, promote products, offer a last-minute deal. Plinh (2008) identifies two types of e-mail marketing.

Web marketing term for email that recipients have requested by signing up at a website or ad banner.

2.1.6 Overview of Consumer Buying Behaviour

Consumer Behaviour is choosing products and services from the market to meet personal or family needs. So companies should make a plan to influence customers to buy from their website. The study also finds that females' purchasing Behaviour is more positive because they are attracted to the brand, self-concept, and other opinions. Consumer buying Behaviour is also defined as brand and product knowledge. They said that brand knowledge influences customers more. Goodhope (2020) defines consumer Behaviour as the people directly involved in buying goods and services.

Consumers are based on decision-making, not individual actions. The author discusses consumer decision-making. He also said that consumer Behaviour is related to selling and buying products and services that meet their needs and wants. He said it's related to exchanging production for money. People's intentions to buy a product are based on the services and products for which they develop consumer Behaviour.

Udeledu (2017) defines consumer purchasing Behaviour as the consumer's purchasing intention. Consumer reaction affects companies' marketing strategies for great and bad success. Abideen and Saleem (2011) discuss how advertising and sales affect consumer Behaviour. Their study analyzed consumer Behaviour. Their research found psychological aspects of consumer purchase Behaviour.

Their research analyzed advertising and marketing mix strategies that influence Behaviour. Their research focuses on how psychological factors affect consumer spending. He adds that product quality and quantity also influence consumer buying Behaviour. Madhavan and Chandrasekar (2025) discuss how marketers use consumer Behaviour to boost sales and revenue.

2.1.6.1 Factors Influencing Consumer Buying Behaviour

Buying a product or service is a long process of thinking, analyzing options, and considering other factors. Marketers spend more than ever to understand who buys, why buy? Buying when? Buy where? (Kotler, Keller, 2016)

Cultural factors

Culture influences buying decisions most. It includes family and institution values, wishes, observations, and attitudes. Each country's culture affects consumer buying decisions differently. To avoid misapplication, marketers must adjust marketing campaigns to local cultures. (Kotler, Keller, 2016)

Sub culture

People who share similar customs, traditions, and Behaviour create a subculture within a larger culture. In India, where many subcultures exist, south culture depicts different values than north, and west from east. Similarly, Muslims in one part of a country may be less interested in a product or service than Hindus. Marketers design products to appeal to people with similar interests and backgrounds (Khan, 2020).

Social class

This group's occupation, wealth, income, education, power, and prestige form a unique buying Behaviour. This group has similar values and purchases (Khan, 2020). This class prefers similar clothing, leisure, and car brands. Marketers are interested in social class because they can target similar marketing programs based on their common liking patterns (Kotler and Keller, 2016).

2.1.6.2 Consumer Decision Making Process

Problem/need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. Several researchers define each stage, varying slightly but reaching a consensus. First, a person recognizes the difference between what they have and what they want/need. Neal, Quester, and Pettigrew (2017) agree, stating that need recognition occurs due to personal, professional, and lifestyle factors, which lead to purchasing ideas.

Next, consumer searches for product or service information (Schiffman and Kanuk, 2014). Internal and external information search. Internal search relies on consumers' personal experiences and beliefs, while external search uses media, advertising, and other people's feedback (Rose and Samouel, 2014). After gathering product or service information, analyze alternatives. Kotler and Keller (2016) consider this stage important because the consumer considers size, quality, and price. Purchase decision is one of the most important stages, according to Backhaus, Hillig, and Wilken (2025).

Once the consumer recognizes the need, searches for relevant information, and considers alternatives, he/she decides. Kacen and Lee divide buying decisions into planned, partial, and impulse (2017). Post-purchase decision involves customer experience. Many authors overlook this stage's importance. Neal (2017) argues that this is one of the most important stages in consumer decision making because it affects future purchases from the same supplier.

2.1.7 Brand Preference

According to John (2017), a customer's brand preference is for a specific product category. Percentage of target customers who prefer your brand. Chang and Liu (2019) define brand preference as consumer bias. Brand preference varies depending on the salient beliefs activated at a given time, according to D'Souza and Rao (1995). Brand preference is the sum of unique assets captured by consumers and measured by brand strength.

Self-reported unaided survey questions like "what's your favorite orange juice?" measure brand preference. It can also be tested with user interfaces that ask for a competitor's product. Randomize choice positions. Brand should be a company's top priority for attracting and retaining customers. Mihart (2012) defines consumer Behaviour as buying decisions and Behaviour. Consumers are problem-solvers, he said. Consumer Behaviour requires time and attention to the products they buy based on their decision and intention.

Measures promotion, pricing, customer experience, product improvements, and distribution. Extensive, routinized, and limited problem-solving influence consumer Behaviour. Malik, Muhammad, Firoozeh, Neda, and Samaneh (2020) discuss how brand image and advertising influence consumer buying Behaviour. Their study aimed to determine how brand image affects purchasing intent.

2.1.8 Customer Satisfaction

Kotler and Keller (2016) define satisfaction as a person's pleasure or disappointment in relation to a product's performance (or outcome). Customers are dissatisfied if performance doesn't meet their expectations, satisfied if it does, and delighted or highly satisfied if it exceeds them (Kotler and Keller, 2012). Woodroof (1997) defines customer satisfaction as the customer's response to product evaluations. Pennant and McCarthy (2018) define customer satisfaction as a company meeting customers' need, wants, and expectations.

Kotler and Keller (2016) states that there are several ways to measure customer satisfaction. Periodic surveys measure customer satisfaction. Contacting customers who have stopped buying or switched suppliers to learn why is another way to monitor customer loss. A company

could hire mystery shoppers to pretend to be customers and give feedback on their experience, pros and cons of buying from the company and competitors (Kotler and Keller, 2016). This study will measure customer satisfaction using a customer survey. Customer satisfaction surveys must ask the right question (Reichheld, 2020), so industry characteristics must be considered. This survey uses the most popular customer satisfaction measures. General satisfaction with services (Caruana, 2018; Lam, Venkatesh, Erramilli, and Murthy, 2004), meeting customer expectations with services (Lam et al., 2004; Kotler and Keller, 2016), and supplier satisfaction.

Schiffman and Kanuk (2014) define satisfaction as a person's expression of pleasure or disappointment over a service's outcome. Unsatisfied customers result from poor performance. Customer satisfaction depends on performance. When performance exceeds expectations, customers are happy. Mei-Lien and Green (2020) define customer loyalty as a commitment to re-buy or re-patronize a preferred product in the future despite situational influence and marketing efforts that could cause switching Behaviour and recommending the product to friends and associates. Customer satisfaction influences future purchasing. Happy customers likely tell others about their purchase. Selden and Colvin (2020) found a link between customer satisfaction and service quality. They argued that quality of services, customer satisfaction, and loyalty are all related.

Customer satisfaction is a consumer's post-purchase evaluation of a product or service given pre-purchase expectations (Kotler and Keller 2016). Satisfying customers is good marketing. "Marketing" refers to customer-focused, market-driven marketing, not just the Four Ps. Trying to deliver what customers want may be considered customer satisfaction or good marketing. Today's successful companies raise consumer expectations and meet them. These companies want TCS, Total Customer Satisfaction.

2.1.9 Customer Loyalty

Marketers want to build customer loyalty. Loyalty reduces marketing, sales, and operational costs, increasing profits. Loyal customers provide word-of-mouth, referrals, references, and advisory boards (Bowen and Chen 2021). Customer loyalty has a powerful impact on firm performance and is considered a competitive advantage by many companies (Lam et al. 2004). Consistently high customer loyalty boosts employee morale and productivity. Persistent customer defection hurts a company's performance (Andreassen and Lindestad 1998; Leeand Overby, 2004; Bowen and Chen 2021). Customer loyalty to a service or product provider

reduces price sensitivity, cuts advertising costs, and improves organisational profitability (Crowley 2014). Brand, product, or service outlet loyalty also exists.

True brand loyalty, which is repeat purchasing reflecting a conscious decision to continue buying the same brand, must be accompanied by a positive attitude and high commitment to the brand (Beerli, Martin, and Quintana 2004). Dick and Basu (1994) suggest four loyalty conditions: First, loyalty means repeat relative patronage. Latent loyalty is linked to high relative attitude but low repeat patronage (Crowley 2014). Spurious loyalty occurs when a consumer frequently buys a brand but sees no difference. When customers see few differences between brands and make few repeat purchases, a category lacks loyalty (Javalgi and Moberg 1997; Mattila, 2021)

Robbins and Miller (2004) noted that service recovery in various industries (phone/cable TV, restaurants, electronics retail and repair) influences customer loyalty. Attitudinal loyalty, complaining Behaviour, situational loyalty, loyalty propensity, and resistance to competing offers reflect wine retail brand loyalty (Rundle- Thiele 2005). Intention to recommend alone cannot predict customer loyalty in retail banking, mass merchant retail, and internet service providers, according to Keiningham, Breznik, and Lahovnik (2017). Han and Back (2008) suggested that hotels should provide emotional experiences to guests to increase customer loyalty. Baker, Cronin, and Hopkins (2019) note that increased involvement increases customer loyalty and reduces marketing costs.

2.2 Theoretical Review

2.2.1 Stage Theory (Levinger, 1980)

Research conducted in the field of e-commerce discovered that luring online customers is essential to developing successful strategies and presented a variety of methods for doing so (Watson et al., 1998; Taylor, 2020). At this point, both the risks and the potential rewards of online B2C sales are assessed. In subsequent relationship stages, such as "Buildup," potential and actual gains or losses are evaluated and discussed. In order to fully comprehend Attraction, it is necessary to differentiate this stage from others. The Build-Up method places an emphasis on the relational factors that play a role in the process of self-disclosure. Dating is a component of Build-Up.

A customer may choose to share personal information as part of the relationship building process known as "Build-Up." Customers gain an understanding of how such information is used in the developing relationship and whether or not the rewards they perceive can actually translate into tangible benefits. The importance of self-disclosure in romantic partnerships is highlighted by findings from research on attraction. According to Stage Theory, this factor is extremely important when it comes to the development of relationships (Levinger 1980). Research shows that being more open and honest about yourself helps strengthen relationships with others (Collins and Feeney, 2004).

Self-disclosure is crucial in business-to-customer relationships conducted online because the completion of online transactions necessitates the disclosure of personal information (e.g., address and financial information). According to research, user perceptions of interfaces, such as privacy, influence the self-disclosure that occurs in online commerce (Andrade, Becerra and Badrinarayanan2018). When it comes to long-term interactions and personalization, personal information is absolutely necessary. We place the same importance on B2C relationships that take place online. The beginning of a business-to-customer relationship consists of the first two stages. Once Continuance has been established, a relationship can be considered mature (Levinger, 1980).

In this stage, there is an intention to keep a relationship going between the two parties. (1980) The Continuation stage is frequently characterised by "an explicit pledge, a pledge that (that) has two functions: (1) it means that one will try, however possible, to improve the other's outcomes; and (2) it means that one has looked far ahead into the pair's future outcome space and is willing to decrease the attractiveness of competing alternatives (Levinger, 1980). E-loyalty can take form in the context of online business-to-consumer relationships. "a customer's intention to visit the Internet business site again based on previous experiences and future expectations," is the definition of what is known as "e-loyalty" (Kim and Lee 2018). It involves the customer's intention to increase the amount of business they do with the vendor as well as their intention to recommend the vendor to other customers. In conclusion, The similarities of these stages in interpersonal and online B2C relationships, as well as the similarity of the dependent variables, allows Stage Theory to be applied to ecommerce.

Lavidge and Steiner (1961) identified the following as steps involved in the Hierarchy of Impact Model:

Awareness

Awareness creation is important because it introduces the product or service to the target market and explains its benefits. Awareness is the first cognitive stage to attract customers to the communication process. Advertising makes consumers aware of the product (Ashcroft and Hoey, 2021)

Knowledge

Prospective buyers must be given the necessary product information, or they will switch to a competitor's brand. Prospective buyers should know more about the product and its brand. Consumer buying Behaviour reveals what influences consumers' purchases. Knowledge about consumer Behaviour is important for marketers to set marketing strategies based on how consumers feel and perceive a product or brand. Psychological, social, personal, and cultural factors affect consumer Behaviour.

Preference

Consumers may like multiple brands but not buy any. Advertisers will focus the consumer on their own product at this stage. Unique benefits should distinguish one brand from another. In this case, promoting quality and other features can build consumer preference. Before and after the campaign, the communicator can measure audience preference.

Conviction

This stage creates buyer desire. Advertisers can increase consumer conviction by allowing product testing. Governments at all levels should give people free anti-malaria drugs to try out the taste, brands, and packaging. An audience may prefer a product but not buy it. Advertisers can build audience trust by explaining product features, benefits, and value (Richardson, 2020)

Purchase

After these steps, the advertiser wants the customer to buy. This stage must be easy, or the customer will get bored and leave without buying. Some rural residents may be convinced but not buy. They may need more information or delay action. Advertisers must take the final step, perhaps by discounting or upselling. Customers are willing to pay for products to satisfy their intense desire for them because of a number of incentives. Smith and Chaffey (2020) say that while all buyers go through all stages, they don't necessarily occur in hierarchical order. Not all rural or urban consumers follow the Hierarchy of Effect Model before buying a product. This study adopted Stage theory by (Levinger, 1980) because it explains e-marketing concept and consumer buying Behaviour, which is supported by Hierarchy of Effect model theory.

2.3 Empirical Review

The effect of electronic marketing on rural agricultural transformation in Nigeria was investigated by Ogbeide-Osaretin and Ebhote (2020). Print media marketing, online network goods, and services marketing, social media marketing, and global marketing are all linked to e-mail marketing and agricultural transformation in Nigeria, according to the study.

Xuyang (2020) investigated E-Business in Enterprise Marketing Strategy Analysis. The study was guided by six research questions and six hypotheses. The Statistical Package for Social Sciences (SPSS) program was used to analyze the data. According to the study's findings, online marketing is a viable marketing communication channel with a significant impact on the frequency of visits to online stores and consumer patronage. Businesses should market their products and services through online shopping stores and/or develop and launch their websites, according to the findings.

Internet marketing has no time limit; any customer can access the internet at any time and from any location on the planet. Shaltoni et al. (2018) investigated the effects of an emphasis on electronic marketing in small and medium-sized businesses. According to the researchers, e-mail marketing is linked to print media marketing, online network goods and services marketing, fast-moving consumer goods marketing, social media marketing, and global marketing. Similarly, Sunderaraj and Loheswarri (2025) looked into the effect of internet marketing on purchasing Behaviour and established that there is a link between the frequency with which people use the internet and their purchasing habits.

Rajarajan and Vetriveeran conducted a study on customer satisfaction with online marketing (2016). According to the researchers, customer satisfaction has a direct impact on loyalty. Businesses all over the world are investing in and participating in online marketing in greater numbers than ever before. The goal of this research is to empirically validate the effect of internet marketing on consumer purchase Behaviour by examining Nigerian firms that use it.

Mahalaxmi and Ranjith (2016) examined the effect of digital marketing on customer purchase decisions. The study's goal was to look into the effect of digital marketing on consumer purchasing decisions. As the world moves toward a digital era, digital channels are becoming increasingly important in increasing product sales. In their purchasing habits, customers prefer to buy electronics and other goods through digital channels.

Babalola, Lateef, and Zekeri (2020) conducted an empirical study on New Trends in Intelligent E-Marketing and Consumer Buying Behaviour. The study's goal was to see how word of mouth

marketing affected consumers' purchasing decisions. Their findings revealed that most consumers' trust in word-of-mouth marketing influences their purchasing decisions. Negative word of mouth marketing has a much stronger influence than positive word of mouth marketing.

2.4 Gap in Literature

The works of Lodhi and Shoaib (2017), Sundaraj and Loheswarri (2025), Jenyo and Soyoye (2025), and Sandeep and Aggarwal (2012) have used different variables to measure the electronic marketing as reviewed in this literature. These variables are quite different from the variables that this study adopted, which are web design, search engine marketing, social media marketing, and e-mail marketing. In addition, the variables used to measure the electronic marketing in this study are quite different from the

This study adopts Stage theory by (Levinger, 1980), the justification for this being that stage theory explains both e-marketing concept and consumer buying Behaviour, which is further buttressed by Hierarchy of Impact model theory. Previous work from literatures that were reviewed for this study has adopted various theories, such as AIDA Theory, Expectancy Theory, and Assimilation Contrast Theory, which are more relevant to their work. However, this study adopts Stage theory by (Levinger, 1980).

CHAPTER THREE METHODOLOGY

3.1 Introduction

This chapter focuses on methodology that was used in carrying out the study. The chapter is organised according to these sub-headings: research design, population of the study, sample size and sampling techniques, method of data collection, research instrument as well as the statistical techniques employed for data analysis.

3.2 Research Design

In this study, a cross-sectional survey was used to assess the effect of electronic marketing on consumer purchasing Behaviour among Kwara State University students. The survey method, according to Basias and Pollalis (2018), increased data collection flexibility while also allowing the researcher to gain an understanding of the variables being measured. The study employed a quantitative data collection approach to provide a detailed understanding of the variables as well as deeper insights that a single research method may not have provided (Cresswell et al., 2020). Whilst keeping the research problem in mind, the quantitative method also allowed for a more comprehensive capture of results (Pandey, and Pandey, 2021).

3.3 Research approach

This study adopted the deductive approach. Deductive, inductive, and abductive are research approaches. Deductive research validates theories through empirical investigation and is used in positivist quantitative research (Saunders et al., 2019). Deductive reasoning emphasizes quantitative data. To test a theory and design a research strategy, a hypothesis is developed. Deductive reasoning works from general to specific, or 'top-down'. Deductive reasoning is also useful for studying many subjects. By implication, the study's findings and practical recommendations can help address current and future electronic marketing issues.

Deductive validates already existing ideas and generalizations. Deduction evaluates assumptions (or theories/hypotheses). Deductive approach draws untested conclusions from known premises. This approach collects data to identify themes, patterns, and a conceptual framework. Given its small sample size, induction generalizes from specific to general. This study uses deductive approach because it's a flexible method that allows alternative explanations. This approach considers context based on a small sample.

3.4 Research Method

This study is mono-quantitative, like similar works. This method allowed the researcher to investigate electronic marketing among Kwara State University student buying behaviour. Both quantitative and qualitative research is popular in social sciences (Kothari, 2004; Zozimo,

2016). It is a "holistic approach that involves discovery and is described as an unfolding model in a natural setting" (Williams, 2017). Quantitative research favours generalization, as Yin (2020) argued. Additionally, Creswell (2017) noted that quantitative research helps understand complex processes or phenomena from a large population.

3.5 Research Strategy

Kwara State University Students were used as a case study for this research. Case studies are in-depth investigations of real-life topics or phenomena (Yin, 2020). For this research context, case studies can generate insights from intensive and in-depth research into a phenomenon's real-life context, leading to rich empirical descriptions and theory development. Dubois and Gadde (2018) opined that case studies help understand a phenomenon's context. Case study research is popular in Electronic marketing literature (Stella, Falola and Mordi, 2014; Lubbad and Adam-Bagley, 2021).

3.6 Study Population

A population is made up all considered element or subject relating to phenomenon of interest to the researcher. The entire population for this study consists of current students of Kwara State University, Ilorin. The total population for this study is 26,486 students, (source – Registry, 2025).

3.6.1 Sample Size Determination

The sample size determination was done using research advisor's table. The total population of the study is 26,486 students from the five selected faculties in Kwara State University, Kwara State. The sample size was determined using 5% error margin. As such, a sample size of three hundred and seventy-eight (378) respondents were chosen as a true reflection of the study population. The study made use of 378 students as a sample size; which is sourced from the researcher advisors sample size table.

3.6.2 Sampling Techniques

The study adopted probability sampling. The probability sampling technique is stratified random sampling. The students cut across different colleges of the University, these are categorized as strata.

3.7 Data collection procedure

The gathering of data is of the utmost significance in statistical analysis. Primary and secondary data collection methods are the two types of data collection methods that are utilized in research (Basias and Pollalis 2018). Primary data are the data that are collected by the

researcher for the very first time, whereas secondary data are the data that have been previously collected or produced by other individuals (Ngozwana, 2018).

3.8 Instruments for Data Collection

Both a questionnaire and an interview were conducted in order to gather the necessary information for this study. The questionnaire is of the structured type and is designed to provide responses to the research questions and hypotheses contained within it. The research statements that were postulated in Section B are in line with the research questions and hypotheses that were presented in Chapter 1. Each respondent was provided with a selection of choices or alternatives from which they could pick or check an option of their choosing. The research questions and hypotheses were taken into consideration when conducting the structured interview.

3.8.1 Scoring of Research Instruments

The questionnaire is the research instrument that was used. It is constructed using the psychometric Likert scale method, which has five points. The following considerations were taken into account when designing the questionnaire:

i)	Strongly Agreed (SA)	-	5
ii)	Agreed (A)	-	4
iii)	Undecided (U)	-	3
iv)	Disagreed (D)	-	2
v)	Strongly Disagreed (SD)	-	1

Questionnaire was used as the research instrument for the study that is being proposed. In order to collect information, we will be using questionnaires with no open-ended questions. This instrument was a multiple-choice questionnaire that respondents will self-administer. Its purpose was to collect quantitative data from respondents using a Likert scale with five points.

3.9 Methods of Data Analysis

Both descriptive and inferential Statistics were used to perform an analysis on the information that was gathered through the survey. Tables, frequency distributions, percentages, the mean, and standard deviation will all play roles in the descriptive analysis that will be carried out. In order to test hypotheses, the study used multiple regression analysis.

3.10 Validity of Research Instruments

Validation of the variables in this study was accomplished through the use of both face validity and content validity. Validity refers to the degree to which the research instrument measures what it is intended to measure. Therefore, in order to determine whether or not this research has a reasonable level of validity, a pilot test was carried out, and the necessary adjustments were made in order to achieve internal consistency with a minimum level of error. As a result, the questionnaire for this research can now be considered valid. Furthermore, the research instrument was reviewed by the supervisor and all corrections were adequately effected.

3.11 Reliability of Research Instruments

The degree to which the outcome of a measurement, calculation, or specification can be relied on to be accurate is referred to as the level of reliability. Reliability can be defined as the accuracy and precision of a measuring instrument. As a result, Cronbach's alpha in SPSS was used to test the external consistency of the questionnaire. This test reveals the level of reliability for each of the variables, and it was used to evaluate the consistency of the questionnaire.

3.12 Ethical Consideration

The respondents were informed of the objectives of the study, the process that would be used to collect the data, and that there would be neither a potential risk nor any costs associated with taking part in the research. The respondents were not identified, and their anonymity and the confidentiality of any information relating to them was preserved. Additionally, confidentiality was preserved by ensuring that the data collected for the study would not be disclosed in its concluding report.

Robson (2011) highlights the significance of taking ethical considerations into account when conducting research. He recommends that researchers provide participants with complete information regarding the purpose of the research and treat them in a fair and respectful manner. Accordingly, the researcher made sure to obtain approval from the relevant authorities in the study locations prior to administering the questionnaire. The respondents were made aware of the purposes and aims of the data collection both before and during the procedure, and participation was entirely voluntary.

CHAPTER FOUR DATA PRESENTATION AND DISCUSSION

4.1 Introduction

This chapter explains the process that was used to analyse and interpret the quantitative data that was gathered from the respondents who were targeted. The demographic information of the respondents was displayed through the use of frequency tables and charts. The effect of electronic marketing strategies on the purchasing behaviour of consumers was analysed and presented through the use of multiple regression and content analysis. The results are presented in a manner that is consistent with the aims of the study as well as the research questions. There are a total of 378 copies of the questionnaire that were handed out to the respondents.

4.2 Presentation of Data

Table 4.1 Response Rate

Respondents	Frequency	Percentage %
Completely Filled	362	95.7
Incompletely filled	16	4.3
Total	378	100

Source: Field Survey, 2025

From Table 4.1 three hundred and seventy-eight (378) survey responses were received from Kwara State University students. Three hundred and sixty-two (362) questionnaires were filled properly, which form the total number of responses of (95.7%).

4.2.1 Respondents' Demography

Table 4.2 Distribution of the Respondents' Demographic Information

Variables	Items	Frequency	Percentage %
Gender	Male	162	44.8
	Female	200	55.2
Total		362	100
How long have you been exposed to the internet?	1 – 2 Years	99	27.3
	3 – 4 Years	263	72.6
Total		362	100
How often do you make purchase	Regularly	169	46.7
	Rarely	109	30.1

through the internet?	Periodically	84	23.2
Total		362	100
Level: which means do you prefer in surfing the internet?	Android	257	71.0
	Laptop	65	18.0
	Cyber Café	40	11.0
Total		362	100

Source: Field Survey, 2025

From the analysis of the demographic information of the respondents which is in Table 4.2, it was revealed that (162) 44.8% are male, while (200) 55.2% are female, this implies that female respondents are more than the male respondents. Exactly (99) 27.3% of the respondents have been exposed to the internet for 1 – 2 years, while (263) 72.6% have been exposed to the internet for 3 – 4 years, this implies that majority of the respondents have been exposed to the internet for 3 – 4 years. Also, exactly (169) 46.7% of the respondents regularly make purchase through the internet, while (109) 30.1% of the respondents rarely make purchase through the internet and (84) 23.2% of the respondents periodically make purchase through the internet. This implies that majority of the respondents regularly make purchase through the internet.

Exactly (257) 71.0% of the respondents prefer to surf the internet using Android, while (65) 18.0% of the respondents prefers to make use of laptop to surf the Internet and (40) 11.0% prefers to make use of Cyber Café to surf the internet. This implies that majority of the respondents prefers to make use of their Android Phones to surf the Internet compared to Laptop and Cyber Cafe.

4.2.2 Test of Questionnaire

Table 4.3 Distribution of Respondents' Response on Web Design

S/N	Web Design	Characteristics	Frequency	Percentage %
1	You enjoy visiting companies' website to know more about their products	SD	80	22.1
		D	31	8.6
		N	76	21.0
		A	124	34.3
		SA	51	14.1
2	Most companies websites provides information on product usage	SD	32	8.8
		D	44	12.2
		N	44	12.2

		A	172	47.5
		SA	70	19.3
3	There are side attractions/entertainment on company websites	SD	25	6.9
		D	51	14.1
		N	50	13.8
		A	170	47.0
		SA	66	18.2
4	There are provision for customer feedback on most of the companies websites	SD	33	9.1
		D	46	12.7
		N	58	16.0
		A	150	41.4
		SA	75	20.7
5	Most of Nigerian company websites you visit creates product credibility	SD	47	13.0
		D	60	16.6
		N	64	17.7
		A	134	37.0
		SA	57	15.7

Source: Field Survey, 2025

Table 4.3 reveals that (80) 22.1% of the respondents strongly disagree with the fact they enjoy visiting companies' website to know more about their products, (31) 8.6% disagree, (76) 21.0% are neutral, and (124) 34.3% agree, while (51) 14.1% strongly agree. This implies that they enjoy visiting companies' website to know more about their products. This implies that majority of the respondents are comfortable visiting companies' websites to know more about their products.

The findings further show that (32) 8.8% strongly disagree that most companies' websites provide information on product usage, (44) 12.2% disagree, (44) 12.2% are neutral, (172) 47.5% respondents agree and (70) 19.3% of the respondents strongly agree. This implies that most companies' websites provide information on product usage. Companies' are expected to give proper direction on how their products are to be used. About (25) 6.9% strongly disagree that there are side attractions/entertainment on company websites, (51) 14.1% disagree, (50) 13.8% are neutral, (170) 47.0% agree and (66) 18.2% of respondents strongly agree. This implies that there are side attractions/entertainment on company websites. But these side attractions/entertainment on company websites are not effective.

Exactly (33) 9.1% strongly disagree that there is provision for customer feedback on most of the companies' websites, (46) 12.7% disagree, (58) 16.0% are neutral, (150) 41.4% agree, while (75) 20.7% of respondents strongly agree. This implies that most of the respondents agree

that there is provision for customer feedback on most of the companies' websites. The findings show that (47) 13.0% of the respondents strongly disagree that most of Nigerian company websites they visit creates product credibility, (60) 16.6% disagree, (64) 17.7% are neutral, (134) 37.0% agree and (57) 15.7% respondents strongly agree. This implies that most of Nigerian company websites visited creates product credibility. Respondents most times get their value by first visiting the companies' website to get product credibility.

Table 4.4 Distribution of Respondents' Response on Search Engine Marketing

S/ N	Search Engine Marketing	Characteristics	Frequency	Percentage %
1	There are relevant adverts through the search engine medium	SD	49	13.5
		D	48	13.3
		N	56	15.5
		A	141	39.0
		SA	68	18.8
2	Search engine advertising creates product quality contents	SD	28	7.7
		D	44	12.2
		N	52	14.4
		A	151	41.7
		SA	87	24.0
3	There are online promotion of products/services through search engines platforms	SD	79	21.8
		D	37	10.2
		N	54	14.9
		A	136	37.6
		SA	56	15.5
4	Search engine marketing engages customers' emotions in a positive way	SD	27	7.5
		D	50	13.8
		N	67	18.5
		A	163	45.0
		SA	55	15.2
5	There are controlled traffic on search engine communications	SD	42	11.6
		D	46	12.7
		N	76	21.0
		A	140	38.7
		SA	58	16.0

Source: Field Survey, 2025

Table 4.4 reveals that (49) 13.5% of the respondents strongly disagree with the fact there are relevant adverts through the search engine medium, (48) 13.3% disagree, (56) 15.5% are neutral, and (141) 39.0% agree, while (68) 18.8% strongly agree. This implies that there are

relevant adverts through the search engine medium. This implies that majority of the respondents are comfortable with the adverts displayed on search engine medium.

The findings further show that (28) 7.7% strongly disagree that most search engine advertisements create product quality contents, (44) 12.2% disagree, (52) 14.4% are neutral, (151) 41.7% respondents agree and (87) 24.0% of the respondents strongly agree. This implies that most search engine advertisements create product quality contents. Respondents get their product quality contents through the search engine advertisements. About (79) 21.8% strongly disagree that there are online promotion of products/services through search engines platforms, (37) 10.2% disagree, (54) 14.9% are neutral, (136) 37.6% agree and (56) 15.5% of respondents strongly agree. This implies that there are online promotion of products/services through search engines platforms. However, these online promotions of products/services are not properly presented through search engines platforms.

Exactly (27) 7.5% strongly disagree that search engine marketing engages customers' emotions in a positive way, (50) 13.8% disagree, (67) 18.5% are neutral, (163) 45.0% agree, while (55) 15.2% of respondents strongly agree. This implies that search engine marketing engages customers' emotions in a positive way. The findings show that (42) 11.6% of the respondents strongly disagree that there are controlled traffic on search engine communications, (46) 12.7% disagree, (76) 21.0% are neutral, (140) 38.7% agree and (58) 16.0% respondents strongly agree. This implies that there are controlled traffic on search engine communications. Respondents most times don't exactly what they are looking in search engines communications.

Table 4.5 Distribution of Respondents' Response on Social Media Marketing

S/ N	Social Media Marketing	Characteristics	Frequency	Percentage %
1	The number of bloggers have limited the credibility of social media marketing	SD	52	14.4
		D	47	13.0
		N	49	13.5
		A	148	40.9
		SA	66	18.2
2	Social media platforms gives the opportunity of reaching out to a particular audience	SD	35	9.7
		D	51	14.1
		N	62	17.1
		A	120	33.1
		SA	94	26.0

3	Social media outlets encourages customers' reply, comments, like and postings	SD	39	10.8
		D	41	11.3
		N	55	15.2
		A	128	35.4
		SA	99	27.3
4	There is proper brand exposure through social media communication	SD	41	11.3
		D	38	10.5
		N	65	18.0
		A	147	40.6
		SA	71	19.6
5	Social media medium gives room for group discussion platform	SD	37	10.2
		D	40	11.0
		N	59	16.3
		A	133	36.7
		SA	93	25.7

Source: Field Survey, 2025

According to the results of Table 4.5, 14.4% of the respondents strongly disagree with the statement that the number of bloggers has reduced the credibility of social media marketing, 13.0% of the respondents disagree with the statement, 13.5% of the respondents are neutral, 40.9% of the respondents agree, and 18.2% of the respondents strongly agree. This suggests that the credibility of social media marketing has suffered as a result of the increasing number of bloggers. This suggests that the majority of respondents do not have confidence in the credibility of bloggers when it comes to social media marketing.

The findings also show that 9.7% of respondents strongly disagree that the majority of social media platforms make it possible to communicate with a specific audience, 14.1% disagree, 17.1% are neutral, 33.1% of respondents agree, and 26.0% of respondents strongly agree. This suggests that the majority of social media platforms offer users the opportunity to communicate with a specific demographic of users. The respondents are in agreement that the various social media platforms offer the possibility of communicating with a specific audience.

About 10.8% of respondents strongly disagree with the statement that social media outlets encourage customers to reply, comment, like, and post; 11.3% disagree with the statement; 15.2% are neutral; 35.4% agree; and 27.3% of respondents strongly agree with the statement. This suggests that social media outlets actively encourage customers to reply, comment, like, and post content on their platforms. However, the companies do not make use of the responses, comments, and likes left by their online customers on the company websites.

Exactly 11.3% strongly disagree that there is proper brand exposure through social media communication, 10.5% disagree, 18.0% are neutral, 40.6% agree, while 19.6% of respondents strongly agree. This implies that there is proper brand exposure through social media communication. The findings show that 10.2% of the respondents strongly disagree that social media medium gives room for group discussion platform, 11.0% disagree, 16.3% are neutral, 36.7% agree and 25.7% respondents strongly agree. This implies that social media medium gives room for group discussion platform. Most respondents' group discussions are not considered from different social media mediums.

Table 4.6 Distribution of Respondents' Response on E-mail Marketing

S/ N	E-mail Marketing	Characteristics	Frequency	Percentage %
1	Email communication gives the opportunity for commercial and official messages	SD D N A SA	43 42 59 138 80	11.9 11.6 16.3 38.1 22.1
2	It enables the sender to send to a very large numbers of the same message	SD D N A SA	33 46 42 137 104	9.1 12.7 11.6 37.8 28.7
3	Email platform gives the company the medium of building brand stories around their product	SD D N A SA	42 44 62 147 67	11.6 12.2 17.1 40.6 18.5
4	Email marketing is globally accepted as a result of service quality	SD D N A SA	31 39 72 147 73	8.6 10.8 19.9 40.6 20.2
5	The receivers' attention is captured through email communication	SD D N A SA	36 31 69 133 93	9.9 8.6 19.1 36.7 25.7

Source: Field Survey, 2025

Table 4.6 reveals that (43) 11.9% of the respondents strongly disagree with the fact email communication gives the opportunity for commercial and official messages, (42) 11.6%

disagree, (59) 16.3% are neutral, and (138) 38.1% agree, while (80) 22.1% strongly agree. This implies that the email communication gives the opportunity for commercial and official messages. This implies that majority of the respondents are comfortable with the email communication which gives the opportunity for commercial and official messages.

The findings further show that (33) 9.1% strongly disagree that email marketing enables the sender to send to a very large numbers of the same message, (46) 12.7% disagree, (42) 11.6% are neutral, (137) 37.8% respondents agree and (104) 28.7% of the respondents strongly agree. This implies that email marketing enables the sender to send to a very large numbers of the same message. Respondents agree that email marketing give the opportunity of reaching out to a very large numbers of recipients. About (42) 11.6% strongly disagree that email platform gives the company the medium of building brand stories around their product, (44) 12.2% disagree, (62) 17.1% are neutral, (147) 40.6% agree and (67) 18.5% of respondents strongly agree. This implies that email platform gives the company the medium of building brand stories around their product. But this email platform that gives the company the medium of building brand stories around their products are not true scenarios.

Exactly (31) 8.6% strongly disagree that email marketing is globally accepted as a result of service quality, (39) 10.8% disagree, (72) 19.9% are neutral, (147) 40.6% agree, while (73) 20.2% of respondents strongly agree. This implies that email marketing is globally accepted as a result of service quality. The findings show that (36) 9.9% of the respondents strongly disagree that the receivers' attention is captured through email communication, (31) 8.6% disagree, (69) 19.1% are neutral, (133) 36.7% agree and (93) 25.7% respondents strongly agree. This implies that the receivers' attention is captured through email communication. Most respondents' agree that the receivers' attention is captured through email communication.

Table 4.7 Distribution of Respondents' Response on Brand Preference

S/ N	Brand Preference	Characteristic s	Frequenc y	Percentage %
1	Electronic marketing gives the customer the means of choosing a particular brand	SD	62	17.1
		D	53	14.6
		N	67	18.5
		A	118	32.6
		SA	62	17.1
2	Creating brand awareness influences customers' demand	SD	28	7.7
		D	40	11.0
		N	56	15.5
		A	156	43.1
		SA		

			82	22.1
3	Products' value and quality are encouraged through online marketing technique	SD	42	11.6
		D	43	11.9
		N	53	14.6
		A	135	37.3
		SA	89	24.6
4	Electronic marketing increases the strength and popularity of a particular brand	SD	32	8.8
		D	40	11.8
		N	63	17.4
		A	137	37.8
		SA	90	24.9
5	Quality service improves brand preference from customers	SD	35	9.7
		D	47	13.0
		N	54	14.9
		A	139	38.4
		SA	87	24.0

Source: Field Survey, 2025

Table 4.7 reveals that (62) 17.1% of the respondents strongly disagree with the fact electronic marketing gives the customer the means of choosing a particular brand, (53) 14.6% disagree, (67) 18.5% are neutral, and (118) 32.6% agree, while (62) 17.1% strongly agree. This implies that electronic marketing gives the customer the means of choosing a particular brand. This implies that majority of the respondents are comfortable with electronic marketing as a means of choosing a particular brand.

The findings further show that (28) 7.7% strongly disagree that creating brand awareness influences customers' demand, (40) 11.0% disagree, (56) 15.5% are neutral, (156) 43.1% respondents agree and (82) 22.1% of the respondents strongly agree. This implies that creating brand awareness influences customers' demand. Majority of the respondents agree that creating brand awareness influences customers' demand. About (42) 11.6% strongly disagree that products' value and quality are encouraged through online marketing technique, (43) 11.9% disagree, (53) 14.6% are neutral, (135) 37.3% agree and (89) 24.6% of respondents strongly agree. This implies that products' value and quality are encouraged through online marketing technique. But majority of the companies' products value and quality are not encouraged through online marketing technique.

Exactly (32) 8.8% strongly disagree that electronic marketing increases the strength and popularity of a particular brand, (40) 11.8% disagree, (63) 17.4% are neutral, (137) 37.8% agree, while (90) 24.9% of respondents strongly agree. This implies that electronic marketing

increases the strength and popularity of a particular brand. The findings show that (35) 9.7% of the respondents strongly disagree that the quality service improves brand preference from customers, (47) 13.0% disagree, (54) 14.9% are neutral, (139) 38.4% agree and (87) 24.0% respondents strongly agree. This implies that quality service improves brand preference from customers. Most respondents agree that the quality service improves brand preference from customers.

Table 4.8 Distribution of Respondents' Response on Customer Satisfaction

S/ N	Customer Satisfaction	Characteristics	Frequency	Percentage %
1	Electronic marketing always meet customers' expectations	SD D N A SA	33 50 84 131 64	9.1 13.8 23.2 36.2 17.7
2	Customer service are often met as a result of the online marketing medium	SD D N A SA	44 48 67 139 64	12.2 13.3 18.5 38.4 17.7
3	Customer complaints are not properly addressed on electronic communication platform	SD D N A SA	40 63 84 102 73	11.0 17.4 23.2 28.2 20.2
4	After sale service is effective on electronic marketing services	SD D N A SA	38 51 89 112 72	10.5 14.1 24.6 30.9 19.9
5	Customers' can express themselves concerning the product's price online	SD D N A SA	41 39 81 119 82	11.3 10.8 22.4 32.9 22.7

Source: Field Survey, 2025

Table 4.8 reveals that (33) 9.1% of the respondents strongly disagree with the fact electronic marketing always meet customers' expectations, (50) 13.8% disagree, (84) 23.2% are neutral, and (131) 36.2% agree, while (64) 17.7% strongly agree. This implies that electronic marketing

always meet customers' expectations. This implies that majority of the respondents' expectations are always met.

The findings further show that (44) 12.2% strongly disagree that customer service is often met as a result of the online marketing medium, (48) 13.3% disagree, (67) 18.5% are neutral, (139) 38.4% respondents agree and (64) 17.7% of the respondents strongly agree. This implies that customer service is often met as a result of the online marketing medium. Majority of the respondents agree that customer service is often met as a result of the online marketing medium. About (40) 11.0% strongly disagree that customer complaints are not properly addressed on electronic communication platform, (63) 17.4% disagree, (84) 23.2% are neutral, (102) 28.2% agree and (73) 20.2% of respondents strongly agree. This implies that customer complaints are not properly addressed on electronic communication platform. But majority of the respondents agree that customer complaints are not properly addressed on electronic communication platform.

Exactly (38) 10.5% strongly disagree that after sale service is effective on electronic marketing services, (51) 11.1% disagree, (89) 24.6% are neutral, (112) 30.9% agree, while (72) 19.9% of respondents strongly agree. This implies that after sale service is effective on electronic marketing services. The findings show that (41) 11.3% of the respondents strongly disagree that customers can express themselves concerning the product's price online, (39) 10.8% disagree, (81) 22.4% are neutral, (119) 32.9% agree and (82) 22.7% respondents strongly agree. This implies that customers' can express themselves concerning the product's price online. Most respondents agree that customers can express themselves concerning the product's price online.

Table 4.9 Distribution of Respondents' Response on Customer Loyalty

S/ N	Customer Loyalty	Characteristic s	Frequenc y	Percentage %
1	You are loyal to a particular brand as a result of their unique services	SD D N A SA	45 39 59 131 88	12.4 10.8 16.3 36.2 24.3
2	You trust a company in Nigeria as a result of their customer enlightenment programme	SD D N A SA	38 60 73 125 66	10.5 16.6 20.2 34.5 18.2

3	You are encouraged to patronize Nigerian products	SD	37	10.2
		D	57	15.7
		N	70	19.3
		A	127	35.1
		SA	71	19.6
4	Creating customer value by a firm increases their performance	SD	31	8.6
		D	37	10.2
		N	71	19.6
		A	118	32.6
		SA	105	29.0
5	Business organisations provide stories about their services that are interesting enough to generate comments from consumers	SD	85	23.5
		D	30	8.3
		N	50	13.8
		A	140	38.7
		SA	57	15.7

Source: Field Survey, 2025

Table 4.9 reveals that (45) 12.4% of the respondents strongly disagree with the fact they are loyal to a particular brand as a result of their unique services, (39) 10.8% disagree, (59) 16.3% are neutral, and (131) 36.2% agree, while (88) 24.3% strongly agree. This implies that they are loyal to a particular brand as a result of their unique services. This implies that majority of the respondents' they are loyal to a particular brand as a result of their unique services.

The findings further show that (38) 10.5% strongly disagree that they trust a company in Nigeria as a result of their customer enlightenment programme, (60) 16.6% disagree, (73) 20.2% are neutral, (125) 34.5% respondents agree and (66) 18.2% of the respondents strongly agree. This implies that they trust a company in Nigeria as a result of their customer enlightenment programme. Majority of the respondents agree that customer enlightenment programme has increased customers trust. About (37) 10.2% strongly disagree that they are encouraged to patronize Nigerian products, (57) 15.7% disagree, (70) 19.3% are neutral, (127) 35.1% agree and (71) 19.6% of respondents strongly agree. This implies that customers are encouraged to patronize Nigerian products. But majority of the respondents agree that they are encouraged to patronize Nigerian products as a result of quality of products.

Exactly (31) 8.6% strongly disagree that creating customer value by a firm increases their performance, (37) 10.2% disagree, (71) 19.6% are neutral, (118) 32.6% agree, while (105) 29.0% of respondents strongly agree. This implies that creating customer value by a firm increases their performance. The findings show that (85) 23.5% of the respondents strongly disagree that business organisations provide stories about their services that are interesting

enough to generate comments from consumers, (30) 8.3% disagree, (50) 13.8% are neutral, (140) 38.7% agree and (57) 15.7% respondents strongly agree. This implies that business organisations provide stories about their services that are interesting enough to generate comments from consumers. Most respondents agree that business organisations provide stories about their services that are interesting enough to generate comments from consumers.

Table 4.10 Distribution of Respondents' Response on Customer Perceived Value

S/ N	Customer Perceived Value	Characteristic s	Frequenc y	Percentage %
1	Online marketing communications adequately addresses customers' needs	SD D N A SA	47 39 73 123 80	13.0 10.8 20.2 34.0 22.1
2	Creating customer friendly environment improves consumers' trust	SD D N A SA	29 42 61 149 81	8.0 11.6 16.9 41.2 22.4
3	Building a good companies reputation influences customers' patronage	SD D N A SA	39 39 58 128 98	10.8 10.8 16.0 35.4 27.1
4	Establishing customers' perceived value ensures product consistency	SD D N A SA	44 33 71 151 63	12.2 9.1 19.6 41.6 17.4
5	There are lots of products' benefits on electronic marketing tactics	SD D N A SA	24 35 61 131 111	6.6 9.7 16.9 30.7 30.7

Source: Field Survey, 2025

Table 4.10 reveals that (47) 13.0% of the respondents strongly disagree with the fact online marketing communications adequately addresses customers' needs, (39) 10.8% disagree, (73) 20.2% are neutral, and (123) 34.0% agree, while (80) 22.1% strongly agree. This implies that online marketing communications adequately addresses customers' needs. This implies that

majority of the respondents' have experienced that online marketing communications adequately addresses customers' needs.

The findings further show that (29) 8.0% strongly disagree that creating customer friendly environment improves consumers' trust, (42) 11.6% disagree, (61) 16.9% are neutral, (149) 41.2% respondents agree and (81) 22.4% of the respondents strongly agree. This implies that creating customer friendly environment improves consumers' trust. Majority of the respondents agree that consumers' trust are improves by creating customer friendly environment. About (39) 10.8% strongly disagree that building a good companies reputation influences customers' patronage, (39) 10.8% disagree, (58) 16.0% are neutral, (128) 35.4% agree and (98) 27.1% of respondents strongly agree. This implies that building a good companies reputation influences customers' patronage. But majority of the respondents agree that customers' patronage influences a good companies' reputation.

Exactly (44) 12.2% strongly disagree that establishing customers' perceived value ensures product consistency, (33) 9.1% disagree, (71) 19.6% are neutral, (151) 41.6% agree, while (63) 17.4% of respondents strongly agree. This implies that establishing customers' perceived value ensures product consistency. The findings show that (24) 6.6% of the respondents strongly disagree that there are lots of products' benefits on electronic marketing tactics, (35) 9.7% disagree, (61) 16.9% are neutral, (131) 36.2% agree and (111) 30.7% respondents strongly agree. This implies that there are lots of products' benefits on electronic marketing tactics. Most respondents have experience that there are lots of products' benefits on electronic marketing tactics.

4.3 Test of Hypotheses

The listed below Hypotheses are provisional assertions of the truth that are presented as a foundation for additional investigation, using the results of which the hypotheses may be validated or invalidated. As a result of this, the research statement that has been established for the purpose of this study can be verified with the assistance of the following hypotheses.

Ho1: Web design has no considerable effect on brand preference among Kwara State University Students.

Ho2: Search engine marketing has no significant effect on customer satisfaction among Kwara State University Students.

Ho3: Social media marketing does not affect customer loyalty among Kwara State University Students.

Ho4:E-mail marketing ting has no significant effect on customer perceived value among Kwara State University Students.

On the other hand, a multiple regression analysis was used so that the hypotheses could be tested and the goals of the study could be accomplished.

4.3.1 Hypothesis One

Ho1: Web design has no considerable effect on brand preference among Kwara State University Students

Standard Multiple Regression was used to explore if web design has a significant effect on brand awareness of consumer buying behaviour among Kwara State University students.

Table 4.11 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.498 ^a	.248	.237	3.74000

a. Predictors: (Constant), Web design

Source: Researcher's Survey, 2025

The model summary as indicated in table 4.1.1 shows that R square value of 0.248 which implies that 24.8% of variance in the dependent variable (brand preference) is explained by the constant variables of web design (visiting of websites, product credibility, side attractions/entertainment, customer feedback, and vital information on product usage). This regression (model formulated) is useful for making predictions since R^2 is a significant value.

Table 4.12 ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1639.688	5	327.938	23.445	.000 ^b
1 Residual	4979.593	356	13.988		
Total	6619.282	361			

a. Dependent Variable: Total Brand Preference

b. Predictors: (Constant), Web design

Source: Researcher's Survey, 2025

The regression result as contained in Table 4.12 ANOVA analysis variation in the dependent variable with large value of regression sum of squares (1639.688) in comparison to the residual sum of squares with value of 4979.593 (this value indicated that the model does not fail to

explain a lot of the variation in the dependent variables. However, the estimated F-value (23.445) as given in the table above with significance value of 0.000, which is less than p-value of 0.05 ($p < 0.05$) which means that the explanatory variable elements as a whole can jointly influence change in the dependent variable (total brand preference).

Table 4.13 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.495	.862		11.014	.000
Websites	.826	.170	.264	4.854	.000
Vital information	.168	.203	.047	.829	.408
1 Side attractions/entertainment	.210	.187	.056	1.125	.261
Customer feedback	.558	.187	.158	2.992	.003
Product credibility	.637	.169	.189	3.772	.000

a. Dependent Variable: Total Brand Preference

Source: Researcher's Survey, 2025

Specifically, the result of regression shown in Table 4.13 Regression Coefficients, tests hypothesis one. The results show that web design (visiting of websites, customer feedback and product credibility) have positive effects on brand preference. This is shown by their probability value (0.000, 0.003 and 0.000) which is less than the chosen 5% significance level. However, vital information on product usage and side attractions/entertainment have a negative effect on brand preference, this is shown by their p-value 0.408 and 0.261, which is greater than 0.05 significance level. This means that effect of visiting of websites, customer feedback and product credibility influences brand awareness. This implies that null hypothesis was rejected and alternative hypothesis was accepted. Thus, web design has a significant impact on brand preference.

4.3.2 Hypothesis Two

H₀₂: Search engine marketing has no significant effect on customer satisfaction among Kwara State University Students.

Table 4.14 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.442 ^a	.195	.184	3.74169

a. Predictors: (Constant), Search engine marketing

Source: Researcher's Survey, 2025

The model summary as indicated in table 4.14 shows that R square value of 0.195 which implies that 19% of variance in the dependent variable (customer satisfaction) is explained by the constant variables of search engine marketing (traffic on search engine communication, relevant adverts, creating product quality contents, engaging customers' emotions, online promotion of products/services). This regression (model formulated) is useful for making predictions since R^2 is a significant value.

Table 4.15 ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1207.865	5	241.573	17.255	.000 ^b
1 Residual	4984.079	356	14.000		
Total	6191.945	361			

a. Dependent Variable: Total Customer Satisfaction

b. Predictors: (Constant), Search engine marketing

Source: Researcher's Survey, 2025

The regression result as contained in Table 4.15 ANOVA analysis variation in the dependent variable with the value of regression sum of squares (1207.865) in comparison to the residual sum of squares with value of 4984.079 (this value indicated that the model does not fail to explain a lot of the variation in the dependent variables. However, the estimated F-value (17.255) as given in the table above with significance value of 0.000, which is less than p-value of 0.05 ($p < 0.05$) which means that the explanatory variable elements as a whole can jointly influence change in the dependent variable (total customer satisfaction).

Table 4.16 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.655	.887		10.880	.000
Relevant adverts	.386	.172	.121	2.246	.025
Quality product	.035	.176	.010	.197	.844
1 Online promotion	.540	.161	.182	3.349	.001
Engaging customers' emotions	.628	.191	.172	3.296	.001
Search engine communication	.566	.171	.168	3.316	.001

a. Dependent Variable: Total Customer Satisfaction

Source: Researcher's Survey, 2025

Regression coefficients table 4.16 shows the model coefficient (that is, the intercept and the slope) which reveals the effect of search engine marketing on the probability of increasing customer satisfaction. The result shows independent variable search engine marketing (relevant adverts, online promotion of product/services, engaging customers' emotions and traffic on search engine communication) have a positive effect on the dependent variable customer satisfaction. This is shown by their probability value (0.025, 0.001, 0.001 and 0.001) being less than the chosen 5% significance level (0.05). However, creating product quality contents has a negative effect on customer satisfaction, this is shown by its p-value 0.844 which is greater than 0.05. This implies that relevant adverts, online promotion of product/services, engaging customers' emotions and traffic on search engine communication have influence on customer satisfaction. So null hypothesis is rejected and alternative hypothesis is accepted which states that search engine marketing has a significant effect on customer satisfaction.

4.3.3 Hypothesis Three

H₀₃: Social media marketing does not affect customer loyalty among Kwara State University Students

Table 4.17 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654 ^a	.428	.420	3.27270

a. Predictors: (Constant), Social media marketing

Source: Field Survey, 2025

Model summary table 4.17 shows that the coefficient of multiple determinations with R square is 0.428 which is 42% of the variation in social media marketing variable (group discussion platform, proper brand exposure, bloggers credibility, reaching out to an audience, encouraging customers' comments), is explained by the variables in the model. While the remaining 58% may be due to other variables that is not included in the model. Hence, this analytical result of the regression (model formulated) is found useful for making predictions since the value of R² is close to 1.

Table 4.18 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2850.991	5	570.198	53.237	.000 ^b
Residual	3812.965	356	10.711		

Total	6663.956	361			
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a. Dependent Variable: Total Customer Loyalty

b. Predictors: (Constant), Social media marketing

Source: Field Survey, 2025

The regression result as contained in Table 4.18 ANOVA analysis variation in the dependent variable with large value of regression sum of squares (2850.991) in comparison to the residual sum of squares with value of 3812.965 (this value indicated that the model does not fail to explain a lot of the variation in the dependent variables. However, the estimated F-value (53.237) as given in the table with significance value of 0.000, which is less than p-value of 0.05 ($p < 0.05$) which means that the explanatory variable elements as a whole can jointly influence change in the dependent variable (customer loyalty).

Table 4.19 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	5.951	.710		8.378	.000
Bloggers credibility	.818	.149	.250	5.508	.000
Reaching audience	.232	.164	.069	1.416	.158
Encouraging customers'	.401	.166	.121	2.420	.016
Brand exposure	.652	.158	.188	4.137	.000
Group discussion	1.060	.158	.312	6.713	.000

a. Dependent Variable: Total Customer Loyalty

Source: Field Survey, 2025

Specifically, the result of regression shown in Table 4.19 Regression Coefficients, the result show that social media marketing (bloggers credibility, encouraging customers' comments, proper brand exposure and group discussion platform) have positive effects on customer loyalty. This is shown by their probability value (0.000, 0.016, 0.000 and 0.000) which is less than the chosen 10% significance level. While reaching out to an audience has a negative effect on customer loyalty, this is shown by its probability value (0.158) which is greater than 10% significance level. This means that effect of bloggers credibility, encouraging customers' comments, proper brand exposure and group discussion platform influences customer loyalty.

This implies that null hypothesis was rejected and alternative hypothesis was accepted. Thus, social media marketing has a significant impact on customer loyalty.

4.3.4 Hypothesis Four

Ho₄: E-mail marketing ting has no significant effect on customer perceived value among Kwara State University Students.

Table 4.20 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634 ^a	.402	.394	3.38911

a. Predictors: (Constant), E-mail marketing

Source: Field Survey, 2025

The model summary as indicated in table 4.20 shows that R square value of 0.402 which implies that 40% of variance in the dependent variable (customer perceived value) is explained by the constant variables of email marketing (capturing receivers' attention, global acceptance, building brand stories, large numbers of messages, commercial and official messages). This regression (model formulated) is useful for making predictions since R^2 is a significant value.

Table 4.21 ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2753.582	5	550.716	47.946	.000 ^b
1 Residual	4089.037	356	11.486		
Total	6842.619	361			

a. Dependent Variable: Total Customer Perceived Value

b. Predictors: (Constant), E-mail marketing

Source: Field Survey, 2025

The regression result as contained in Table 4.21 ANOVA analysis variation in the dependent variable with the value of regression sum of squares (2753.582) in comparison to the residual sum of squares with value of 4089.037 (this value indicated that the model does not fail to explain a lot of the variation in the dependent variables. However, the estimated F-value (47.946) as given in the table with significance value of 0.000, which is less than p-value of 0.05 ($p < 0.05$) which means that the explanatory variable elements as a whole can jointly influence change in the dependent variable (customer perceived value).

Table 4.22 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.706	.767		8.739	.000
Official messages	.493	.173	.145	2.852	.005
Numbers of messages	1.061	.173	.309	6.114	.000
1 Building brand stories	.555	.169	.159	3.295	.001
Global acceptance	.616	.180	.166	3.412	.001
Capturing attention	.387	.161	.110	2.398	.017

a. Dependent Variable: Total Customer Perceived Value

Source: Field Survey, 2025

Specifically, the result of regression shown in Table 4.22 Regression Coefficients, tests hypothesis four. The results show that email marketing (commercial and official messages, large numbers of messages, building brand stories, global acceptance and capturing receivers' attention) have positive effects on customer perceived value. This is shown by their probability value (0.005, 0.000, 0.001, 0.001 and 0.017) which is less than the chosen 10% significance level. This means that effect of commercial and official messages, large numbers of messages, building brand stories, global acceptance and capturing receivers' attention influences customer perceived value. This implies that null hypothesis was rejected and alternative hypothesis was accepted. Thus, email marketing has significant effect on customer perceived value.

4.5 Discussions of Results and Findings

This study has some major findings based on demographic, descriptive, inferential, questionnaires and hypothesis tested, thematic analysis according to the findings, the demographic information of the respondents helped shed more insight into how decisions of respondents differs in gender. The number of years they are exposed to internet, how often have they purchased through the internet and means they prefer in surfing the internet. Hence, the demographic information showed that;

From the demographic characteristics of the respondent's gender, the researcher randomly administered questionnaire to female more than the male. This implies that there are

more of female students in Kwara State University, Ilorin. Concerning the number of years', they are exposed to internet, majority of the respondents ticked more than 3 years. Therefore, they have been making use of internet before they started their tertiary studies. Majority of the respondents regularly purchase products through the internet, this is very convenient for the students. The students prefer android phone in surfing the internet compared to laptop and cyber café, android phone is easier to access.

From the hypothesis one, which states that web design has no significant effect on brand preference, findings show that null hypothesis was rejected and alternative hypothesis was accepted which reveals that web design has a significant impact on brand preference. This implies that effect of visiting of websites, customer feedback and product credibility influences brand awareness. Lee and Overby (2020) had empirically found that website design positively influences overall customer satisfaction and perceived service quality. However, companies must create a comfortable platform for consumers to know more about their products. Companies' are expected to give proper direction on how their products are to be used.

Findings from the study reveal that null hypothesis two was rejected, this means that search engine marketing has a significant effect on customer satisfaction. Overall, this also shows that relevant adverts, online promotion of product/services, engaging customers' emotions and traffic on search engine communication have influence on customer satisfaction. Recent research has determined that a utility-based ranking mechanism on product search engines that takes into account the multidimensional preferences of consumers as well as the signals provided by social media can result in significant surplus gain for consumers (Ghose, Ipeirotis and Li, 2021). However, creating product quality contents has a negative effect on customer satisfaction; as a result, businesses ought to have a clearly defined product quality contents through their advertisements on search engines. The online promotion of products and services is not presented in an appropriate manner through the platforms of search engines.

The third hypothesis was tested, and the results showed that social media marketing has a significant influence on customer loyalty. In general, this demonstrates that platforms for social media provide the opportunity to communicate with a specific demographic of people. The respondents are in agreement that the various social media platforms offer the possibility of communicating with a specific audience. The finding of this study corroborates the finding of Saravanakumar and akshmi's (2019). According to Saravanakumar and akshmi's (2019) point of view, social media marketing is the need for businesses to align their marketing strategies with global marketing strategies in order to avoid the potential risks of damaging their brand name. This suggests that social media outlets actively encourage customers to reply,

comment, like, and post content on their platforms. However, the companies do not make use of the responses, comments, and likes left by their online customers on the company websites. However, due to the increasing number of bloggers, the credibility of social media marketing has been reduced. This suggests that the majority of respondents do not have confidence in the credibility of bloggers when it comes to social media marketing.

Hypothesis four states that email marketing has no significant effect on customer perceived value, which was rejected from the findings. This implies that the email communication gives the opportunity for commercial and official messages. This implies that majority of the respondents are comfortable with the email communication which gives the opportunity for commercial and official messages. E-mail marketing platform gives the company the medium of building brand stories around their product. But this email platform that gives the company the medium of building brand stories around their products are not true scenarios. (Plinh, 2020), special deals and postcard by e-mail marketing Increase profit and sales, promote products and services, last minute special offer. However, there are many cases of forged email which have increased internet fraud, many individuals and companies have fallen victim. This implies that business men and women are very careful with the email communication which gives the opportunity for commercial and official messages.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The purpose of this study was to investigate the influence that electronic marketing strategies have on consumers' behaviour, specifically the students at Kwara State University in Ilorin. This is the final chapter of the study, and within it you will find a summary of the findings, some conclusions, some recommendations, some contribution to the body of knowledge, and some suggestions for additional research.

5.2 Summary of Findings

The first objective examined the effect of web design on brand preference. Majority of the respondents agreed that most of Nigerian company websites visited creates product credibility. Respondents most times get their value by first visiting the companies' website to get product credibility. There are side attractions/entertainment on company websites. But these side attractions/entertainment on company websites are not effective. Most of the respondents agreed that there is provision for customer feedback on most of the companies' websites. However, though value and quality are encouraged through online marketing technique. But majority of the companies' products' value and quality are not encouraged through online marketing technique.

From the findings, objective two investigated the effect of search engine marketing on customer satisfaction. Majority of the respondents agreed that there are relevant adverts through the search engine medium. This implies that majority of the respondents are comfortable with the adverts displayed on search engine medium. Search engine marketing engages customers' emotions in a positive way. However, there are controlled traffic on search engine communications. Respondents most times do not know exactly what they are looking for in search engines communications. Customer complaints are not properly addressed on electronic communication platform. But majority of the respondents agreed that customer complaints are not properly addressed on electronic communication platform.

The third objective analysed the effect of social media marketing on customer loyalty. Respondents agreed that there is proper brand exposure through social media communication. Social media medium gives room for group discussion platform. Customers are loyal to a particular brand as a result of their unique services. This implies that majority of the respondents' they are loyal to a particular brand as a result of their unique services. They trust a company in Nigeria as a result of their customer enlightenment programme. Majority of the respondents agree that customer enlightenment programme has increased customers trust.

However, most respondents' group discussions are not considered by the companies from different social media mediums. They are not encouraged to patronize Nigerian products as a result of quality of products.

Lastly, fourth objective demystified the effect of email marketing on customer perceived value. Respondents agreed that email marketing enables the sender to send to a very large numbers of the same message. Respondents agreed that email marketing give the opportunity of reaching out to a very large numbers of recipients. E-mail marketing is globally accepted as a result of service quality, because receivers' attention is captured through email communication. Most respondents' agreed that the receivers' attention is captured through email communication. Establishing customers' perceived value ensures product consistency. Building a good companies reputation influences customers' patronage, but majority of the respondents agree that customers' patronage influences a good companies' reputation. However, there are lots of products' benefits on electronic marketing tactics but most respondents have negative experience on electronic marketing tactics from the companies.

5.2 Conclusion

Based on the findings that were highlighted in the formulated hypotheses in this study, one can conclude that web design, search engine, social media and email marketing have significant impact on brand preference, customer satisfaction, customer loyalty and customer perceived value.

Information on websites increases the strength and popularity of a particular brand. Consumers are always comfortable with electronic marketing as a means of choosing a particular brand. Search engine marketing always meet customers' expectations, customer service is often met as a result of the online marketing medium. Social media provide stories about their services that are interesting enough to generate comments from consumers.

E-mail marketing communications adequately addresses customers' needs and customers' can express themselves concerning the product's price online. Creating customer friendly environment improves consumers' trust, sale service is effective on electronic marketing services and quality service improves brand preference from customers.

5.3 Recommendations

Companies need to create a website that will have side attractions/entertainment for students' pleasures. This vital information on product usage and side attractions/entertainment has positive impact on brand preference. There should be provision for customer feedback on most

of the companies' websites. Students should get their value by first visiting the companies' website to get product credibility. Companies' websites should give the customer the means of choosing a particular brand.

Search engine marketing should engage customers' emotions in a positive way, products' value and quality should be encouraged through online marketing technique. Customer complaints should be properly addressed on electronic communication platform. There should be customer enlightenment programme to increase customers trust. Business organisations should provide stories about their services that are interesting enough to generate comments from consumers.

Social media medium should give room for group discussion platform. There is the need for proper brand exposure through social media communication. Social media marketing should meet customers' expectations, in which after sale service will be effective on electronic marketing services. Customers' should be given an opportunity to express themselves concerning the product's price online.

Companies should design their email marketing to enable them send large numbers of the same messages. This will enable the email marketing platform the opportunity of reaching out to a very large numbers of recipients. The email should be designed in order to capture receivers' attention through email communication.

5.4 Delimitation

The primary limitations include the difficulty in gaining access to primary data and the fact that the majority of the respondents (students at Kwara State University, Ilorin) were hesitant to fill out the questionnaires that were given to them. Because the respondents were working on an assignment in addition to preparing for lectures, it required a lot of convincing on the part of the researcher to get them to comply with the request. In addition, some questionnaires were sent back without being filled out, others were misplaced during the process, and some of the respondents gave answers that were incorrect to the questions asked.

5.5 Suggestions for Further Study

In this particular study, only students attending Kwara State University in Ilorin were included. There is a compelling need for further research efforts to focus on other business sectors, which is why the following areas of research could be suggested: there is a compelling need to carry out more empirical studies on other private and public universities, private and public colleges

of education student. The influence of digital marketing tactics on the purchasing decisions of consumers Behaviour of Individual Business Owners in Nigeria.

5.6 Contributions to Knowledge

This study offers information that, for potential readers, can serve as a "eye opener" on the relevance of electronic marketing initiatives on consumer purchasing behaviour. Web design best practises are making a significant contribution to the continued existence of businesses in Nigeria. This study was successful in addressing the factors that actually cause potential customers to patronise businesses as a direct result of search engine marketing. This study investigates and focuses on the primary components that actually play a role in convincing customers to have faith in social media marketing. This investigation also assesses the level of comprehension of email marketing practises, which is a topic that is presently the focus of a great deal of academic research.

The various strategies of brand preference that aim to persuade customers to buy their product or use their service are shedding light on the consumers and enlightening them as a result. During the course of this investigation, topics pertaining to business opportunities, including customer satisfaction, potential investors and business owners, and business empowerment, were discussed in an appropriate manner. Additionally, government authorities such as the National Communication Commission (NCC) will have the ability to monitor and implement policies that will ensure the success of the electronic marketing business in Nigeria.

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