

**IMPACT OF ELECTRONIC MARKETING
STRATEGIES ON CONSUMER PURCHASING
BEHAVIOR AMONG STUDENTS
AT KWARA STATE UNIVERSITY IN ILORIN**

BY

**BALOGUN MISTURA AYOMIDE
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CERTIFICATION

This project work has been examined and approved as meeting the requirements of Department of Business Administration and Management, Institute of Finance and Management studies, Kwara State Polytechnic, Ilorin, Kwara State. In Partial Fulfilment of the Requirement for the Award of Higher National Diploma (HND) in Business Administration and Management.

DR. ADEBAYO K.S.
(PROJECT SUPERVISOR)

DATE

MR. ALIYU U.B.
(PROJECT CO-ORDINATOR)

DATE

MR. ALAKOSO I.K.
(HEAD OF DEPARTMENT)

DATE

EXTERNAL EXAMINER

DATE

DEDICATION

This project is dedicated to Almighty Allah, the omnipotent, the owner, the strong pillar that holds my life for his love and guidance over me throughout my program. And to my parents MR. & MRS. BALOGUN who gave me a proper foundation of education in life. May you live long to reap the fruit of your labour (Ameen).

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ABSTRACT

Business organizations are currently capitalizing on the technological landscape to enhance their visibility and promote their products or services to a diverse audience through internet platforms. Despite making significant investments in e-marketing strategies, businesses often face challenges in achieving the fundamental objectives of electronic marketing. Many organizations lack a comprehensive understanding of how to effectively employ these techniques, resulting in suboptimal returns on marketing investments. The concept of electronic marketing remains relatively unexplored. This study aims to investigate the impact of electronic marketing strategies on consumer buying behavior among students at Kwara State University, Ilorin, Nigeria. To achieve this, quantitative research approaches were employed, and a cross-sectional survey research design was utilized to assess the influence of electronic marketing strategies on the purchasing behavior of students. Data collection was conducted using a 5-Point Likert Scale Questionnaire, and data analysis was performed using multiple regression analysis. The quantitative analysis revealed that web design, search engine marketing, social media marketing, and email marketing significantly affect brand preference, customer satisfaction, customer loyalty, and customer perceived value. The study concludes that electronic marketing strategies indeed have a positive influence on the consumer buying behavior of the surveyed students. It is recommended that businesses embrace e-marketing, recognizing that the information presented on company websites plays a crucial role in strengthening and popularizing a brand.

CHAPTER ONE

INTRODUCTION

1.1 Background to The Study

Business entities are increasingly harnessing the technological landscape to augment awareness and establish a footprint for their offerings. The ubiquitous presence of the internet and its exponential growth are reshaping business paradigms worldwide. What was once the domain of tech enthusiasts or leisure seekers has now evolved into a pivotal platform for business opportunities (Murray, 2018; Babalola, Lateef, & Zekeri, 2020). This transformation underscores the profound impact of technology on marketing dynamics and sustainability (Xuyang, 2020).

E-marketing emerges as a contemporary conduit within the spectrum of communication technologies, facilitating the convergence of traditional marketing principles with the evolving digital milieu. It encompasses the utilization of information technology to generate, disseminate, and deliver value to consumers. The internet, as a communication conduit, has significantly broadened the horizons of marketing outreach, transcending geographical constraints and adapting seamlessly to the proliferation of mobile devices (Agwu & Onwuegbuzie, 2018; Alghizzawi, 2019; Agwu, 2022). This evolution encompasses the integration of diverse content formats such as text, video, and audio, enriching the fabric of marketing communication.

A profound understanding of consumer behavior is imperative for enterprises aspiring to foster market awareness, drive trial purchases, cultivate repeat business, ensure customer satisfaction, and engender loyalty. Contemporary businesses leverage online marketing and e-services to sustain competitiveness, with notable exemplars including Amazon, eBay, Chinavasion, Alibaba, SmsAfrica, Konga, Jumia, and Olx (Astana, 2021). The prevalence of online engagement underscores the significance of e-marketing as a pivotal business process (Aljumah et al., 2021).

Despite the burgeoning involvement of businesses and individuals in online endeavors, the uptake of e-marketing in Nigeria has been impeded by resistance to change and a lack of awareness. Nonetheless, certain enterprises have begun deploying email marketing strategies to cultivate brand affinity, enhance customer satisfaction, nurture loyalty, and reshape perceived customer value. Notwithstanding investments in e-marketing endeavors, businesses grapple with challenges in fully realizing the core objectives of electronic marketing. Consequently, some entities have ceased operations, while others endeavor to adapt through substantive organizational shifts. In light of these circumstances, the proposed study seeks to scrutinize the impact of Electronic Marketing Strategies on Consumer Buying Behavior among students of Kwara State University, Ilorin.

1.2 Statement of Research Problem

E-marketing stands as a pivotal business process facilitating modern transactions and services, catering to a vast population frequently engaged with internet services (Bayleyegn & Buta, 2019). Its advantages for businesses are manifold, encompassing global reach, personalized marketing, cost efficiencies through automation, and streamlined data collection and analysis, among others. Generally, electronic marketing is recognized as a cornerstone for acquiring and retaining customers (Astana, 2021).

Despite the acknowledged benefits of electronic marketing, its adoption remains limited in Nigeria due to resistance to change and a lack of awareness. Many organizations struggle to maintain a competitive edge in e-marketing communication due to insufficient grasp of utilizing SEO to drive customer satisfaction. Furthermore, e-marketing has yet to be fully leveraged for fostering customer loyalty, trust, and commitment. Coordination challenges plague the Nigerian industry's e-mail marketing efforts, with some companies failing to captivate consumers' attention through this channel. Consequently, these communication tools are underutilized as their significance remains unrealized.

Alghizzawi (2019) observes a shift away from the traditional concept of physical store visits, with online shopping burgeoning globally, particularly in regions boasting

well-established internet marketing infrastructures. Thus, it is posited that investments in electronic marketing strategies could yield positive effects on consumer buying behavior. It is against this backdrop that the researcher aims to investigate the impact of electronic marketing strategies on the consumer buying behavior of Kwara State University students.

1.3 Research Objectives

The study is guided by the following research questions:

- i. What is the impact of web design on brand preference among Kwara State University students?
- ii. In what manner does search engine marketing affect customer satisfaction among Kwara State University students?
- iii. To what extent does social media marketing influence customer loyalty among Kwara State University students?
- iv. To what degree does e-mail marketing affect customer perceived value among Kwara State University students?

1.4 Objectives of the study

The primary objective of this study is to investigate the impact of electronic marketing strategies on consumer buying behavior among students at Kwara State University, Ilorin. The specific objectives are as follows:

- i. To analyze the influence of web design on brand preference among Kwara State University students.
- ii. To assess the impact 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 influence of e-mail marketing on customer perceived value among Kwara State University students.

1.5 Research Hypotheses:

The proposed hypotheses, stated in null form, are as follows:

- i. Web design has no significant effect on brand preference among Kwara State University students.
- ii. Search engine marketing has no significant impact 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 has no significant influence on customer perceived value among Kwara State University students.

1.6 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., 2022). 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.

1.7 Significance of the study

The significance of this study extends to business enterprises in Nigeria, particularly within the state of Kwara, as well as academic institutions, government agencies, and private businesses contemplating entry into the marketing industry. The empirical findings presented herein serve as a scientific benchmark and foundation for e-marketing orientation, fostering an avenue for enhancing business performance and delivering substantial value to stakeholders, ultimately contributing to economic growth.

The study's outcomes offer valuable insights for policymakers and practitioners, empowering them to refine and realign their plans to promote search engine marketing among entrepreneurs. This has the potential to positively influence both the quality of life and customer satisfaction levels. The results contribute new perspectives to the realm of social media marketing, enriching the existing knowledge base on customer loyalty. The comprehensive understanding of e-mail marketing businesses derived from this study can guide future researchers across diverse fields in exploring customer-perceived value. Moreover, the study's findings hold the promise of advancing the analysis of factors contributing to the sustainability of e-marketing strategies. Its applicability is not limited to Kwara but extends to the entirety of Nigeria, serving as a valuable repository of information elucidating fundamental aspects associated with marketing orientation. Consequently, it stands as an exceptionally useful resource. Additionally, the study's insights can prove beneficial to researchers interested in delving into similar topics, providing a foundation for their investigations.

1.8 Scope of the study

The research investigated how electronic marketing strategies impact the consumer buying behavior of students at Kwara State University.

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

This chapter aims to comprehensively review existing research on electronic marketing and consumer purchasing behavior. It is structured into four sections for clarity: the conceptual review, the theoretical review, the empirical review, and an exploration of gaps in the literature. The conceptual review defines constructs and variables, the theoretical review analyzes pertinent theories, and the empirical review discusses applicable findings. The chapter concludes by addressing gaps in the literature and proposing efforts to fill those voids.

2.2 Conceptual Review

2.2.1 Overview of Electronic Marketing

Electronic marketing has surged in significance for companies operating in both physical and digital markets (Goodarz et al., 2012; Hamdani et al., 2022). Integrating modern communication technology with traditional marketing principles, electronic marketing—often referred to interchangeably as online marketing or internet marketing—encompasses advertising, promotion, publicity, and product design decisions (Joseph, 2022). Smith and Chaffey (2020) define it as the attainment of marketing goals through digital technologies, while Strauss and Frost (2021) characterize it as the utilization of digital applications and data to strategize, execute, and distribute products and services, fostering trade for individuals and firms.

Internet marketing, a subset of electronic marketing, entails any marketing endeavor conducted online utilizing internet technologies (Chaffey, 2020). It amalgamates internet and digital technologies with traditional marketing strategies, encompassing online advertising, email, and social networking. The significance of internet marketing for an organization hinges on its products, services, and the purchasing behavior of its target audience. Media consumption has undergone a substantial shift towards digital platforms

over the past decade, rendering the internet an indispensable platform for diverse industries.

As a communication conduit, the internet has broadened the scope of marketing communications, extending its reach from desktops to mobile smartphones. It has enriched marketing communications by amalgamating text, video, and audio, rendering it a more versatile medium than traditional channels like television (Laudon and Traver, 2020). The "always-on" nature of the internet and the ubiquity of mobile devices augment consumers' accessibility to marketing messages, thereby creating additional opportunities for firms (Laudon and Traver, 2020).

Comprehending virtual shopping and online consumer behavior is imperative in the rapidly expanding virtual marketplace. E-marketing, synonymous with online marketing, entails the promotion of goods and services using electronic tools and the development of online buying-and-selling mechanisms (Meng, 2019). Leveraging technology as a primary marketing tool, e-marketing integrates audio, video, 3D, and other elements, and is widely adopted by multinational corporations and international businesses (Hooda and Aggarwal, 2012). Synonyms for online marketing encompass e-shopping, e-store, e-web stores, and internet shops (Ashwini and Manjula, 2016).

Vinerean, Cetina, Dumitrescu, and Tichindelean (2020) define e-marketing as any marketing activity leveraging online technology to facilitate the transfer of goods from seller to buyer. Prominent platforms in the realm of e-marketing include Google, Yahoo, LinkedIn, Facebook, Blogger, YouTube, Twitter, MSN, AOL, Myspace, and eBay. The ongoing evolution of e-marketing underscores its global outreach and pivotal role in contemporary marketing strategies.

2.2.1.1 Benefits of Electronic-Marketing

Electronic marketing, commonly referred to as e-marketing or online marketing, presents numerous advantages for businesses, contributing significantly to their success in the digital age. Some key benefits include:

Global Reach: Electronic marketing enables businesses to transcend geographical boundaries, reaching a global audience effortlessly (Chaffey, 2020). This expanded reach is particularly advantageous for companies seeking to broaden their customer base beyond local markets.

Cost-effectiveness: Compared to traditional marketing methods, electronic marketing proves to be more cost-effective. Online advertising, email campaigns, and social media promotions can reach a vast audience at a fraction of the cost of traditional advertising channels (Strauss and Frost, 2021).

Targeted Marketing: Electronic marketing allows for precise targeting of specific demographics, interests, and behaviors (Smith and Chaffey, 2020). This targeted approach ensures that marketing efforts are directed towards the most relevant audience, thereby increasing the likelihood of success.

Real-time Analytics: One of the significant advantages of electronic marketing is the availability of real-time analytics. Businesses can track and analyze the performance of their marketing campaigns instantly, enabling them to make data-driven decisions and optimize strategies for better results (Chaffey, 2020).

Two-way Communication: Digital marketing channels facilitate two-way communication between businesses and consumers. Social media platforms, blogs, and interactive content allow for direct engagement with the audience, fostering a sense of community and customer loyalty (Strauss and Frost, 2021).

Personalization: Electronic marketing enables businesses to personalize their messages based on customer preferences and behavior (Joseph, 2022). Personalized content, recommendations, and offers enhance the customer experience, leading to increased satisfaction and loyalty.

Continuous Visibility: The internet operates around the clock, providing businesses with a platform for continuous visibility (Laudon and Traver, 2020). Websites, online stores, and social media profiles remain accessible 24/7, allowing customers to engage with the brand at their convenience.

Flexibility: Electronic marketing offers flexibility in terms of content creation and delivery. Businesses can quickly adapt their marketing messages to respond to changing market conditions, consumer trends, or promotional needs (Joseph, 2022).

Insightful Analytics: Through electronic marketing tools and analytics, businesses can gather valuable insights into customer behavior, preferences, and purchasing patterns (Chaffey, 2020). This information is instrumental in refining marketing strategies and tailoring offerings to meet customer expectations.

Complementary to Traditional Marketing: Electronic marketing can seamlessly complement traditional marketing efforts. By integrating online and offline strategies, businesses create a cohesive and comprehensive marketing approach that maximizes impact across various channels (Strauss and Frost, 2021).

2.2.1.2 Limitations of Electronic-Market

While electronic marketing offers numerous advantages, it is not without its limitations. Some notable constraints and challenges associated with electronic marketing include:

The digital divide, reflecting disparities in access to and usage of digital technologies, poses a limitation. Not all individuals or communities have equal access to the internet and electronic devices, potentially excluding certain demographics from the benefits of electronic marketing (Meng, 2019).

Electronic marketing involves the collection and transmission of sensitive consumer data. The risk of security breaches, data theft, and cyberattacks poses a significant concern, potentially eroding consumer trust in online transactions (Laudon and Traver, 2020).

The abundance of information available on the internet can lead to information overload for consumers. This oversaturation can make it challenging for businesses to capture and maintain the attention of their target audience amid a sea of digital content (Hooda and Aggarwal, 2012).

Businesses may encounter technical challenges such as website downtime, slow loading times, or compatibility issues across different devices and platforms. These issues can negatively impact the user experience and hinder effective electronic marketing (Vinerean et al., 2020).

Increased data collection and tracking raise concerns about consumer privacy. Striking a balance between personalized marketing efforts and respecting user privacy rights becomes a complex challenge, especially in the face of evolving regulations (Smith and Chaffey, 2020).

Electronic marketing lacks the personal touch associated with traditional, face-to-face interactions. Building relationships solely through digital channels may be challenging, and businesses must find innovative ways to connect with customers on a more personal level (Ashwini, Manjula, 2016).

Electronic marketing is heavily reliant on technology. Any disruptions, such as technical glitches, server failures, or changes in algorithms on digital platforms, can impact the effectiveness of marketing campaigns (Vinerean et al., 2020).

The prevalence of ad-blocking software poses a challenge to businesses relying on online advertising. Many users employ ad blockers to avoid intrusive advertisements, reducing the visibility and impact of electronic marketing efforts (Chaffey, 2020).

The fast-paced evolution of digital technologies necessitates continuous adaptation. Businesses must keep pace with changing trends, algorithms, and platforms to remain relevant in the dynamic landscape of electronic marketing (Meng, 2019).

Adhering to evolving legal and regulatory frameworks related to electronic marketing is crucial. Navigating issues such as anti-spam laws, data protection regulations,

and consumer rights requires ongoing diligence and compliance efforts (Strauss and Frost, 2021).

2.1.2 Web Design

Website design encompasses the organization of content, as noted by Ranganathan and Grandon (2018). According to Wolfinbarger and Gilly (2020), customers express a preference for interacting with an online store through a technical interface rather than with an employee. Given that the website's interface serves as a crucial element, its design significantly influences customer satisfaction. Lee and Overby (2005) discovered that website design contributes to improved customer satisfaction and service quality, while Ranganathan and Ganapathy (2018) observed that it enhances purchase intent.

Content plays a pivotal role in attracting repeat visits to websites. Effective decision-making regarding web content involves considerations such as text, images, graphics, layout, sound, motion, and even olfactory elements. Despite studies exploring marketing strategies to attract website visitors, the process of converting them into repeat visitors remains unclear (Rosen and Purinton, 2004).

Scholars present differing viewpoints on the definition of website design. This study focuses on investigating specific website design factors. Establishing a taxonomy of these factors contributes to a deeper understanding of their impact on B2C ecommerce trust. Kim and Lee (2018) propose a process and architecture for analysing website design. From a process perspective, market transactions involve multiple steps, and these processes constitute the system. Alternatively, the architectural school views 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 encyclopedia 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, 2022).

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 Vettriveeran, 2016).

By the 21st century, businesses were using the internet and social media. 21st-century marketing uses social media (Nanji, 2022). 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, 2022).

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

Social media marketing offers a multitude of benefits for businesses seeking to enhance their online presence, engage with their target audience, and drive business growth. Some key advantages of social media marketing include

Social media platforms provide a vast audience, allowing businesses to reach a broader and diverse set of potential customers. Regular and strategic posting helps in building brand awareness and recognition (Smith and Chaffey, 20

Engaging with customers on social media fosters a sense of community and loyalty. Building relationships through direct communication, responding to inquiries, and addressing concerns can strengthen the bond between the brand and its audience (Chaffey, 2020).

Social media marketing is generally more cost-effective than traditional advertising channels. It allows businesses to reach a significant audience with minimal advertising expenses, making it suitable for businesses with varying budgets (Strauss and Frost, 2021).

Social media platforms offer advanced targeting options, allowing businesses to tailor their advertisements to specific demographics, interests, and behaviors. This precision enhances the effectiveness of marketing campaigns (Smith and Chaffey, 2020)

Social media serves as a powerful driver of website traffic. Sharing website content on social platforms encourages click-throughs, increasing the number of visitors to a business's website (Strauss and Frost, 2021).

Social media platforms provide a direct channel for customers to provide feedback, comments, and reviews in real-time. This instant feedback loop allows businesses to promptly address concerns and adapt their strategies based on customer responses (Chaffey, 2020).

Engaging and interactive social media content has the potential to increase conversion rates. By fostering trust and relationships with the audience, businesses can convert social media followers into customers (Strauss and Frost, 2021).

Social media platforms offer valuable insights into market trends, consumer preferences, and competitor activities. Monitoring conversations and analyzing data can inform business strategies and decision-making (Smith and Chaffey, 2020).

Social media transcends geographical boundaries, enabling businesses to reach a global audience. This is particularly beneficial for businesses aiming to expand their market presence beyond local or regional boundaries (Chaffey, 2020).

Consistently sharing relevant and valuable content positions a business as an authority in its industry. Establishing thought leadership on social media platforms enhances a brand's credibility and trustworthiness (Strauss and Frost, 2021).

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 (2022) 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

The consumer decision-making process consists of distinct stages, commonly recognized as problem/need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. These stages, although slightly defined differently by various researchers, generally converge on a consensus.

Initially, individuals recognize the disparity between what they possess and what they desire or require. According to Neal, Quester, and Pettigrew (2017), need recognition is influenced by personal, professional, and lifestyle factors, generating purchasing ideas.

Following the recognition of a need, consumers embark on searching for information about products or services (Schiffman and Kanuk, 2014). This involves both internal and external information searches. Internal search relies on personal experiences and beliefs, while external search involves media, advertising, and others' feedback (Rose and Samouel, 2014). Once information is gathered, consumers proceed to analyze alternatives, considering factors such as size, quality, and price, as emphasized by Kotler and Keller (2016).

The purchase decision, highlighted as one of the pivotal stages by Backhaus, Hillig, and Wilken (2022), follows the stages of need recognition, information search, and alternative evaluation. Upon recognizing the need, conducting information searches, and weighing alternatives, the consumer makes a decision. Kacen and Lee (2017) further categorize buying decisions into planned, partial, and impulse, acknowledging the diversity in consumer decision-making.

Crucially, the post-purchase evaluation involves reflecting on the customer's experience. Despite being occasionally overlooked, Neal (2017) contends that this stage is among the most crucial in consumer decision-making. The post-purchase evaluation significantly influences future purchases from the same supplier, underscoring its enduring impact on consumer behavior.

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' needs, 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; Lee and 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.

2.3 Theoretical Review

2.3.1 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).

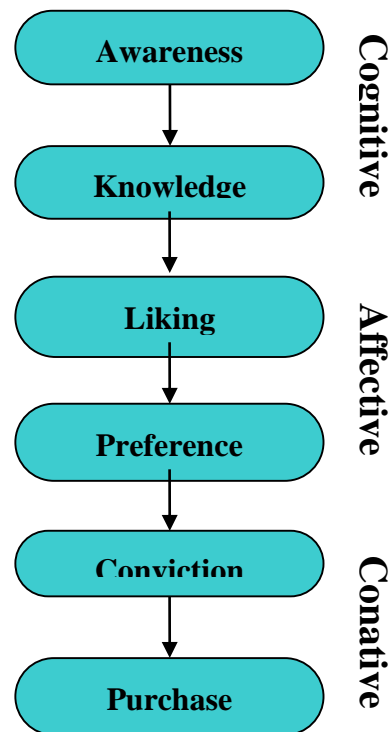
In this stage, there is an intention to keep a relationship going between the two parties. (1980) The Continuation stage is frequently characterised by "an explicit pledge, a pledge that (that) has two functions: (1) it means that one will try, however possible, to improve the other's outcomes; and (2) 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.

Figure 2.3 Hierarchy of Effect Model

The following model comprises of six stages, starting from product advertising to purchase.

Hierarchy of Effects Model



Source: Lavidge and Steiner (1961)

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.

2.4 Empirical Review

Ogbeide-Osaretin and Ebhote (2020) delved into the impact of electronic marketing on rural agricultural transformation in Nigeria. Their study linked print media marketing, online network goods and services marketing, social media marketing, and global marketing to e-mail marketing and its effects on agricultural transformation in the country.

In another investigation, Xuyang (2020) focused on E-Business in Enterprise Marketing Strategy Analysis, guided by six research questions and hypotheses. The study, utilizing the Statistical Package for Social Sciences (SPSS), found that online marketing significantly influences the frequency of visits to online stores and consumer patronage. The recommendations highlight the importance for businesses to engage in marketing through online shopping platforms or develop and launch their websites.

Shaltoni et al. (2018) explored the impact of emphasizing electronic marketing in small and medium-sized businesses. The researchers established connections between e-mail marketing and various forms of marketing, including print media marketing, online network goods and services marketing, fast-moving consumer goods marketing, social media marketing, and global marketing.

Sunderaraj and Loheswarri (2022) investigated the effect of internet marketing on purchasing behavior, establishing a correlation between internet usage frequency and purchasing habits. Their findings emphasized the significance of internet marketing in influencing consumer behavior.

Rajarajan and Vetriveeran (2016) conducted a study on customer satisfaction with online marketing, revealing a direct impact on loyalty. The increasing global trend of businesses investing in online marketing was a key focus of the research, aiming to empirically validate the effect of internet marketing on consumer purchase behavior, particularly in Nigerian firms.

Examining the digital landscape, Mahalaxmi and Ranjith (2016) explored the effect of digital marketing on customer purchase decisions. The study highlighted the growing importance of digital channels in influencing customer preferences, particularly in the context of purchasing electronics and other goods.

Babalola, Lateef, and Zekeri (2020) conducted an empirical study on New Trends in Intelligent E-Marketing and Consumer Buying Behavior. Their research aimed to understand how word-of-mouth marketing influences consumer purchasing decisions, revealing that consumers place significant trust in word-of-mouth marketing, with negative word of mouth carrying more influence than positive word of mouth.

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

The study utilized a cross-sectional survey to investigate the impact of electronic marketing on consumer purchasing behavior among Kwara State University students. This approach, as advocated by Basias and Pollalis (2018), offered flexibility in data collection and provided a holistic understanding of the measured variables. Employing a quantitative data collection approach, the study aimed to gain detailed insights into the variables, enhancing the comprehensiveness of results, as highlighted by Cresswell et al. (2020). The chosen method, in alignment with the research problem, enabled a comprehensive capture of outcomes, as emphasized by 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).

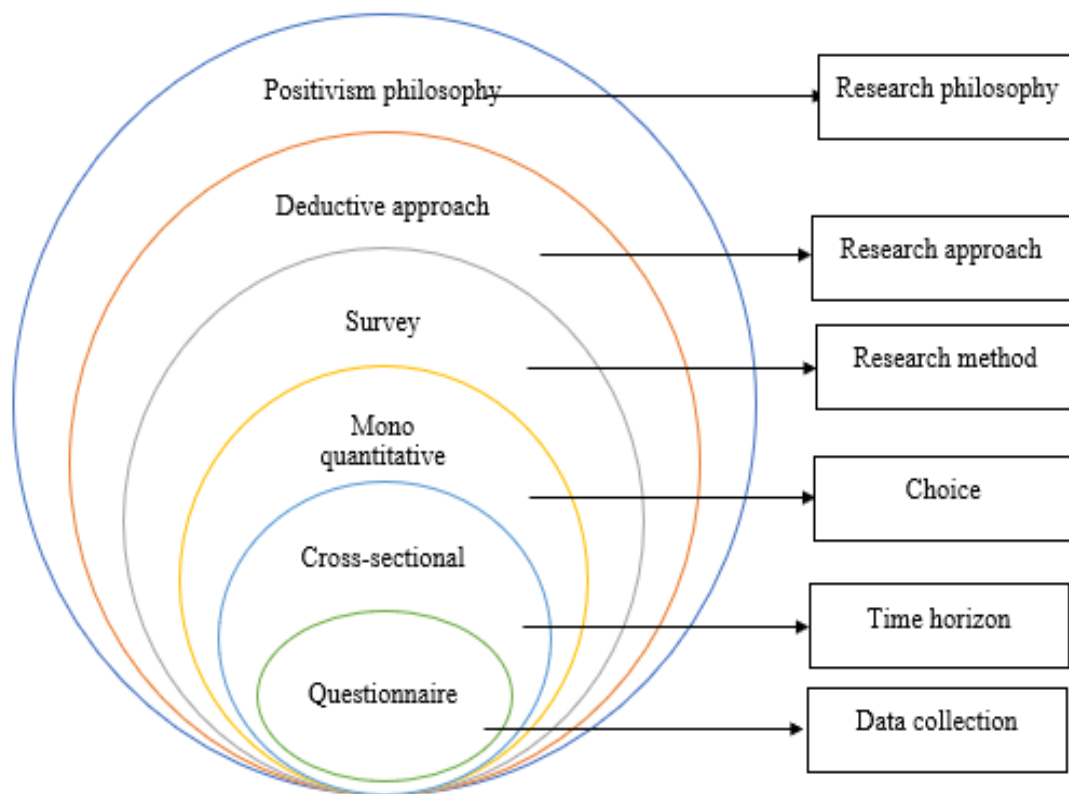


Figure 3.1: Research Onion

Source: Researcher, Adapted from (Saunders, Lewis and Thornhill, 2019)

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, 2022).

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 outlines the methodology for analyzing and interpreting the quantitative data collected from the targeted respondents. The demographic information of the respondents is presented using frequency tables and charts. The impact of electronic marketing strategies on consumer purchasing behavior is analyzed using multiple regression and content analysis. The results are presented in alignment with the study's objectives and research questions. A total of 378 questionnaires were distributed to the respondents for data collection.

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 |
| | 1 – 2 Years | 99 | 27.3 |

| | | | |
|--|--------------|------------|------------|
| How long have you been exposed to the internet? | 3 – 4 Years | 263 | 72.6 |
| Total | | 362 | 100 |
| How often do you make purchase through the internet? | Regularly | 169 | 46.7 |
| | Rarely | 109 | 30.1 |
| | 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 D N A SA | 52 47 49 148 66 | 14.4 13.0 13.5 40.9 18.2 |
| 2 | Social media platforms gives the opportunity of reaching out to a particular audience | SD D N A SA | 35 51 62 120 94 | 9.7 14.1 17.1 33.1 26.0 |
| 3 | Social media outlets encourages customers' reply, comments, like and postings | SD D N A SA | 39 41 55 128 99 | 10.8 11.3 15.2 35.4 27.3 |
| 4 | There is proper brand exposure through social media communication | SD D N A SA | 41 38 65 147 71 | 11.3 10.5 18.0 40.6 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 | 43 | 11.9 |
| | | D | 42 | 11.6 |
| | | N | 59 | 16.3 |
| | | A | 138 | 38.1 |
| | | SA | 80 | 22.1 |
| 2 | It enables the sender to send to a very large numbers of the same message | SD | 33 | 9.1 |
| | | D | 46 | 12.7 |
| | | N | 42 | 11.6 |
| | | A | 137 | 37.8 |
| | | SA | 104 | 28.7 |
| 3 | Email platform gives the company the medium of building brand stories around their product | SD | 42 | 11.6 |
| | | D | 44 | 12.2 |
| | | N | 62 | 17.1 |
| | | A | 147 | 40.6 |
| | | SA | 67 | 18.5 |

| | | | | |
|---|---|----|-----|------|
| 4 | Email marketing is globally accepted as a result of service quality | SD | 31 | 8.6 |
| | | D | 39 | 10.8 |
| | | N | 72 | 19.9 |
| | | A | 147 | 40.6 |
| | | SA | 73 | 20.2 |
| 5 | The receivers' attention is captured through email communication | SD | 36 | 9.9 |
| | | D | 31 | 8.6 |
| | | N | 69 | 19.1 |
| | | A | 133 | 36.7 |
| | | SA | 93 | 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 | Characteristics | Frequency | 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 | 33 | 9.1 |
| | | D | 50 | 13.8 |
| | | N | 84 | 23.2 |
| | | A | 131 | 36.2 |
| | | SA | 64 | 17.7 |
| 2 | Customer service are often met as a result of the online marketing medium | SD | 44 | 12.2 |
| | | D | 48 | 13.3 |
| | | N | 67 | 18.5 |
| | | A | 139 | 38.4 |
| | | SA | 64 | 17.7 |
| 3 | Customer complaints are not properly addressed on electronic communication platform | SD | 40 | 11.0 |
| | | D | 63 | 17.4 |
| | | N | 84 | 23.2 |

| | | | | |
|---|---|----|-----|------|
| | | A | 102 | 28.2 |
| | | SA | 73 | 20.2 |
| 4 | After sale service is effective on electronic marketing services | SD | 38 | 10.5 |
| | | D | 51 | 14.1 |
| | | N | 89 | 24.6 |
| | | A | 112 | 30.9 |
| | | SA | 72 | 19.9 |
| 5 | Customers' can express themselves concerning the product's price online | SD | 41 | 11.3 |
| | | D | 39 | 10.8 |
| | | N | 81 | 22.4 |
| | | A | 119 | 32.9 |
| | | SA | 82 | 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 | Characteristics | Frequency | Percentage % |
|------------|--|------------------------|------------------|---------------------|
| 1 | You are loyal to a particular brand as a result of their unique services | SD | 45 | 12.4 |
| | | D | 39 | 10.8 |
| | | N | 59 | 16.3 |
| | | A | 131 | 36.2 |
| | | SA | 88 | 24.3 |
| 2 | You trust a company in Nigeria as a result of their customer enlightenment programme | SD | 38 | 10.5 |
| | | D | 60 | 16.6 |
| | | N | 73 | 20.2 |
| | | A | 125 | 34.5 |
| | | SA | 66 | 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 | Characteristics | Frequency | Percentage % |
|-----|---|-----------------|-----------|--------------|
| 1 | Online marketing communications adequately addresses customers' needs | SD | 47 | 13.0 |
| | | D | 39 | 10.8 |
| | | N | 73 | 20.2 |
| | | A | 123 | 34.0 |
| | | SA | 80 | 22.1 |
| 2 | Creating customer friendly environment improves consumers' trust | SD | 29 | 8.0 |
| | | D | 42 | 11.6 |
| | | N | 61 | 16.9 |
| | | A | 149 | 41.2 |
| | | SA | 81 | 22.4 |

| | | | | |
|---|--|----|-----|------|
| 3 | Building a good companies reputation influences customers' patronage | SD | 39 | 10.8 |
| | | D | 39 | 10.8 |
| | | N | 58 | 16.0 |
| | | A | 128 | 35.4 |
| | | SA | 98 | 27.1 |
| 4 | Establishing customers' perceived value ensures product consistency | SD | 44 | 12.2 |
| | | D | 33 | 9.1 |
| | | N | 71 | 19.6 |
| | | A | 151 | 41.6 |
| | | SA | 63 | 17.4 |
| 5 | There are lots of products' benefits on electronic marketing tactics | SD | 24 | 6.6 |
| | | D | 35 | 9.7 |
| | | N | 61 | 16.9 |
| | | A | 131 | 30.7 |
| | | SA | 111 | 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 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

H₀₁: 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 |
| 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 R^2 is close to 1.

Table 4.18 ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|-----|-------------|--------|-------------------|
| Regression | 2850.991 | 5 | 570.198 | 53.237 | .000 ^b |
| 1 Residual | 3812.965 | 356 | 10.711 | | |
| Total | 6663.956 | 361 | | | |

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 | | | | | |
| 1 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

H₀₄: 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 | | |
| 1 (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 |
| 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, Ipeiritis 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

- i. Organisations are encouraged to develop websites tailored to students' enjoyment, incorporating side attractions and entertainment.
- ii. The provision of vital information on product usage and entertainment not only enhances brand preference but also contributes positively to customer engagement.
- iii. It is imperative for companies to facilitate customer feedback on their websites, allowing students to derive value by initially visiting the site to establish product credibility.
- iv. Furthermore, websites should offer customers the means to choose a specific brand, fostering a personalized and user-friendly experience.
- v. In the realm of search engine marketing, a focus on engaging customers' emotions and promoting product value and quality through online techniques is essential.
- iv. Addressing customer complaints effectively on electronic communication platforms and implementing customer enlightenment programs are key strategies to build trust.
- vii. Businesses should share compelling stories about their services to generate comments from consumers.
- viii. Social media platforms should provide space for group discussions, ensuring proper brand exposure and meeting customer expectations.

- ix. Effective after-sale service in electronic marketing services is crucial, and customers should be given opportunities to express their opinions, especially regarding product pricing.
- x. Additionally, companies should optimize email marketing designs to reach a wide audience, capturing recipients' attention through compelling 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 students. 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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