

Effect Of Digital Marketing On Consumer Purchase Intention Of Customers Of Jumia Nigeria

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Abstract: *The proliferation of Internet has changed the business landscape for multinational companies, resulting in the exponential growth of successful online businesses. The study examined the effect of digital marketing on consumer purchase intention of customers of Jumia Nigeria. Primary data was sourced through the administration of structured questionnaire to the respondents, while secondary data was gotten through the review of related literature. Descriptive statistics and simple percentage were used to present view of the study. A total of 92 respondents were used for the study using stratified random sampling approach. Data were analyzed and hypotheses were tested using multiple regression statistical analysis version 23.0 with the help of frequency and simple percentages. The findings revealed that there is a significant effect between digital marketing variables identified in the study (email marketing and social media marketing) on customer purchase intention. The study thus, concludes that based on extensive research study conducted on the subject matter, it can be confidently asserted that digital marketing conceived and can be implemented from different approaches; each of this approach represents a strategy for developing a digital service strategy, with the ultimate goal of either developing or reinforcing a particular image for the e-tailers in the mind of the customers. The study recommends that, online advertising make a concerted effort to enhance customer purchase intention. Although it is easy to overlook, each connection a customer has with a firm affects their impression of brands/products. This is especially true for digital businesses, which must replicate brand-consistent customer care strategies across different platforms and channels. This is a vital component of digital marketing success, which involves providing a seamless, integrated purchase experience across all platforms and channels for a single customer.*

Keywords: E-Mail Marketing, Social Media Marketing, Consumer Purchase Intention, Digital Platform, Jumia Nigeria

INTRODUCTION

1.1 Background to the Study

Digital marketing communication (DM) is a business process that identifies an effective and appropriate means to communicate with consumers about its offerings as well as to build good relationships. The proliferation of Internet has changed the business landscape for multinational companies, resulting in the exponential growth of successful online businesses, such as Amazon, Grab, Lazada, Facebook, and Google, as key players in the digital economy.

According to Statista (2022) Nigerian spent approximately USD 6 million in 2018 on online shopping and consumer goods, accounting for USD 3.1 million of total e-commerce spending, which was the highest in the West African region. Surprisingly, 88 per cent of Nigerian adults owned smartphones and spent about six hours a day online from any devices (Statista, 2022). This has led to tough competition in the e-commerce market, and players are looking for innovative ways to attract online consumers as well as retaining existing customers (Safie, Satar, Dastane, & Ma'arif, 2019). Digital marketing then evolved, and the concept of digital marketing brought drastic changes to the marketing arena and replaced traditional marketing strategies for firms to communicate effectively with customers in the online shopping world. Companies willing to increase their online purchase intention would employ digital marketing strategies, which focuses on the use of online platforms, such as social media, search engines, and all smart products, as a data collection tool (Wikipedia, 2023).

Digital marketing is defined as an application of digital technologies integrated with traditional marketing communication to achieve marketing goals. Companies adopting digital marketing gain momentum to maintain an easy and smart trading process because the Internet has become a trading marketplace (Leeftang, Verhoef, Dahlström & Freundt, 2019). In the 1990s, when the launch of the search engine achieve had embroiled in new strategic challenges arising from intense non-conventional competition, the term digital marketing was coined. The introduction of digital marketing has resulted in the paradigm shift in global markets and the increased dominance of consumer purchase power, as a result of the implementation of new technology have created tougher business competition (Korkpoe & Nyarku, 2020).

E-commerce companies must attract both the new consumers and existing customers on their websites; this is achieved by understanding the impact of digital marketing on purchase intention. Innovative companies should develop a communications mix with technology advancements and tough competition, Wong, Dastane, Satar, Safie and Ma'Arif (2019). The concept of digital marketing has evolved from complicated and highly competitive modern businesses that combine sophisticated customer experience

with rapid technological changes in order to enhance the purchasing power of consumers (Putney & Puney, 2021). Besides, the conventional DM method now embodied by applying digital marketing to communications, advertising, and customer services in more advanced technologies continues to be loyal and satisfactory (Nykamp, 2020). The DM implementation provides more data mining in the library pool, so that consumers can understand and access strategic marketing information conveniently, and helps to reduce costs of wrong marketing strategies.

1.2 Statement of the Problem

The problem to be investigated in this study is the need to understand whether the volume of digital marketing practices that is being pushed to the consumer, is having the intended outcome that business envisage. Are these practices which are distributed through digital platforms pleasing to the consumers or are they just annoying? The research problem is therefore to find out whether digital marketing value to the consumer experience and purchase intention. Consequently, very little research has been conducted in order to understand digital marketing from the customers' viewpoint. In Nigeria, the growing population of consumers presents an opportunity for marketers to increase their customer base. While there are signs of positive responses by customers on digital marketing communications towards digital marketing, there seems to be a decline in the manner in which customers embrace these channels. This indicates that marketers need to do more to understand the thinking process of the customer and be able to deliver the content that would be favourable to them.

There is also a need to understand customers who are digitally connected better to know what factors influence the purchasing decisions as this could determine the marketing strategies for businesses. In addition, competition for the same customer is high and requires marketers to innovate their offering by either enhancing the experience towards a product or service which would be aimed at enticing the customer towards the product. So, there is a need to understand what would make customers through digital marketing choose a particular product over the other and how they react under various circumstances

In light of the above argument, the current research bridges the literature gap with regard to digital marketing on consumer purchase intention. This research would offer a thorough overview of digital marketing that directly impacts purchase intention of online marketing firms; a study of Jumia Nigeria.

1.3 Research Objective

The current study verified the effect of digital marketing on consumer purchase intention of customers of Jumia, Delta State. The specific objectives are to:

- i. Determine the effect of e-mail marketing on consumer purchase intention of customers of Jumia Nigeria
- ii. ascertain the effect of social media marketing on consumer purchase intention of customers of customers of Jumia Nigeria

1.4 Research Questions

Based on the research problems, the following question were posed to guide the study

- i. Determine the effect of e-mail marketing on consumer purchase intention of customers of Jumia Nigeria
- ii. Ascertain the effect of social media marketing on consumer purchase intention of customers of Jumia Nigeria

1.5 Statement of Hypotheses

To guide data collection and analysis, the researcher makes conjectural statements about the expected relationship of the research variables as follows:

H0₁: e-mail marketing does not have positive effect on consumer purchase intention of customers of Jumia Nigeria

H0₂: social media marketing does not have positive effect on consumer purchase intention of customers of Jumia Nigeria

LITERATURE REVIEW

2.1 Review of Concepts

This part is concerned with the methodical examination and evaluation of research, works, and documents containing information regarding the subject under investigation. In other words, in order to meet the research objectives, the researcher synthesizes relevant literature on the study variables. It is a vital component for knowledge advancement since each study builds on and benefits from earlier studies. The section opens with an overview of digital marketing scenario in Nigeria. Following that, conceptual explanations on the meaning and nature of the research variables were offered. It then investigates the association between several metrics of

digital marketing and consumer purchase intention. There was discussion of the numerous theories that act as anchors for understanding and predicting the link between research variables. It concludes with an empirical evaluation of comparable publications on study variables and a chapter summary.

2.1.1 Benefits of Digital Marketing

According to Matidza, Ping and Nyasulu (2020), there are several tangible and intangible benefits linked with digital marketing. The authors consider tangible benefits such as increased sales from new customers, new markets, and existing customers (repeat sales or cross-selling); cost reduction due to reduced time for customer service, online sales, and reduced costs of printing and distribution of marketing communications. In terms of intangible benefits, these include corporate image communication, brand enhancement/improvement, marketing communications that are now faster and more responsive (including public relations), improved customer service, future learning, meeting customer expectations for having a website, identifying new partners, and better support for existing partners. Marketing is critical for the development of businesses, particularly as they face environmental difficulties such as rapid technological advancements, globalization, and increasingly savvy competition. As a result, they must be able to recognize and embrace market possibilities while adjusting to a changing environment, despite their limited financial and human resources, as well as the disadvantages of a tiny market and client base (Pandey, Nayal & Rathore, 2020).

2.1.2 Email Marketing

In the 1990s, when email was originally called postal mail, it was considered direct marketing medium by marketers. The original aim of emailing was not limited to the establishment of new customer interaction and communication, but also to maintain the existing customer connection, as well as the creation of customer loyalty (Khuu & Do, 2018). Digital marketing has however been recognized as a new and powerful way of digital marketing today. Khuu and Do (2018) described it as a seamless means of delivering advertising, promotional, and commercial campaigns to the inboxes of customers directly, thereby proving to be an effective tool for the attraction of customers. Email marketing is an important medium of marketing communication especially for companies seeking to build and maintain closer relationships with customers. Widespread adoption of e-mail as a means of distributing promotional messages has the advantages of low setup and distribution costs, targeted distribution of promotions such as discounts and coupons, and affordability by small and medium-sized businesses (Moustakas, Ranganathan, & Duquenoy, 2020).

2.1.3 Social Media Marketing (SMM)

Social Media Marketing is a new and fast growing trend to use social media marketing quickly and effectively to target specific customers. More simply, social media marketing is the promotion of a company and its products using social media networking sites (Bala & Verma, 2018). A subset of online marketing activities, like email newsletters and online advertising campaigns, can be viewed as part of this sort of marketing (Manoharan & Narayanan, 2021). Businesses will benefit from the creation and enhancement of brand new channels as a result of this innovative strategy for public relations and marketing. The official social website platform now includes analytics technology that provides social media marketers with more accurate and impactful information (Manzoor et al., 2020).

2.1.4 Purchasing Behavioural Intention of Consumers

According to Iyadi and Edeme (2022) purchasing behaviour of an individual plays a predominant role in the consumer behavior in general and among the customer in particular. Purchasing behaviour marketing is a process of establishing relationships between products offered in the market and targeted purchasing behaviour groups. It involves segmenting the market on the basis of purchasing behaviour dimensions, positioning the product in a way that appeals to the activities, interests and opinions of the targeted market and undertaking specific promotional campaigns which exploit purchasing behaviour appeals to enhance the market value of the offered product. This reveals that some elements are the hindrance in the prosperity of online marketing in Nigeria. The risk perceived by the costumer in Nigeria is one of them. The prosperity of online shopping in Nigeria is huge because of its big size of young generation population. The government is investing a lot in internet infrastructure. The organized retailing can't reach to the rural part of Nigeria easily whereas online retailers are finding their buyers in cities including villages of across Nigeria (Edeme, Nwabueze & Odhegba, 2021).

2.2 Theoretical Review

2.2.1 Social Presence Theory

Social Presence Theory states that a face-to-face communication has most social presence. Social presence is the ability of learners to project their personal characteristics into the community of inquiry, thereby presenting themselves as real people. Social presence is defined as the ability of learners to project themselves socially and affectively into a community of inquiry. Social presence theory asserts that, the social presence of a medium influences the recipients' understanding of contents generated from senders (Wang &

Wang, 2018). This in turn enhances the user's feelings in participating in social interactions, which is likely to enhance their participation in online brand engagements generated from the firm. Accordingly, this study selected this theory as it has a significant role in social interactions cannot be undermined, and this has often been used to explain user behaviors. Primarily, social presence demonstrates that online social content is informative and allows users to evaluate content that attracts them to engage in these social interactions (Cobb, 2019).

In this vein, social media use is not limited to just sharing content (e.g., pictures), networking with friends and strangers, but also provides avenues to continuously interact with brands and share experiences to deepen consumer-brand relationships. Wang and Wang (2018) explain social media communication is not only interactive but also participatory, collaborative, personal, and simultaneously communal", which provides an avenue for firms to engage with customers and build "meaningful relationships". As a result, social media serves as a powerful tool to mediate the firm consumer brand engagement practices

METHODOLOGY

3.1 Research Design

Research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for collection, measurement and analysis of data (Vincent, 2020). The purpose of research design is to obtain data that will enable the researcher to test the pre-set hypothesis or answer research questions (Chukwuemeka & Vincent, 2020). The most suitable research method is the quantitative paradigm in the context of this study because of the exploratory relationship between the variables under investigation. A quantitative study is an inquisition into a social or human problem, based on testing a theory collected of variables, measured with numbers, and analyzed with statistical procedures, in order to establish whether the analytical generalizations of the theory hold true (Mark, 2009; Olannye, 2017).

Hence the study employed descriptive survey research design because the researcher collected primary data from respondents using self structured questionnaire. The researcher chooses this approach because it allowed proper description of the research area and compare the results to look for differences and similarities.

3.2 Population of the Study

The population of the study is a sensory of all items or subjects those posses the characterized or that has knowledge of the phenomenon being studied. Therefore, the nature of population must be known because it will help in the choice of sampling techniques (Tull & Dell, 2018). The population selection is based on the area of interest and importance, which covers the objectivity of this research, thus the target population of this research are the customers of Jumia Nigeria located in Asaba, Delta State. Saunders, Lewis and Thornhill (2016), stated that when there's difficulty to access an entire population in order to conduct a study, researchers may choose to redefine the population to make it more manageable and further explains that in most cases it is a subset chosen of the actual population and is referred to as the target population.

3.3 Sample Size

The researcher used the solvent's formula, (2003) to determine the sample size out of research purposive population sample of 120 members of which 92 respondents were selected from the study population. Simple random and purposive sampling was used as respondents are to be grouped according to customers that are available to be administered by the researcher. This procedure is less costly and time saving. Each respondent had equal chance of being selected.

Solvent's formula is applied as follows, $n = \frac{N}{1 + N(e)}$ $n = \frac{120}{1 + 120(0.0025)} = \frac{120}{1 + 0.3} = \frac{120}{1.3} n = 92$ respondents.

Where n = sample size N = population of the study

1 = constant e = level of significance $n = 92$ Respondents.

3.4 Sampling Technique

The researcher adopted stratified sampling method. The researcher identified the strata and then used stratified sampling to select the required number of subjects from each stratum/department. This technique is typically used by researchers when trying to evaluate data from different subgroups or strata. It allows them to quickly obtain a sample population that best represents the entire population being studied. The population was administered based on convenience and generation of accurate results where proper controls or checks were imposed. Thus, the information gotten from the respondents were taken on for analysis.

3.5 Research Instrument

The study collected both primary and secondary data. The primary data was collected using questionnaire. A semi-structured questionnaire was the data collection tool that was employed in this study given that the sample size would take long to be interviewed (Jackson, 2019). The questionnaire was administered through drop and pick later method where the respondents is allowed time to respond to the study questions. The researcher kept reminding the respondents on the completion of the questionnaire through courtesy calls and routine visits. The method is seen best suited for the study as it allowed the respondents adequate time to fill in the questionnaire given their busy work schedule. The questionnaire covered all the study specific objectives using a mixture of closed ended and five-point Likert questions. The questionnaire was made up of two sections; Part A covered the demographic information of the respondent, Part "B" dealt with constructs of digital marketing and consumer purchase intention.

3.6 Validity of Research Instrument

Validity is the extent to which the instrument collects data that it is meant to collect. It is the degree to which results obtained from the analysis of the data actually represent the phenomenon under study. In this study, ensuring validity of the data collection instrument involved going through the questionnaire by the study's supervisor in relation to the set objectives and making sure that it contains information that can enable answer these objectives.

3.7 Reliability of Research Instrument

Reliability measures the degree to which a research instrument yields consistent results or data after repeated trials. To ensure reliability, the questionnaire was pre-tested on 20 respondents (400 Level Marketing students) in the Department of Marketing and Entrepreneurship (Alpha value) of more than 0.7 was assumed to reflect the acceptable reliability. The objective of pre-testing allowed the modifications of various questions to be rephrased, clarified and clear up any shortcomings in the questionnaire.

3.8 Sources of Data

3.8.1 Primary Data Source

Primary data refers to the researcher's original first hand data or information, such as a questionnaire, group discussion, interview, or observation. To obtain data from primary sources for this study, a standardized questionnaire was used. For this study, data were collected through primary data collection source. Questionnaire was physically administered to customers of Jumia Nigeria, located in Asaba, Delta State.

3.8.2 Secondary Data Source

Secondary data was collected from journals, articles, books and authors that had written about the same topic and related literatures and topics of the different authors and researchers. Under this method both published and non-peer reviewed materials such as books, reports, articles, documents, journals and internet resources were used. However, it should be noted that care and thought will be given in the application of these methods since this study has taken a single case study dimension. All sources were in general treated and assessed as of high quality and the diversity of sources and nature of records is in accordance with the multifaceted and holistic approach of this study.

3.9 Method of Data Analysis

Data collected were processed and analyzed using descriptive statistics.. Response was coded in excel sheet to facilitate basic statistical analysis and the study's hypotheses were tested using multiple regression analysis. Standard statistical tools were used to summarize the data in descriptive statistics (percentage and frequency). The Statistical Package for Social Science (SPSS) version 23.0 was used to analyze the data. Questionnaire responses were analyzed using frequency and percentage to show the number of respondents giving particular responses. The analysis was presented in tables using frequency and percentages for ease of interpretations of the findings.

RESULTS AND DISCUSSION

4.1 Analysis of Respondents Profile

Table 4.1 Respondents Profile

S/N	QUESTION	RESPONSE	RESPONDENTS	PERCENTAGE (%)
1	Gender	Male	31	35.6
		Female	56	64.4

		Total	87	100
2	Age	Below 30 years	63	72.4
		31 years and above	24	27.6
		Total	87	100
3	Educational Qualification	OND/NCE	71	81.6
		HND/B.Sc.	11	12.6
		Others	5	5.7
		Total	87	100
4	Marital Status	Married	21	24.1
		Single	66	75.9
		Total	87	100

Source; Field Survey, 2025

From table 4.1 above, 31(35.6%) were males and 56(64.4%) were female. This indicates that the female respondents were more in number than the male respondents. From the table, the age distribution of respondents which was spread across various age ranges/brackets shows that the highest concentration of respondents fell within the age bracket of below 31years 63(72.4%) of respondents. It reveals that 24(27.6%) are above thirty years.

It shows from the above table 4.1 indicate that 71(81.6%) respondents are OND/NCE holders, 11(12.6%) had HND/B.Sc. education qualification, while 5(5.7%) of the respondents possess with other qualifications

4.2 Description of Variables

This section focused on the analyses of responses to the major research questions which were broken down into sixteen (16) sub questions using the likert scale of point 5. Specifically; they are analyzed using descriptive statistics, and regression analysis.

Table 4.2: E-Mail marketing and Customer Purchase Intention

S/N	Statement	Scale					Mean (X)
		SA 5	A 4	U 3	D 2	SD 1	
1.	email marketing allows you to access product leads	25 (28.7)	51 (58.6)	6 (6.9)	3 (3.4)	2 (2.3)	3.5132
2.	email marketing helps you to make the buying decision	29 (33.3)	47 (54)	10 (11.4)	6 (6.8)	5 (5.7)	3.4151
3.	email marketing is a convenient way for customers to interact with companies	45 (51.7)	23 (26.4)	11 (12.6)	6 (6.7)	2 (2.3)	4.0340
4.	allows you to put your message across, share crucial information that is useful to the organization	31 (35.6)	46 (52.6)	3 (3.4)	4 (4.5)	4 (4.5)	3.7321

Source: field work, 20245

The descriptive statistics showing the pattern of sample response, in relationship to email marketing and customer purchase intention questionnaire items is indicated on table 4.2 above. 76(87.3%) of the respondents agreed that email marketing allows you to access product leads, while 5(5.7%) of the respondents disagreed to the above statement, which 3(3.4%) were undecided. A total of 76(87.3%) of the respondents agree email marketing helps you to make the buying decision, 11(12.6%), respondent disagreed to the statement, while 6(6.8%) of the respondents were undecided. To the statement email marketing is a convenient way for customers to interact with companies 68(78.1%) of the respondents agree, 11(12.6%) were undecided; while a total of 8(9.1%) disagree. A total of 77(88.5%) of the respondents agree that email marketing allows you to put your message across, share crucial information that is useful to the organization. while 3(3.4%) of the respondents were undecided and 8(9.1%) disagreed to the statement

Table 4.3 Social Media Marketing and Customer Purchase Intention

S/N	Statement	Scale					Mean (X)
		SA 5	A 4	U 3	D 2	SD 1	

1.	Interacting through different social media platforms has Increase your levels of service satisfaction	41 (47.1)	31 (35.6)	10 (11.4)	3 (3.4)	4 (4.5)	3.7321
2.	Social media marketing has stimulated Better Marketing Materials	38 (43.6)	45 (51.7)	2 (2.3)	3 (3.4)	-	4.0377
3.	Social media marketing stimulates easy access to product	24 (27.5)	49 (56.3)	6 (6.8)	5 (5.7)	4 (4.5)	3.5811
4.	Social media marketing stimulates convenient service experience	29 (33.3)	48 (55.1)	5 (5.7)	3 (3.4)	2 (2.3)	3.7358

Source: field work, 2025

From table 4.3 above 72(82.7%) agree that Interacting through different social media platforms has increase the levels of their service satisfaction, 10(11.4%) were undecided, while 7(8%) disagreed on the above statement. To the statement 'Social media marketing has stimulated Better Marketing Materials 83(95.4%) of the respondents agree, 3(3.4%) disagreed, while 2(2.3%) of the respondents were undecided. 73(56.9%) of the respondents agree that Social media marketing stimulates easy access to product, a total of 6(6.8%) were undecided, while 9(10.3%) disagreed.

77(88.5%) agree that Social media marketing stimulates convenient service experience, 5(5.7%) were undecided, while 5(5.7%) disagreed on the above statement.

4.3 Multiple regression analysis

Multiple regressions are a statistical tool that allows you to examine how multiple independent variables are related to a dependent variable (Higgins, 2018). It can also establish that a set of independent variables explains a proportion of the variation in a dependent variable at a significant level (Pallant, 2018). Multiple regressions were conducted to determine the effect of digital marketing on customer purchase intention. The results are shown in the tables below:

Table 4.4 Model Summary of Multiple Regression Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.279 ^a	.578	.656	1.23500	.343

a. Predictors: (Constant), email marketing, social media marketing

b. Dependent Variable: Customer Purchasing Intention

Source: SPSS output of field survey data, 2025

Table 4.5 Multiple Regression Coefficients Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.964	.526		7.533	.000
1 Email Marketing	.182	.067	.162	2.712	.003
Social Media Marketing	.070	.058	.072	1.205	.004

^a Customer Purchase Intention

Table 4.6 Correlations

		Email Marketing	Social Media Marketing	Customer purchase intention
Email Marketing	Pearson Correlation	1	.038	.179**
	Sig. (2-tailed)		.536	.003
	N	265	265	265
Social Media Marketing	Pearson Correlation	.038	1	.076
	Sig. (2-tailed)	.536		.218
	N	265	265	265
Customer purchase intention	Pearson Correlation	.179**	.076	1
	Sig. (2-tailed)	.003	.218	
	N	265	265	265

From the above table 4.6, it indicated positive correlation coefficients of the indicators of digital marketing, an indication that they are good measures. The findings indicated that charismatic Email Marketing correlated positively with customer purchase intention ($r = .179^*$, 0.05).

The second variable being social media marketing correlated positively with customer purchase intention ($r = .076$, 0.05).

4.4 Test of Research Hypotheses

The four null hypotheses applied for this study in chapter one is thereby tested statistically to further address the knowledge gap. Thus, regression analysis was employed as an analytical tool for testing the hypotheses. Hypotheses testing are a systematic way for testing claims or ideals about any given parameter in a population using data measured in a sample. The p-values reported in the regression coefficient tables are used for testing the study hypotheses.

The Decision Rule

If the probability value calculated is greater than ($>$) the critical level of significance, then the null hypotheses will be accepted while the alternate hypothesis is rejected and vice versa. If the probability value of 0.00 is smaller than the critical value of 5% (i.e. $0.00 < 0.05$) we conclude of the given parameter that it is statistically significant. In this situation, it is accepted that there is need to reject the null hypotheses and to accept the alternate. Gujarati and Porter (2009) observed that when we reject null hypotheses, we say that our findings are statistically significant and vice versa. Thus the p-value for the hypotheses testing is at 0.05(5 %) i.e. the tolerable error thereby placing the level of significance at 5%

Hypothesis One

H0₁: e-mail marketing does not have positive effect on consumer purchase intention of Jumia

From the regression coefficient in table 4.6, e-mail marketing has a positive effect on customer purchase intention ($\beta = 0.162$, $P < 0.01$). Since the P value calculated in table 4.6 is lesser than the critical level of significance ($.003 < 0.05$), we reject the null hypothesis and accept the alternate hypothesis implying that e-mail marketing does have positive effect on consumer purchase intention of Jumia

Hypothesis Two

H0₂: social media marketing does not have positive effect on consumer purchase intention of Jumia

Based on the findings, social media marketing has a positive effect which is significant on customer purchase intention ($\beta = 0.072$, $P < 0.01$). However, based on the decision rule, the p value of .001 is lesser than .05 level of significance. Therefore, the null hypothesis is rejected while alternate hypothesis is accepted. By implication, social media marketing does have positive effect on consumer purchase intention of Jumia

4.6 Discussion of Results

The empirical findings from the descriptive statistics on table 4.2 indicated that the majority of the respondents overwhelmingly responded positively to the various constructs in relationship to email marketing and customer purchase intention. The beta value on

table 4.8 corroborated the positive effect given the beta value ($\beta=.162<0.01$). The test of hypothesis indicated in table 4.8 reveals that there is a significant effects of email marketing on customer purchase intention ($.003<0.05$).

The empirical findings from the descriptive statistics on table 4.6 indicated that majority of the respondents overwhelmingly responded positively to the various constructs in relationship to social media marketing and customer purchase intention of customers of Jumia Nigeria. The beta value on table 4.8 corroborated the positive effects given the beta value ($\beta=.004, P<0.01$). Meanwhile the test of hypothesis indicated in table 4.6 reveals that social media marketing has a significant effect on customer purchase intention.

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

The study examined the effect of digital marketing on customer purchase of customers of Jumia Nigeria. After due analysis of data collected for the study, the following are the findings of the study.

1. The outcome of the study revealed that email marketing has a positive significant effect on customer purchase intention of customers of Jumia Nigeria ($\beta = 0.162, P < 0.01$).
2. Social Media Marketing has a positive effect on customer purchase intention of customers of Jumia Nigeria ($\beta = 0.072, P < 0.01$).

5.2 Conclusion

The efficiency of digital channels including email marketing, social media marketing, mobile marketing, and online advertising is examined in this study for the benefit of marketers. This study looks at how various channels affect e-tailers and customers, while making purchases. Structured questionnaire were used to carry out the investigation. Random sampling procedures were used to distribute the questionnaire and data was acquired from customers of Jumia Nigeria. After removing incomplete questionnaire, a total of 87 viable samples were obtained from 92 participants, resulting in an overall response rate of 94.5%. To summarize, the findings of this study show that four independent factors favorably influence customer purchase intention. Social media marketing is the most critical aspect of customer purchase intention decisions among four digital marketing strategies studied. Sometimes user already has some familiarity with the product and is seeking for further details to help them weigh their options and make an informed purchasing decision. It is also worth noting that email marketing as a digital marketing channel has the least impact on the purchase intention of customers.

5.3 Recommendations

Based on the study findings the following recommendations were made:

- i. Since the world has become a global village, firms, customers and entrepreneurs are urged to enhance the use of digital marketing channels across all of their business activities to communicate with customers more easily and to improve customer feedback/management. This will aid in the facilitation of mobile marketing, the identification of new consumer needs, and the enhancement of interaction, as well as the enhancement of customer engagement with product/service decisions.
- ii. Firms are advised that they should improve the use of social media channels for communicating buyer/seller interaction and also ensuring that appropriate digital marketing policies are developed and adhered to.

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