

Jumia Digital Marketing Practices and Management of Consumer Purchase Behaviour

Justice Taiwo OGUNDARE

Department of Business Management and Marketing, Faculty of Management Sciences, Delta State University, Asaba Campus, Nigeria. Email Address: kentromaster@yahoo.com

Tochi IZIMS

Department of Business Management and Marketing, Faculty of Management Sciences, Delta State University, Asaba Campus, Nigeria. Email Address: izimstochi@gmail.com

Ajulu Peter OLANNYE

Department of Business Management and Marketing, Faculty of Management Sciences, Delta State University, Asaba Campus, Nigeria. Email Address: olannyeap@gmail.com

Article Info

Volume 82

Page Number: 17724 - 17736

Publication Issue:

January-February 2020

Abstract

The study focuses on the effect of Jumia digital marketing practices on the management of consumer purchase behaviour. The study adopted the survey research method. The population of the study was four hundred 400 online customers of Jumia Nigeria in Asaba, Delta State. A workable sample size of 200 was derived using the Taro Yamen's formula. The stratified sampling technique was adopted in this study. The data that was collected was used for the analysis while hypotheses were tested using multiple regression. Findings revealed that website design has a significant influence on consumer purchase behaviour. Communicative packaging power has a significant influence on consumer purchase behaviour. The study concludes that that consumer's management purchase behaviour expectations are on product uses and communication about its products and services to the online customers who are the ultimate users. Therefore the task of communicative packaging power is to deliver the right message to meet the buyer's needs and emotional desires for purchase. The study recommends that Jumia should employ good protective product packaging that will be appealing to customers to stand out against competitors.

Keywords: Digital Marketing, Website design, Communicative packaging power and Consumer purchase behaviour;

Article History

Article Received: 18 October 2019

Revised: 14 November 2019

Accepted: 12 December 2019

Publication: 29 February 2020

1.Introduction

In today's circumstances of fast-changing technology, the development of the Internet has provided great business opportunities. Companies found new ways to achieve their marketing goals through the use of tools and features of the Internet environment. Consumers have moved digital, and marketers have to follow to

reach them. The Web provides huge benefits for every business. Nevertheless, it is an equally competitive environment for every company. Therefore, organizations have to be innovative and proactive to succeed in the dynamic online world. IT companies have always been the main innovators of the Internet environment. Usually, these companies follow the

tendencies of technological development, and they are the first among the other industries who take the risks to employ technological advancements in their business models.

Digital marketing involves measures of the package, which lead internet users to certain web pages design to purchase. So web presence is the most important object of digital marketing. Additionally, arrangements outside the internet are incorporated into digital marketing (Lammenett, 2014). Furthermore, the Internet has thrived in intensifying the information strength of the market place immeasurably by providing customers and marketers with well-detailed real-time information about consumers as they perform in the market. Consumers are available to entertain marketing messages due to the (always-on) environment created by mobile which results in an astonishing boost in marketing opportunities for firms (Laudon and Traver 2013). The progress in internet technology permits for the development of shopping options ahead of traditional methods that may be further time-consuming. Issues with having to congregate information with offline shopping methods are lessened, and customers are better able to proficiently use their time. For case in point, as a replacement for having to visit diverse stores to contrast prices or rely on circular pamphlets in newspapers, a consumer can search and regain needed information through the Internet. The Internet explosion has opened the doors to a new electronic world.

Consumers are now able to use the Internet for a diversity of purposes such as research, communication, digital banking, digital marketing and even shopping. The materialization of social media began in the early days of the internet when people started sharing information and communicating with one another but regrettably; the platforms used then were more 'technology-intensive' and required some level of expertise before use (Boyd and Ellison, 2010). Hence,

the number of people using social media platforms then was limited. Over some time as technology advanced, less sophisticated platforms were developed thus, enabling billions of regular internet users, without any technical background, to use the services (Boyd et al., 2010). Digital marketing and shopping are becoming quite popular in Nigeria, due to its relative convenience and reasonable prices. And in the light of this, many firms in Nigeria have also started plunging into using these platforms. The Nigerian experiences in all these have been partially explored. Ayo (2011) unpredictably asserted that despite the growth rate of internet marketing, consumers still assess business website only to source for information however yet make their purchases conventionally. Possible factors responsible for such behaviour like technology fit, trust and risk, internet infrastructures were tested.

Digital marketing is the use of the channels to reach the desired target market via some of the following channels social media, websites, multimedia advertising, online search engine advertisement, E-marketing, interactive marketing. Digital marketing has been considered a new form of marketing and provided new opportunities for companies to do businesses. Internet shopping is one of the widely and commonly used mediums for convenient shopping. It is in fact, a popular means of shopping in the Internet community (Bourlakis, Papagiannidis and Fox, 2008). With an internet connection, the consumer can have access to many products or services from all over the world even at the comfort of his or her home. This makes it possible for thorough comparisons to be made among the available goods or services. Online shopping provides more fulfillments to modern-day consumers who are seeking expediency as well as speed (Yu and Wu, 2007). These stores provide consumers with free and rich information about products and services (Mohammad and Alkubise, 2012). Some online shops or business platforms used by Nigerians are jumia, Jiji, Konga, Alibaba, eBay, Kaymu, etc. The study seeks to

examine the effect of Jumia digital marketing practices on consumer purchase behaviour.

The Problem

In the development of science and technology, today's innovation becomes obsolete tomorrow. The tastes and preferences of consumers are also changing at a rapid rate. The marketers are finding it difficult to manage and cope with the changing need of the customers. Most customers do not completely trust Web companies and thus are careful about offering information about their details on the cyberspace. This is particularly true when organizations that collect data are exposed to scammers. To address this, electronic businesses must adopt a sound policy and implement a fool-proof security measure. Therefore, this study will provide information on the effect of Jumia digital marketing practices on consumer purchase behaviour.

Research Questions

The following research questions were formulated to guide the study:

- i. To what extent does website design influences consumer purchase behaviour?
- ii. What is the effect of communicative packaging power on consumer purchase behaviour?

Objectives of the Study

The general objective of this study is to examine the effect of Jumia digital marketing practices on consumer purchase behaviour. The specific objectives of the study are:

- i. To determine the effect of website design on consumer purchase behaviour.
- ii. To ascertain the effect of communicative packaging power on consumer purchase behaviour.

Study Underpinings

This research will serve as a future reference for other e-commerce researchers especially in the area of digital

marketing practice in Nigeria. The study will also provide information on the current debate on the effect of Jumia digital marketing practices on consumer purchase behaviour.

The study could also make a significant contribution to the need for digital marketing to adequately protect internet consumers. It will also show the benefits and the impact in which it was useful to researchers, scholars, students and marketing managers of various organizations.

This study, companies will be able to take advantage of web advertising to complement their standard media and print marketing. It is hoped that the findings of this study will assist the management of organizations in designing digital marketing platforms that will enhance marketing performance and to apply these benefits to achieve organizational goals and objectives.

For scholars and academic researchers, the study will form a basis upon which future research on digital advertising may be established. The findings may be resourceful in providing viable information to academicians, researchers and consumers on various concepts related to digital marketing.

Study Direction

The scope of a research study should be premised on three main dimensions of geographical, contents, and unit of analysis.

Geographical Scope: The study focus on the internet platform for online shopping (JUMIA).

The contents scope: The study is restricted to the assessment of the effect of Jumia digital marketing practices on consumer purchase behaviour. The dimensions of digital marketing practices to be covered in the study include website design and communicative packaging power and how they affect consumer purchase behaviour in online shopping in Nigeria. The study covers a literature review of related concepts, theories and empirical works of other scholars that are relevant to the study.

The unit of the analysis: Are the online consumers of JUMIA in Nigeria.

2. Conceptual Review

Concept of Digital Marketing Practices

Digital Marketing is viewed as a new business practice that is apprehensive with the promotion of goods, services, information and ideas through the internet and another digital medium (El Gohary, 2010). Digital marketing is part of e-commerce as it is defined as the buying and selling online, giving virtual place, storefronts, digital value creation and various distribution channels intermediaries (Strauss and Frost, 2001). Digital marketing uses the internet to deliver promotional marketing messages to consumers. It includes website design, digital display advertising, communicative packaging power, digital sales promotion, email marketing, search engine marketing, social media marketing, many types of display advertising and mobile advertising.

Ayo, Adewoye and Oni cited in Tokunbo (2017) noted that businesses in the country have taken their means of communicating and trading with their consumers to the online space. Digital marketing is the use of the Internet for the selling, buying and delivery of goods and services. Through this, the country has revolutionized the mode of business transactions by providing customers with the ability to invest, distribute, explore and purchase anytime and anywhere access to the internet is available.

As Forsythe and Shi, (2003) internet shopping has become the fastest-growing use of the Internet; most online consumers, nevertheless, use information gathered online to make purchases off-line.

Benefits and Challenges of Digital Marketing

Digital marketing is a compartment of e-Business that utilizes electronic means to execute marketing actions and attain preferred marketing objectives for an organization (Petrovic, 2010). It is the purchasing, selling, and exchanging of goods and services over

computer networks, such as the Internet, during which transactions are performed electronically (Digit, 2006). Digital marketing gives the business of any size access to the mass market at an affordable price and allows truly personalized marketing. Precise benefits of e-marketing include (The National B2B Centre, 2011):

- a) Global reach: A website allows pronouncement new markets and trading globally.
- b) Lower cost: A well-ordered planned and effectively besieged e-marketing campaign can accomplish the exact customers at a lower cost than traditional marketing methods.
- c) Track-able and measurable results: Web-analytics and other online metric tools make it easier to establish how effective the campaign has been.
- d) Shorter lead times: The reaction to events will be more quickly, giving a much more contemporary feel.
- e) Personalization: Data Base Management System (DBMS) is a software package that allows data to be effectively stored, retrieved and manipulated (Andreopoulou, Koliouka, Tsekouropoulos and Manos, 2011).
- f) Improved conversion rates: The customers are only ever a few clicks away from completing a purchase.

Together, these mention aspects of e-marketing add more to sales. Nevertheless, e-marketing does have few disadvantages such as higher transparency of pricing, dependability on technology, lack of personal approach, security-privacy issues, and maintenance costs due to a constantly evolving environment, increased price competition and worldwide competition through globalization (Eszes, 2010).

Types of internet users: Shoppers vs. browsers.

Forsythe and Shi (2003) point out that internet users can be classified into two (2) internet browsers and internet shoppers, internet browsers are the people who just browse the internet other than shopping purpose while

internet shoppers are the people who shop online.

Consumer Purchase Behaviour

Kuester, (2012) is the study of individuals, groups, or organizations and the processes they use to choose, secure, and set out of products, services, experiences, or ideas to gratify needs and the impacts that these processes have on the consumer and society. Consumer purchase behaviour of every individual is diverse from others depending on buying choices which are predisposed by buying habits and choices that are turn tampered by psychological and social drivers that influence the purchase decision process. (Brassington and Pettitt, 2000) Consumer purchase behaviour refers to actions and decisions that factor into a customer's purchase.

Researchers, businesses and marketers study consumer behaviour to understand what influences a consumer's shopping preferences and selection of products and services. Multiple factors affect consumer behaviour, among them economic status, culture, personality, beliefs and values, age and education (Kotler, 2004).

In this modern world, the popularity of interactive media like the World Wide Web is increasing day by day with rapid pace. Concerning marketing, it is continuously realized that the main two factors observed due to WWW are

1) Most of the companies are doing their business

online and make their website as a showroom of their product and services.

2) Fast augmentation of consumer segments due to boost needs and demand including online shopping as well.

Management of Consumer Buying Behaviour

The Management of Consumer buying behaviour describes consistency and purchasing attitude that guides the determination and purchasing attitude of a product as it related to the pricing policy and appreciates new product decision. There are some factors that influence the buying behavior of a customer or what we can say as the customer's preference for buying a product. Consumer management behavior is basically dependent on cultural, social, personal and psychological factors.

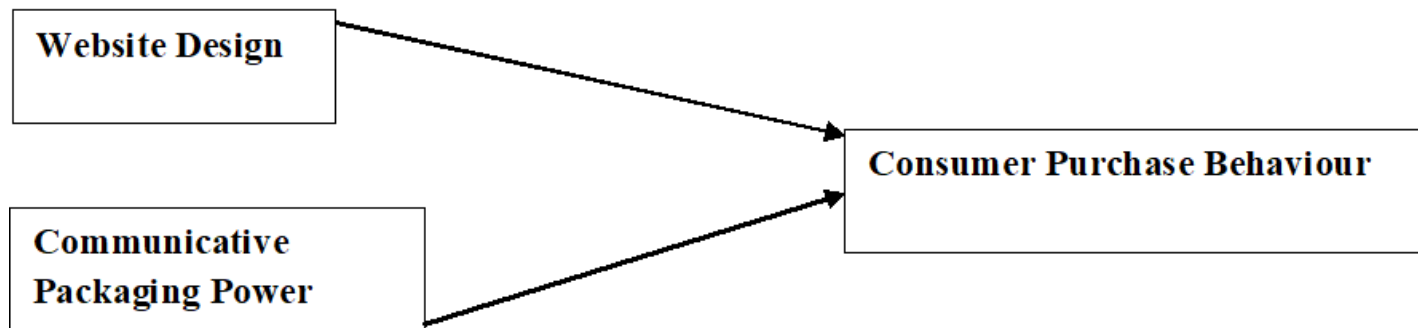
Proposed Conceptual framework

From the preceding review of the extant literature, the researchers realized that the four variables of digital marketing practices seem to be very important in affecting consumer purchase behaviour. The researcher came out with a framework as stated below in figure 2.1, with variables; Website design, Communicative packaging power, Digital Advertising, and Digital sales promotion.

Figure 2.1: Conceptual Framework of latent (Major) variables and their hypothesized relationships.

Independent Variable

Digital Marketing Practices



Source: Researcher's Model

Website design and Consumer Purchase Behaviour

Cebi (2013) the website design characteristics consist of: technical adequacy, usability, visual aspects, security, communication, and prestige. Technical adequacy comprises of system ease of use, navigation and speed user-friendliness. Usability comprises of ease of learning, ease of use and memorability. Visual aspects involve layout, graphics, and text. The security consists of reliability, accuracy, and privacy. Communication includes contact info, online help, and responsiveness. And prestige involves reputation, sustainability, and currency.

Demangeot and Broderick (2010) show that site architecture, visual design, and informativeness offer vital cues for online shoppers. In line with their freedom to browse any web pages that they want and decide how long to spend on each step of the shopping process, with no pressure of time limitations or sales tactics. Consequently, the Web site needs to be well designed, such that customers can become accustomed to it swiftly and perform their shopping tasks without difficulty.

If online customers browse an unsuccessfully designed Web site that makes them feel out of control, they would almost certainly leave it. Aladwani and Palvia (2002) presented the key distinctiveness of a website based on users' perceptions. Their website designs were evaluated concerning three main criteria; adequacy, web content, and web appearance. Lastly, retail customer crossing point, frequently termed store atmospherics, may account for up to two-thirds of in-store purchases (Bandyopadhyay, Mukherjee and Banerjee, 2000). On the other hand, the significant degree of website design parameters varies according to the types of websites and consequently, it is essential to use diverse sets of criteria.

The present study intends to explore the website elements more related to online shop websites. More specifically, the web design characteristics that may

enhance the purchase intentions of the potential customers.

Communicative Packaging Power and Consumer Purchase Behaviour

A range of different businesses uses the Internet as a way to communicate with their customers. Marketers can use this essentially useful medium to build relationships with new customers or enhance the interaction with existing customers. The Internet provides many alternative options for marketers that help them to interact and communicate with the consumers. Email, email lists, online chat and forums offer quick and easy communication between different parties.

The packaged product communicates not only through its appearance elements but the overall experience with the whole package. The packaging design includes many features that give the complete picture of the product. Therefore, the task of package communication is to deliver the right message to meet the buyer's needs and emotional desires for purchase. A digital communicative packaging power is informative if it allows prospective customers to evaluate among alternatives to reach satisfying exchanges (Montoya-Weiss, Voss, and Grewal, 2003).

Theoretical Review

Consumer buying behaviour process Theory

In the field of consumer behaviour research, the classical model of consumer buying behaviour is of utmost importance. We as persons take actions in purchasing and using products and services and actions are derived by a mental and social process. Behavioural science helps us to better understand why we go for a certain product and why not, why we set priorities while making a decision.



Consumer decision process carries five stages, starting with Problem recognition and following Information search, Evaluation of alternatives Purchase decision and finally Post Purchase behaviour. Problem recognition starts with the perception of need and moves towards information search where a consumer uses internal and external sources to analyze given information and use that information in the next step of evaluation of alternatives. While evaluating alternatives one assessing values of the products by giving weights. Once you have successfully evaluated alternatives you will move towards purchase decision where you may encounter three possibilities, from whom to buy, when to buy and do not buy. Once you have made the purchase now it comes to Post-purchase behaviour, whether you are satisfied or dissatisfied with your purchase.

The Role or Application of Models in Managerial Decision Making In Marketing Practice

According to Orji (2013), decision making is systematic and not automatic. It is a process which emanates out of conscious effort to arrive at profitable outcome. Under normal circumstances decision making requires a thoughtful process to ensure attainment of decision making objectives. From our discussions, we are to understand that purchase decisions are made by individuals, households, institutions, governments (at all levels) and industries. Individuals (consumers) buying behaviour are influenced by many factors, including, among others; availability of funds, price, quality of product, advertising promotional appeals, personality traits, and other environmental influences.

It is important that the marketer should study these features/characteristics reasonably, through marketing research before embarking on production and sales. In similar vein, organizational purchasing is influenced by many factors including, among others; individuals in the organization, depts./units, objective of the of the organization, government regulations, prices, competition, suppliers, influence of other organizations in the same area of operation and other relevant environmental influences. Models of consumer behaviour serve managerial decision makers in marketing practice of planning their advertising and other promotional appeals to ensure consumer patronage and retention. The central purpose of these classic models is to enable decision makers take such decisions that will bring about consumer satisfaction and company growth/profitability. For instance, the presentation of Howard Sheth model beginning from input elements to out-put devices demonstrate the fact that consumers respond to stimuli and their environment in the course of purchase decisions. Therefore, as management make policy decisions based on set objectives, pre-determined goals and other internal and external factors, it remains consciously committed to consumers' need-satisfaction.

Empirical Review

Anthony and Akagwu (2017) examined the effect of online marketing of Jumia and Konga on consumer purchasing behaviour among Kogi State Residents of Nigeria.

This study sought to examine the effect of online marketing on the purchasing behaviour of Kogi State residents. They looked at the various level of awareness of online marketing among Kogi resident, the factors

that affect online shopping behaviour of consumers, the level of patronage for the online stores and the degrees of a variety of challenges faced by online customers of Jumia and Konga. Understanding the factors that influence the consumers buying behaviour is very important towards repositioning a business for success. The technology acceptance model and uses and gratifications theory were employed in this study.

Sivasankaran, (2017) investigated the effect of digital marketing and its impact on buying behaviour of youth. The buying pattern of the consumer is changing at a faster rate in the customer-oriented market environment. Consumer behaviour differs when it comes to the product, price, features, quality, packaging, buying behaviour, status, generation, age of the customer etc. however, youth is the most complicated group to correspond with. The present generation is more fascinated with online shopping than conventional buying. The marketers are forced to introduce an innovative way of selling due to the pressure of the younger generation's buying behaviour. The buying behaviour and behavioural pattern of youth have as greater influence in the purchasing behaviour, hence in this study, "Digital marketing and its impact on buying behaviour of youth are focused as the core issue. The study reveals that most of the youths of the present generation have the right to use to the digital

media but they lack the awareness about its optimum utilization.

3. Methodology

The research design adopted for this study was the survey research design. According to Olannye (2006), the survey research method is concerned with the collection and analysis of data to relate the respondent view to the subject matter to achieve the formulated objectives. The study population is made up of 400 online customers of Jumia Nigeria in Asaba, Delta State. From the population, a workable sample of 200 was derived using the Taro Yamen's formula. The stratified sampling technique was adopted in this study. Stratified random sampling according to Olannye, (2006) is a means of obtaining representative samples from a heterogeneous population. This method involves a process of dividing the target population into mutually exclusive/non-overlapping homogeneous groups which are called strata.

Data Analysis

43% of the total respondents are male while 57% are female; 51% are single, 48% are married while only 1% is divorced; 31.1% have M.Sc/MBA certificates while 68.9% have other qualifications.

Table 4.1: Jumia Digital Marketing Correlations Coefficients

Correlations		Website design	Communicative Packaging power	Consumer Purchase behaviour
Website design	Pearson Correlation	1	.146*	.532**
	Sig. (2-tailed)		.039	.000
	N	200	200	200

Communicative packaging power	Pearson	.146 [*]	1	.481 ^{**}
	Correlation			
	Sig. (2-tailed)	.039		.000
	N	200	200	200
Consumer purchase behaviour	Pearson	.532 ^{**}	.481 ^{**}	1
	Correlation			
	Sig. (2-tailed)	.000	.000	
	N	200	200	200

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Field Survey 2020

The correlation indicated positive correlation coefficients of the indicators of consumer purchase behaviour, an indication that they are good measures of Jumia digital marketing. The findings indicated that website design correlated positively with consumer purchase behaviour ($r = .532^{**}$, 0.01). The second variable being communicative packaging power correlated positively with consumer purchase behaviour ($r = .481^{**}$, 0.01).

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.079	1.209		.893	.373
1 Website design	.480	.054	.471	8.819	.000
Communicative packaging power	.417	.054	.412	7.716	.000

a. Dependent Variable: consumer purchase behaviour

Source: Field Survey 2020

The B-values of Jumia digital marketing is; website design ($\beta = .471$, $p < .000$) and communicative packaging power ($\beta = .412$, $p < .000$) had exhibited positive effects on consumer purchase behaviour.

The p-value calculated of website design ($.000 < 0.05$) and communicative packaging power ($.000 < 0.05$) had predicted consumer purchase behaviour with a statistically significant at 0.05.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.444	1.5857

a. Predictors: (Constant), communicative packaging power, website design

Source: Field Survey 2020

From table Model Summary, the Adjusted R^2 reported .444 (44.4%) of the change in consumer purchase behaviour is explained by Jumia digital marketing, website design and communicative packaging power.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	403.824	2	201.912	80.303	.000 ^b
	Residual	495.331	197	2.514		
	Total	899.155	199			

a. Dependent Variable: consumer purchase behaviour

b. Predictors: (Constant), communicative packaging power, website design

Source: Field Survey 2020

The F-ratio in the ANOVA Table tested if the overall regression model is a good fit for the data. The table showed that the independent variables (website design and communicative packaging power) significantly predict the dependent variable (consumer purchase behaviour) since $F(2, 199) = 80.303$, $p < .005$, the regression model is good for the data.

4. Results and Discussions

Website Design and Consumer Purchase Behavior

The result obtained portrayed an overall positive correlation coefficient values among variables that measure website design, and this point out the fact that they were all appropriate measures of website design. It showed that the ($\beta = .471$, $P < 0.000$) indicates that website design has a significant positive relationship and accounted for variance in consumer purchase behaviour. Also, the Adjusted R^2 reported .444 (44.4%) of the change in consumer purchase behaviour is explained by website design. This supports the findings of Demangeot and Broderick (2010) show that site architecture, visual design, and informativeness offer critical cues for online shoppers. Ha and Im (2012) also demonstrate that fonts, colours, and multimedia features are central factors in Web site design.

Communicative Packaging Power and Consumer

Purchase Behavior

The result of the regression revealed that communicative packaging power has a significant positive effect on consumer purchase behaviour. It showed that the ($\beta = .065$, $P > .349$) shows the extent to which communicative packaging power accounted for the change in consumer purchase behaviour. The Adjusted R^2 reported .444 (44.4%) of the change in consumer purchase behaviour is explained by communicative packaging power. The study is in support with Montoya-Weiss, Voss, and Grewal, (2003) posited that a digital communicative packaging power is informative if it allows prospective customers to evaluate among alternatives to reach satisfying exchanges.

5. Summary of the Findings

This study was interested in establishing digital marketing practices and their influence on the consumer purchase behaviour of JUMIA.

Website design is a collection of related web pages and associated items, such as documents and pictures stored in the webserver. Website design is a company's electronic face to the world and the most common manifestation of the capabilities of the internet. The web is essentially a graphic overlay on top of other internet services, providing a

multimedia interface that enables users to access a vast pool of interlinked documents.

Marketers can use this essentially useful medium to build relationships with new customers or enhance the interaction with existing customers. The Internet provides many alternative options for marketers that help them to interact and communicate with the consumers. Email, email lists, online chat and forums offer quick and easy communication between different parties.

Conclusion

This study hopefully helps marketers to identify the right Web site attributes or design and its impact on consumer online activities. It will help the internet marketer to identify the right Web site attributes or design and to provide the basic idea of improvement of Web site development for internet marketing purposes. The study concludes that consumer's purchase behaviour expectations are on its uses and communicate about its products and services to the online customers who are the ultimate users. Therefore the task of communicative packaging power is to deliver the right message to meet the buyer's needs and emotional desires for purchase.

Recommendations

The study recommends as follows, the study findings and conclusions imply that Jumia digital marketing influences consumer buying behaviour. Based on the findings of the study, the following recommendations were made:

- i. Jumia should use product packaging communicative power as one of the product packaging strategies tools as a competitive tool for competitive edges following its benefits. Package instructions design may help consumers to make an informed purchase decision. With rising levels of consumer education and awareness, it is inevitable for marketers to carefully plan their information

display on product packages to eliminate confusion and somewhat convince customers at the point-of-purchase.

- ii. Jumia should employ good protective product packaging that will be appealing to customers to stand out against competitors.
- iii. Jumia should employ product packaging through convenience as a good strategy to enhance consumer buying behaviour.

References

1. Aladwani, A. M., & Palvia, P. C. (2002). Developing and validating an instrument for measuring user-perceived web quality. *Information & management*, 39(6): 467-476.
2. Andreopoulou, Z., Koliouska, C., Tsekouropoulos, G. & Manos, B. (2011) Strategic Planning and Decision Support in Small-Medium Wood Enterprises. In the proceedings of the 7th National and International Conference on Professional Systematic in Action (in print).
3. Anthony, E. & Akagwu, A. N (2017).The Influence of Online Marketing of Jumia and Konga on Consumer Purchasing Behaviour among Kogi State Residents of Nigeria. *Global Journal Of Human-Social Science: A Arts & Humanities - Psychology*, 17(6): Online ISSN: 2249-460x & Print ISSN: 0975-587X
4. Ayo, C. K. (2011). Business-to-Consumer E-commerce in Nigeria: Prospect and Challenges; *African Journal of Business Management*; 5 (13): 5109-5117.
5. Bandyopadhyay, S., Mukherjee, A., & Banerjee, S. (2010) 'A simulation model using transaction cost economics to analyze the impact of social media on online shopping', in Aberer, K., Flache, A., Jager, W., Liu, L., Tang, J. and Guéret, C. (Eds.): *Social Informatics*, pp.43–53, Springer Berlin Heidelberg.

6. Bourlakis, M., Papagiannidis, S. & Fox, H, (2008), "E-consumer behaviour: Past, present and future trajectories of an evolving retail revolution", *International Journal of E-Business Research*.
7. Boyd D. M & Ellison, N. B (2007). Social network sites: definition, history, and scholarship. *J Comput-Med Commun* 13(1):210–230.
8. Brassington, F. & Pettitt, S. (2000). *Sales Promotion*. In: Principles of Marketing, (2nd edn), FT Prentice Hall, Harlow 642-685.
9. Cebi, S. (2013). A quality evaluation model for the design quality of online shopping websites. *Electronic Commerce Research and Applications*, 12 (2): 124 - 135.
10. Demangeot, C. & Broderick, A. J. (2010). Conceptualising consumer behaviour in online shopping environments. *International Journal of Retail & Distribution Management*, 35(11): 878-894.
11. Digit, S. (2006) Ecommerce Definition and Types of eCommerce. Retrieved on <http://www.digitsmith.com/ecommerce-definition.html.1-2>.
12. El Gohary, H. (2010). Expanding TAM and IDT to understand the adoption of E-Marketing by small business enterprises. *International Journal of Customer Relationship Marketing and Management*, 1(3), 56–75.
13. Eszes, I. (2010) An Introduction to Internet Marketing: The Role of Internet in Economic Development of Vikos-Aoos National Park, Greece. Available at: <http://www.eszes.net/intmarkeng.htm> (15/10/2020).
14. Forsythe, S. M. & Shi, B. (2003). Consumer patronage and risk perceptions of internet shopping. *Journal of Business Research*, 56(2): 867-875
15. Kotler, P. (2004). *Marketing management*, 11th International edition– Prentice-Hall.
16. Kuester, S. (2012). *Strategic Marketing & Marketing in Specific Industry Contexts*, University of Mannheim.
17. Lammenett, E. (2014). *Praxiswissen Online-Marketing*, Springer Gabler.
18. Laudon K. C & Traver C. G. (2013). *E-commerce, Business Technology Society*; 9th eds. Pearson Education Limited, Edinburgh Gate, Harlow, England.
19. Mohammed B. A. & Alkubise, M. (2012). How do Online Advertisements Affect Consumer Purchasing Intention: Empirical Evidence from a Developing Country". *European Journal of Business and Management*. ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) 4(7).
20. Olannye, A. P. (2006), *Research methods for business: A skill Building approach*: Lagos, Peejen publication.
21. Orji, O. Goodhope(2013). Major Classic Consumer Buying Behaviour Models: Implications for Marketing Decision-Making. *Journal of Economics and Sustainable Development*, Vol.4, No.4, PP164-173
22. Petrovic, D. (2010) *What is E-Marketing?* Retrieved on <http://analogik.com/articles/231/e-marketing>.
23. Sivasankaran, S (2017). Digital Marketing and Its Impact on Buying Behaviour of Youth. *International Journal of Research in Management & Business Studies*, 4(3): 35-39.
24. Strauss, J. & Frost, R. (2001), *E-Marketing*, NJ, USA, Prentice-Hall.
25. The National B2B Centre (2011) *Develop an E-marketing Plan*. Retrieved on <http://www.businesslink.gov.uk/bdotg/action/detail?itemId=1075384999&type=RESOURCES>.
26. Tokunbo, O. (2017). *The growth of e-commerce in Nigeria: an overview*. Retrieved from <https://>

tolegalgroup.com/wp-
content/uploads/2017/02/Ecommerce Article.
Accessed on 6th November 2019

27. Yu T, & Wu G. (2007). Determinants of internet shopping behaviour: An application of reasoned behaviour theory, *International Journal of Management*. 24(4):744-762,823.