

Impact of Electronic Marketing on Customers Satisfaction in Idah, Kogi State, Nigeria

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Abstract

In today's world, it is quite difficult to find an advertisement on the television or even on newspaper pages without a known celebrity endorsing the product being advertised. This trend has gone from product advertising to service advertising and even ideas. Marketing of fashion product of young men in Idah, Kogi State as well as companies manufacturing skincare products have all joined. However, it appears that fashion product of young men in Idah, Kogi State have taken it to a whole new level as there barely exists fashion products advertising without celebrity endorsement. This study therefore analyse data through descriptive statistical analysis and reviews the use of celebrities in advertising alcoholic beverages. Empirical reviews show that the use of celebrities has impact in advertising and sales of product. In light of the analysis, the researchers conclude that celebrities add color to the power of advertising. In most situations, celebrities' usage in advertising increases awareness of advertisements and advertising campaigns for these companies and organizations' products and services, resulting in increased sales. It is indeed resourceful and stands as a distinctive attribute or product identity. This is a good omen in the business of advertising worldwide, and this paper finally recommends that this new era must continue to recognize these stars.

Keywords: *Online, marketing, Customers, satisfaction.*

Introduction

Electronic marketing is a new concept used by modern businesses. The firms are increasingly using this newborn medium to market their product and services and sharing new products ideas and information. Firms and businesses are adopting information technology and internet to market their products and adoption has gained the attention of researchers, practitioners and policy makers (Gohary, 2012). Businesses are using internet and electronic media as support to their marketing efforts and as a result e-marketing is growing at very rapid pace. In other way we can say that information technology revolution has changed the way of doing businesses altogether. Different authors have defined e-marketing differently. Smith & Chaffey (2005) defined it as achieving marketing objectives through applying digital technologies while Strauss and Frost (2001) defined it as the use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational goals. While reviewing related literature many researchers seem to confuse the term e-marketing with e-commerce, e-business and internet marketing. All the terms are used interchangeably, describing almost the same concept. While e-marketing is a term which is broader

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in scope. All above mentioned concepts come under the umbrella of e-marketing and it also includes mobile marketing, intranet and extranet etc. (Dehkordi et al., 2012; Jenyo et al (na).

Uturu (1998), states that marketing communication is the key element of the marketing mix which deals with communicating the wants and satisfying attributes of a product to a target audience. When a new product comes into existence, consumers need to be informed. For products that are already in existence, consumers need to be reminded and persuaded. Marketing communication is the tool for achieving these objectives. From April 1995 to April 2000, online marketing was known as dot.com boom. During this 5-year period, hundreds of businesses tended to use internet as a primary means of doing their transaction with their consumers. Consequently, many of the firms terminated their operation and many others tried to exist with adequate business change (Kiang et al, 2000 & Anup,1997). Meanwhile e-tailers developed and introduced new internet-based marketing aspect and as a result a new world for marketing was born. Internet marketing as a part of e-marketing led to the development of websites for business. Internet marketing in recent decade has very huge movement forward and companies all over the world use internet for advertisements or for corporate promotion activities. Besides, not many companies fully utilize their system with recruiting the power of Internet in business as new channel of doing transactions (Kim, 2004). Also, media consumption is changing too. The rise of convergent technology and social media is growing. Consumers online are growing rapidly because the internet makes their lifestyle easier as they tend to shop around more because they have access to several other points of information. They use the internet to research before committing to purchase and are early adopters of technology because they have a world view (Asoto, 2010).

Delafrooz, Paim, and Khatibi (2010), opined that marketing of fashion product has been a growing phenomenon in all four corners of the world, in particular amongst countries possessing highly developed infrastructure available for marketing activities through the internet. Marketing over the internet creates a basic change not only in business but also in customers' behaviour. Internet marketing provides a unique platform for firms to understand the need of the customers and make them free from the time and place encumbrances. It also reduces cost by omitting unnecessary transaction cost (Sheth & Sharma, 2005; Khitoliya, 2014). Integrating competitive strategies and internet are progressively becoming a crucial factor for firms not only in physical market place but also in electronic environment (Goodarz, Samin, Muhammad, Firoozeh, Neda, & Samaneh, 2012). According to Ayo (2006), virtually all organizations in Nigeria have online presence and internet access. Their goods and services are displayed online similarly; internet access is fairly popular among the citizens, particularly for sending mails as we enter into 21st century, we can see that way of doing businesses has been changed completely and internet is responsible for such change (Ainin & Ismawati, 2003). It has provided numerous opportunities to both individuals and companies, like now consumers can purchase from a wide variety of goods and services and they can compare the prices offered by different suppliers for same product or service. So, now consumers can choose and buy more easily and readily. On the other hand, firms are having opportunity to expand their current markets and enter into new ones, introduce new product and services and compete even in global environments. Success stories of those companies who have gained a big market share

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through internet presence emphasized over the fact that companies should have online presence. We cannot ignore success story of Amazon.com. The youngmen in Idah, Kogi State gained a lion's share of market through internet presence (Ya-Ping, 2012). So, e-marketing is dramatically cheaper as compared to television marketing (Makesh, 2013). Makesh (2013) described the following advantages of electronic marketing:

- It provides unique segmentation opportunities.
- Easy & cheap segmentation of customers on the basis of geographical areas, preferences and purchase behaviors etc.
- It allows the firms to directly contact with its customers globally.

Objectives of the Study

1. Investigate the effect of online-marketing on the sales of fashion products of young men in Idah Kogi State.
2. Investigate the effect of online-marketing in attracting consumer patronage for fashion products of young men in Idah, Kogi State.
3. Investigate the effect of online-marketing in enhancing consumer convenience for fashion products of young men in Idah, Kogi State.
4. To assess the influence of online marketing on customer retention for fashion products of young men in Idah, Kogi State.

Conceptual Framework

In the 21st century, the way companies do business has improved, it is evident the improvements are as a result of the Internet (Ainin & Jaafar, 2003; Ioanas et al, 2014). The world's economy is moving from an economy that only deals with commodities to a more vibrant economy in which employment, value creation, and economic wealth is paramount. A general analysis of the internet highlights the platform is not only a placefor clients to carry on their business on the global market but also a networking agency. The rate at which innovation has evolved in the 21st century has increased tremendously to a higher rate due to the speed of developments of technology as compared with previous periods thus the use of the Internet and computer has a key influence on the E-marketing. Currently, a big population use Internet and computer devices as part of their essential daily need which also include emails and smart phones as well as accessing social media sites such as LinkedIn, Face book or twitter, for current updates on news or anymarket. (Raad, Norizan, Gazi, Zaidan, & Zaidan, Impact of spam advertisement through e-mail:, 2010). In general, E-marketing has been described as a recent realistic and attitude involvement with marketing of commodities, and ideas via internet and other auto electronic mediums (El-Gohary, 2010).

The Concept of E- Marketing

Electronic Marketing has been refereed as modern business practice which acts as an enabler when purchasing goods and services as well as getting information and ideas about a product through the World Wide Web and other auto electronic ways (HajliM. 2013). E-Marketing has also been

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explained as the utilization of interconnected computers and applications to meet customers' needs (Strauss & Frost, 2012). E-Marketing considers components of Marketing and variety of products a firm has, it shows the major objectives which are mostly creation of exchange in the short and long run that satisfy both customer and organizational needs (Strauss & Frost, 2012; Ayo, 2006).

Social Media

Social media is described as applications found on internet that allow the creation and distribution of content among the user (Sinclair & Vogus, 2011). Social media refers to the applications of tools which build user generated content to be shared through the internet. Three core principles that apply in effective application of social media as a marketing platform are; content, contacts and Conversation (Bhatt & Bhatt, 2012 & Stretten, 2017). One of the disadvantages of social media is the inability to measure return on investment and the significance of one medium over another (Mulki & Stock, 2003 & Edna, 2021).

Online Marketing

Constantinides (2004) and Grimsley (2015) submitted that online marketing is also known as web, digital, internet, or engine marketing. It is a form of marketing that uses the internet to communicate promotional message to customers through digital channels such as search engines, email, websites, and social media (Forsey, 2018). Durmaz and Efendioglu (2016) says through digital marketing, customers can access quickly details on product and services and make decision by comparing similar features hence, expedite the buying process.

Email Marketing

Electronic mail marketing refers to the process of transmitting commercial message, purposely to individuals via email. Every email which has been sent to a prospective or existing client would be considered email marketing (Clementina et al, 2021).

Research Methodology

This research work adopts a systematic and theoretical analysis of the methods applied to a field of study. Therefore, the section evaluates the research activity, the method to be applied, and how the results was analyzed (Clarke, 2005). A double-pronged method of primary and secondary sources of data gathering was employed for analysis. The study uses the survey research method, supported from secondary data from relevant sources. The primary data were collected through questionnaire administration method, while the secondary data were collected through review of all related literatures, so as to be consistent with the advocacy for methodological pluralism for behavior related studies (Nkamnebe, 2004). Having stated the method to employ and the type of data collection technique, study uses the simple percentages and tables to analyze the primary data generated in the field.

Research Design

In the perspective of this study, the researcher will adopt the descriptive design method approach to investigate the role of e-marketing in attracting consumer behaviour for convenience goods. The descriptive research method will be supported with surveys as it proves appropriate and beneficial for the study given that it focuses on people, their opinions, beliefs, attitudes, motivation and behavior (Osuala,1991 & Nzewi et al, 2023). Surveys are one of the most common forms of research to reach rural communities, to the point that the common community reaction is "Not another survey. Social science methodology largely depends upon survey methods in its research endeavor as it has the advantage of to have a great deal of information from a larger population. It can also be adapted to obtain personal and social facts, beliefs and attitudes. This will aid in obtaining current and significant information from an equally significant number of respondents with regards to the problems and objectives of the study. Consequently, the researcher will sample the opinions of people in the selected location regarding the role of e-marketing in attracting consumer behaviour for convenience goods by administering a structured questionnaire to 60 respondents that form the study's sample size.

Research Population and Sample Size

The population of this study focuses on the subjects of elements being studied to which conclusions of the results will apply. This study's target population therefore includes Adult Nigerians within Idah Local Government area. From the data collected from the National Bureau of Statistics, the 2006 population figures for Idah Local Government area sum up to eight thousand (8,000). Given the population as eight thousand therefore, the researcher employed the sample size determination formula for known population, which was developed by Taro Yamane (1964) to arrive at a sample size of 60. Yamanes formula is as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where n = Sample Size

N = The Population Size

E = Margin of Error (5% or 0.05)

Sampling Procedure

The way in which we select a sample of individuals to be research participants is critical. How we select participants (random sampling) will determine the population to which we may generalize our research findings. The procedure that we use for assigning participants to different treatment conditions (random assignment) will determine whether bias exists in our treatment groups (Are the groups equal on all known and unknown factors?). If we do a poor job at the sampling stage of the research process, the integrity of the entire project is at risk (Lammer & Badia, 2013). In order to answer the research questions, it is doubtful that researcher should be able to collect data from all cases. Thus, there is a need to select a sample. The entire set of cases from which researchers' sample is drawn is called the population.

Data Collection Instrument

This study adopted the use of structured questionnaire in the collection of data. In a few instances, the researcher had to explain the intent of particular questions, as well as correct some typographical errors to enable the respondents answer the questions. These lapses have been noted and would be corrected in the main study.

Questionnaire Administration

The sixty (60) copies of questionnaire were hand-delivered and fifty (50) collected at the spot of administration. This method greatly reduced the mortality rate of the questionnaire. Ten (10) copies were not retrieved due to wrong filling, loss of instrument and indisposition of respondents. The researcher observed some level of respondents' reluctance in accepting to participate in the study given the economic state of living with the assumption that results of researches ends up in school shelves.

Method of Data Presentation and Analysis

The data collected from the primary sources will be collated and presented in tabular form. Where descriptive statistics will be used to explain the data collected for clarity of understanding. While the analysis and interpretation will attempt to explain the results of the study.

Presentation and analysis Of Data

Table 1: Sex distribution of respondents

Sex	No of respondents	Percentage%
Male	35	70
Female	15	30
Total	50	100

Source: Field Survey, 2026.

The above table shows that 70% of the respondents were males while 30% were females. This has shown that a greater number of respondents were males.

Table 2: Age distribution of respondents

Age	No of respondents	Percentage%
18-30	40	80
35-50	10	20
Total	50	100

Source: Field Survey, 2026.

The above table shows that 80% of the respondents are between 18 to 30 years of age while 20% were between 35 years old to 50 years old. This has shown that a greater number of respondents were young adults probably junior staff of organizations.

Table 3: Awareness of e-marketing platforms distribution of respondents

Option	No of respondents	Percentage%
Aware	35	70
Not aware	15	30
Total	50	100

Source: Field Survey, 2026.

The above table shows that 70% of the respondents are aware of e-marketing activities. This clearly shows that a significant number of respondents are aware of e-marketing activities by organizations.

Table 4: E-marketing is a tool for wider market coverage for online markets in Nigeria

Option	No of respondents	Percentage%
Agree	45	90
Disagree	5	10
Total	50	100

Source: Field Survey, 2026.

The above table shows that 90% of the respondents agree e-marketing is a tool for wider market coverage for online markets in Nigeria while 10% disagree. This clearly shows that a significant number of respondents agree that e-marketing is a tool for wider market coverage for online markets in Nigeria.

Table 5: Online marketing influences consumer patronage for ladies' wears.

Option	No of respondents	Percentage%
Agree	40	80
Disagree	10	20
Total	50	100

Source: Field Survey, 2026.

The above table shows that 80% of the respondents agree that online marketing influences consumer patronage for young men while 20% disagree. This is an indication that a significant number of respondents agree that online marketing influences consumer patronage for fashion products of young men.

Table 6: Online marketing enhances consumer purchase convenience for fashion products of young men

Option	No of respondents	Percentage%
Agree	45	90
Disagree	5	10
Total	50	100

Source: Field Survey, 2026.

It is obvious from the above table that 90% of the respondents agree that online marketing enhances consumer purchase convenience for young men while 10% disagree. This is an indication that a significant number of respondents agree that online marketing enhancing consumer purchase convenience.

Table 7: Online marketing plays significant roles in customer retention for fashion products of young men

Option	No of respondents	Percentage%
Agree	35	70
Disagree	15	30
Total	50	100

Source: Field Survey, 2026.

It is clear from the above table that 70% of the respondents agree that online marketing play significant role in customer retention for young men while 30% disagree. This means that online marketing plays a role in customer retention as against the opposite.

Table 8: Online marketing enhances acceptability of new product for wider market coverage for online markets

Option	No of respondents	Percentage%
Agree	48	96
Disagree	2	4
Total	50	100

Source: Field Survey, 2026.

It is shown from the above table that 96% of the total respondents agree that online marketing enhance acceptability of new product for wider market coverage for online markets in Nigeria while 4% disagree. This means that online marketing enhances acceptability of new product.

Table 9: Online marketing increases profitability of online Markets for fashion products of young men

Option	No of respondents	Percentage%
Agree	44	88
Disagree	6	12
Total	50	100

Source: Field Survey, 2026.

It is shown from the above table that 88% of the total respondents agree that online marketing increases profitability of markets for young men while 12% disagree. This means that online marketing increases profitability of Online Markets.

Table 10: Online marketing enhances sales volume of online markets for fashion products of young men

Option	No of respondents	Percentage%
Agree	42	84
Disagree	8	16
Total	50	100

Source: Field Survey, 2026.

From the table above, 42 out of 50 respondents representing 84% agree that online marketing enhances sales volume of online markets while 16% representing 8 respondents disagree. Therefore, the study reveals that e-marketing enhances sales volume.

Table 11: Online marketing enhances consumer interaction on online markets for fashion products of young men

Option	No of respondents	Percentage%
Agree	30	60
Disagree	20	40
Total	50	100

Source: Field Survey, 2026.

From the table above, 30 out of 50 respondents representing 60% agree that e- marketing enhances consumer interaction on online markets in Nigeria while 40% representing 20 respondents disagree. Therefore, the study reveals that e-marketing enhances consumer interactions.

Table 12: Shopping online gives customers access to a wider range of options and great freedom of choice when shopping online and it provides a far wider range of products than in any local store.

Option	No of respondents	Percentage%
Agree	45	90
Disagree	5	10
Total	50	100

Source: Field Survey, 2026.

From the table above, 45 out of 50 respondents representing 90% agree that Shopping online gives customers access to a wider range of options and great freedom of choice when shopping online and it provides a far wider range of products than in any local store while 10 % representing disagreed. Therefore, the study reveals that shopping online gives customers access to a wider range of options and great freedom of choice when shopping online and it provides a far wider range of products than in any local store.

Discussion of Results

The study shows that 70% of the respondents were males while 30% were females. This has shown that a greater number of respondents were males. The study equally shows that 80% of the respondents are between 18 to 30 years of age while 20% were between 35 years old to 50 years old. This has shown that a greater number of respondents were young adults probably junior staff of organizations. The study reveals that 70% of the respondents are aware of e-marketing activities which clearly show that a significant number of respondents are aware of e-marketing activities by organizations.

According to the result of the study 90% of the respondents agree e-marketing influence consumer behaviour towards convenience goods while 10% disagree. The study shows that 80% of the respondents agree that e-marketing influences consumer patronage for wider market coverage for online markets in Nigeria while 20% disagree. It is obvious from the study that 90% of the respondents agree that e-marketing enhances consumer purchase convenience while 10% disagree. It is clear from the findings of the study that 70% of the respondents agree that e-marketing play a significant role in customer retention while 30% disagree. This means that e-marketing plays a role in customer retention as against the opposite. It is shown in the study that 96% of the total respondents agree that E-marketing enhance acceptability of new product while 4% disagree. From the study, 88% of the total respondents agree that e-marketing increases profitability of companies while 12% disagree. This means that e-marketing increases profitability of companies. From the study, 42 out of 50 respondents representing 84% agree that e-marketing enhances sales volume of

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companies while 16% representing 8 respondents disagree. Therefore, the study reveals that e-marketing enhances sales volume. From the study above, 30 out of 50 respondents representing 60% agree that e-marketing enhances consumer interaction while 40% representing 20 respondents disagree. Therefore, the study reveals that e-marketing enhances consumer interactions.

From the results above, 45 out of 50 respondents representing 90% agree that shopping online gives customers access to a wider range of options and great freedom of choice when shopping online and it provides a far wider range of products than in any local store while 10 % representing disagree. Therefore, the study reveals that shopping online gives customers access to a wider range of options and great freedom of choice when shopping online and it provides a far wider range of products than in any local store. The study therefore, concludes that e-marketing is a tool for wider market coverage for on-line stores in Nigeria.

Conclusion

The increase of technologies in the business world marketers job changes from billboard and print advertisement to more on e-marketing mediums. The design, the target audience specified with the high increase of online marketing, online buying and selling, and online companies web-design. Today's companies focused on designing the web-page for marketing their product rather than showing advertisements on TV, billboard, magazines, newspapers etc. e-marketing is the future of marketing, it is quick, less costly and give accurate information on time.

Recommendations

Based on the findings of the study, the following recommendations were made:

1. Government and private initiatives should be encouraged to improve the e-marketing sector of the economy. Collaborating, Ayo (2006 recommended that the international arena and an appropriate legislation should be put in place to guide the operations of web commerce.
2. Various brands should employ effective communication in e-marketing and pay attention to the growing trend of e-marketing in their marketing approaches to influence buying behaviour and ultimately make purchases.
3. Shopping size operators should endeavor to apply on-time delivery as to encourage regularity of visits and consumer patronage of online stores.

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