

Digital marketing and customer behaviour in the retail sector of Nigeria

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Article History

Received on 29 February 2024

1st Revision on 2 April 2024

2nd Revision on 5 April 2024

3rd Revision on 16 April 2024

4th Revision on 19 April 2024

Accepted on 23 April 2024

Abstract

Purpose: This study was carried out to investigate the relationship between digital marketing and Customer behaviour in the retail sector of Nigeria.

Research methodology: The study adopted the descriptive survey design method, a finite population of three hundred and eighty four (384) devised with the means of cochran method of identifying an unknown population was implored, and was considered for the distribution of online questionnaire which was done in different social media platforms like Whatsapp, Messenger and Instagram, a visit to retail stores for possible interaction with the customers of the retail stores under survey (Roban Stores, Globus stores, Everyday Supermarket, Prince Ebeano Supermarkets and Shoprite) was also carried out. Data was gathered and analyzed with the aid of spearman correlation contained in the statistical package of social science version 25, and this was done to ascertain the actual relationship that existed between digital marketing and customer behavior in the retail sector of Nigeria.

Results: The findings of this study revealed that the components of digital marketing had a positive significant relationship with the behaviours of customers in retail sector of Nigeria.

Limitations: This study was limited to retail stores that had their physical structures in Nigeria, This was deemed very expedient so as to make a first hand observation with the sampled population and to determine the relationship that exist between digital marketing and customer behavior.

Contribution: Aside from adding to existing literature in the digital marketing field, this study has brought up challenging issues experienced by online customers and it has also provided measures to curb these challenging issues as they come up from time to time.

Keywords: Digital Marketing, Brand impression, Loyalty, Trust, Customer Behaviour

How to Cite: Udodiugwu, M. I., Eneremadu, K. E., Obiakor, U. J., Okeke, O. V., & Njoku, C. O. (2023). Digital marketing and customer behaviour in the retail sector of Nigeria. *Journal of Digital Business and Marketing*, 1(1), 25-47.

1. Introduction

The sole purpose of establishing any business is to satisfy customers' needs at a very affordable price rate, make profit and perform other social responsibilities as required by the society and its laws (Rafiq & Javeid, 2018). We argued that whereby customers are not totally satisfy with the services or product of an organization, the need to re-strategize and come up with better offers that will draw back the attentions of customers, and retain them in business remains an utmost priority. Our study supported

the view of Reimers, Chao, and Gorman (2016) that one of the issues faced by retailers in Nigeria is that it can take a while and a great deal of patience to build and sustain customer loyalty. Retail businesses also have to deal with a lot of competition within the local markets (Mabhanda, 2022). At any point in time, there is a possibility that your competitors' are out there with their brands, convincing your customers on the relevance of their brands (Gujrati & Uygun, 2020). We are of the view that retail store owners who are into online sales are benefiting more than those retail owners who are yet to queue into the digitalized marketing platforms, and until they do, exposures to tapping from the numerous digital marketing strategies will be far fetch. In the next paragraph we made effort to conceptualized and give an insight on digital marketing.

According to Prasanna (2022), Digital marketing refers to the marketing strategy of promoting products and services through digital platforms avenues. Waghmare (2012) affirmed that the availability of various digital channels and the accessibility of devices like smart phones and laptops make digital marketing campaigns more effective in reaching a larger audience. The use of customized techniques and content targeted at intended customers helps to improve engagement and brand loyalty among customers leading to increased revenue (Gangeshwer, 2013). We identified that in these devices so many social media platforms are perused and sorted for from time to time by consumers. In Nigeria, during the millenials between the year 2000 and 2010, before the advent of social media, retail store owners who can afford to adevertise their product and services do so using media houses like television network and radio network stations, having paid a huge sum for advertising space.

In recent times, digitalization has obviously transformed the mind set of consumers by creating an enabling market environment for consumers. According to Tirpude (2022), Digital awareness has inspired the people to do marketing through the mobile app and other internet website available at their disposal. Consequently, our study was of the opinion that consumers are continually thinking towards easy, faster and most convenient ways of purchasing needed items. We observed that while following the quest to satisfy and provide these needs of consumers, Amazon, echo and other online shopping stores have queued into the trending innovations, and their existence have made shopping very interesting for the customer. We argued that through digital marketing, people can now at the comfort of their home glance through several social media platform, be informed of a trending fabric, design or fashion house that makes or sells the best clothing at affordable rates with high quality(Kennedy, Tobing, & Toruan, 2022). However, the road of computerized showcasing can customize a given brand considering the customer, and whether they feel like associating more with the retail stores and their separate brands. The advantage that a customer relates with from advanced promotion is identified with the interests and needs of the customer. In this scenario, we might say that a given customer can refresh their insight about the current brands, look at the separate brands, get the best accessible arrangements and numerous other related benefits (Chavan, Mishra, Mahale, & Sonar, 2022).

Since our study focused on clothing brands from different online retail stores, we felt the need to highlight that clothing is one of the basic necessities of man (Kerrigan, 2018). We also observed that people can choose to wear different clothes for different occasions (Ashman, Solomon, & Wolny, 2015), from casual clothes to official or western attire which may vary according to their needs and the one's more preferred (Ashman et al., 2015). The above assertion brings us to mind on how customers of clothing brands tend to react towards wearing distinct clothes for distinct occasion (Nurullah et al., 2024). However, our study had argued that environmental factors can also play an important role in the choice of clothes worn by people. Suffice it to say that certain clothing brand texture (cotton) can be suitably worn by people in the northern part of Nigeria, where the weather seems to very hot and hostile to human skin, ranging as high as 36°C to 45°C. Purwaningtyas and Rahadi (2021) stated that Clothes can serve multiple purposes such as protection from extreme hot or cold weather, environmental hazard, providing a barrier from possible toxic materials, also to improve the ease of the wearer in doing their daily activities. Nonetheless, Purwaningtyas and Rahadi (2021) further added that the Internet enables consumers to access an unlimited range of products and services from firms around the world, and this has reduced the time and effort they spend on manual shopping. Beside its functional purpose for which it was created to serve, clothes might also serve as an expression of personal taste, character, and style to the world (Bhargava, 2015).

Gujrati and Uygun (2020) further assert that Digital marketing has transformed the marketing trend, and the emerging retail sector around the globe. We argued that the use of Smart phones and the internet have also changed consumer behavior, as we have observed that consumers have become more user friendly with online shopping. We also noted that digitalization has played a vital role and progressively it is changing the scenario of the purchasing habit of the consumer instead of going to the mall to shop, they will prefer to sit at the comfort of their homes and offices to shop via online market (Omar & Atteya, 2020). KPIs are highly focused on a target or objective, like increasing revenue or website referral traffic, and outline the goals and activities to achieve it (Al-Azzam & Al-Mizeed, 2021; Klipfolio, n.d.). However, Klipfolio also emphasized that some of the digital marketing strategies such as web traffic sources, leads, page views, cost per lead, returning visitors, conversion rate, goal completion rate, click-through rate, customer acquisition cost and customer lifetime value includes the top ten metrics for measuring digital marketing. However, metrics of consumer behavior as highlighted for this study was customer brand impression, customer brand trust and customer brand loyalty. It is against this background that this study was carried out to investigate customer brand experience of digital marketing on customer behaviour with regards to clothing brand in the retailing sector of Nigeria. Furthermore, the following hypothesis were tested in the course of this study; Ho₁: Customer brand impression has no significant positive relationship with Customers Personal Behaviour; Ho₂: Customer brand trust has no significant positive relationship with Customers Psychological Behaviour; Ho₃: Customer brand loyalty has no significant positive relationship with Customers Social Behaviour.

1.2 Statement of the problem

We argued that digital marketing has transformed the mindset of people by giving them the leverage to determine the availability of existing products, new products in the market and their prices at the comfort of their homes (Ugonna, Okolo, Nebo, & Ojize, 2017). Notwithstanding this innovation which has been brought to the doorstep of many consumers, some scholars are of the opinion that digital market has not giving them enough to satisfy their curiosity about displaced products (Banerji, 2018). Stefan, Cristea, Szentagotai Tatar, and David (2019) are of the view that some consumers feel disappointed that what they perceived to be a nice product turns out to be of low value after purchase, while Shamieh and Shehada (2020) also argued that some marketers are not honest with the quality and worth of the commodities they display in the online market space. Not to mention but a few fraudulent and scams that exist in the online retail stores, many consumers have been exposed to dubious websites and online market app that have stolen a fortune from them, and if this act persist, genuine platforms are liable to lose existing customers and they may not be able to retain them, if adequate measures are not put in place (Qazzafi, 2019).

Scholar like Nyagadza (2022) argued that the changes in consumer behavior require businesses to rethink their marketing strategies in the digital domain. Presently, a significant portion of the associated research is focused on the customer than on the firm. However, Digital marketers also find it challenging to analyze the vast troves of data they capture and then exploit this information in new marketing efforts. Our study supported the views of Gupta, Goplani, and Sabhani (2020) which posit that the challenge of capturing and using data effectively highlights that digital marketing requires a new approach to marketing based on a new understanding of consumer behavior. For example, it may require a company to analyze new forms of consumer behavior, such as likes on instagram and tweets on Twitter. The digital problems of poor adherence to customers' life time values, continual and unresolved issues of website traffic, lack of control on social media platforms and high customer acquisition cost had necessitated the researcher to embarking on this study, to investigating the relationship between customer brand experiences of digital marketing on Customer behaviour in some selected retail stores in Nigeria.

1.3 Objective of the study

The broad objective of this study is to investigate the relationship between digital marketing and Customer behaviour of some selected retail stores in Nigeria. While other specific objective will include to:

1. Investigate the relationship of Customer brand impression on Personal Behaviour of Customers.
2. Investigate the relationship of Customer brand trust on Psychological Behaviour of Customers.

3. Examine the relationship of Customer brand loyalty on Social Behaviour of Customers.

1.4 Research Questions

The following research questions were formulated for the study;

1. To what extent does Customer brand impression relates with Customers' Personal Behaviour of some selected retail stores in Nigeria?
2. To what degree does Customer brand trust relates with Customers' Psychological Behaviour of some selected retail stores in Nigeria?
3. To what extent does Customer brand loyalty relates with the Customers' Social Behaviour of some selected retail stores in Nigeria?

2. Literature review

2.1 Conceptual Review

2.1.1 Digital Marketing

Digital marketing which is also referred to as online marketing is the promotion of brands to connect with potential customers using the internet and other forms of digital communications (Nyagadza, 2022). This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Nakamura, Samuels, and Soloveichik (2017) are of the opinion that Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Dahlén, Lange, and Smith (2009) also supported the definition of Sulistiobudi, Merizka, Syawie, and Paramitha (2023) by defining Digital marketing as the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. According to Shalauddin (2022) added that Digital marketing helps one connect with mobile customers: One of the benefits of digital marketing is that it creates the opportunity to connect with the large number of consumers who use mobile phones. Shalauddin further stated that 50% of mobile users are using online web access. So, digital marketing creates an opportunity to connect with them.

Bhat and Darzi (2016) stated that the development of digital marketing during the 1990s and 2000s changed the way brands and businesses use technology for marketing, and that as digital platforms became increasingly incorporated into marketing plans and everyday life, and also as people increasingly use digital devices instead of visiting physical shops (Kannan, 2017). Su (2016) postulates that Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. The extension to non-Internet channels differentiates digital marketing from online advertising (Schiele & Chen, 2018).

Digital marketing is a modern concept (Crossman, 2019). Digital marketing is an alternate name for business or Trade (Mellinger & Hanson, 2020). Traditionally, we know that in business the seller and buyer will meet face to face at a place, and the buyer will buy some things and pay money hand to hand to seller. Digital marketing is an online-based business or web-based business (Shalauddin, 2022). Here everything is computerized. Generally, buyers and sellers are introduced online and have no chance to have face-to-face meetings (Halverson, 2019). Everything is managed online. The buyer will place an order online on the Internet; the seller will supply the product/service accordingly to the buyer's demand to the instructed place (Farzand, 2021). So, in the modern sense market is not a specific place, the whole world is a market. Hadiwijaya and Yustini (2023) also stated that this is the new dimension of e-business or e-commerce. Kotler (2017) define Electronic commerce or digital marketing involves the buying and selling of products or services over the internet. Simply, digital marketing means conducting business through an online platform or web-based platform (Masud, 2017).

2.1.2 Customer Brand Impression

Brand impression is a belief or perception created by consumers and imprinted in consumers' memories describing perceptions of brands and formed from information and past experiences, and relating to perceptions or beliefs about brands (Maulina & Fauzi, 2022). In a broader perspective, we argued that customer brand impressions are important because they provide an easy representation of the way and

manner in which people see ads within a particular online channel. More so, we further expressed that calculating the number of impression that a campaign generates is also one of the easiest ways to ascertaining how far an advertising channel can reach. We argued that a positive impression of a brand will encourage consumers to make purchases. So it can be concluded that a brand will be strong if it is based on positive information and experiences. According to Meriç and Yıldırım (2021), the brand image dimension consists of three components:

1. Impression maker (Corporate Image) is a set of associations perceived by consumers to companies that make a product and service. For example: Popularity, Credibility, and Company Network.
2. User Impression is a set of associations perceived by consumers against users who use goods or services, including the user himself, lifestyle or personality and social status. For example: the user himself and his social status.
3. Product Image is a set of associations perceived by consumers for a product, which includes the product's attributes, benefits for consumers, its use, and guarantees. For example: product attributes, benefits for consumers, and guarantees.

2.1.3 Customer Brand Trust

Customer Brand trust is the amount of respect and loyalty which a customer have for a product or service brand, or how strongly they believe that a company can deliver on your promises. We further added that customer brand trust is a public perception often shaped by a mixture of first-person experiences and company communications, for both of which marketing is a crucial component. Brand trust is a multi-dimensional construct that plays a crucial role in reducing perceived risk and influencing consumer behavior (Balinado et al., 2021). It consists of cognitive and affective dimensions, such as competence, benevolence, honesty, and empathy. According to Amazon, Trust is an important factor for successful online transactions, and it is influenced by various factors in the online environment, including security, privacy, brand name, word-of-mouth, online experience, and quality of information. We further expressed the views of Amazon in alignment with the argument of Balinado et al., which stated that in the business world, brand trust is considered a benchmark for customers to rely on a brand's ability to fulfill its functions and reduce uncertainty in purchasing. Additionally, communication, perceived product quality, and price have a significant impact on brand trust, which in turn affects consumer purchase behavior.

According to Diputra and Yasa (2021), Brand trust refers to the connection that shoppers have with a brand. Building brand trust is important because it can be a key factor in a shopper choosing your brand over a competitor's. The factors that can help shoppers trust a brand are positive customer service experiences, reliable products, and alignment in personal and brand values. It's important for shoppers to feel aligned to your brand values because, in addition to trust, having shared values may determine their purchasing decisions (Indiani, Sudiartini, & Utami, 2022).

2.1.4 Customer Brand Loyalty

Customer Brand loyalty is a measure of consumer loyalty to a brand (Aiftama & Nasir, 2024). We further added that Consumers who consistently use products from a specific brand without ever buying products from other brands, especially when the products from that brand undergo transformation or changes in price, design, or materials, are considered to have high loyalty to that brand. Customer Brand loyalty is the sense of loyalty consumers have towards a product brand. Consumers who are loyal to a brand will always repurchase products released by that brand, even if products from other brands are similar. Consumers who already have loyalty to a brand will find it difficult and preposterous to switch to another brand because they already have the trust and made an absolute conclusion that not only that the brand can meet their needs and expectations, but satisfy other desires (Purwianti, Rusiana, & Fahlevi, 2023). Customer loyalty to a brand can be influenced by the brand image that is embedded in the minds of consumers. Customer loyalty significantly influences the achievement of the company's initial goals in maintaining the company's existence because customer loyalty is one of the factors contributing to the success of a company, and sustaining its competitive advantages, progress and development (Balinado et al., 2021). Customer loyalty can be formed from the satisfaction experienced by customers. The loyalty within customers can make them strive to have a strong desire to maintain excellence in using the products or services they have purchased from the service provider again.

Customer loyalty to a service provider can be used as a benchmark to determine the success of a company in retaining its customers (Laksono & Suryadi, 2020).

2.2 Customer Behaviour

Consumer behavior can be said to be a term which is used to describe the analysis of the behaviour of individuals and households that purchases product and services for personal consumption. We tend to argue that consumer in its real context does not necessarily be tagged to be individuals or households. However, we are of the opinion that consumer should also include firms that are into the production of goods and services, this is because just like individuals and household would perceive a product and service to be satisfactory, so also an entity like a firm can also perceive raw materials purchased for production to be satisfactory or not. According to Cheah, Waller, Thaichon, Ting, and Lim (2020), the study of consumer behaviour formally investigates individual qualities such as demographics, personality lifestyles, and behavioural variables (such as usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals), in an attempt to understand people's wants and consumption patterns. Consumer behaviour also investigates on the influences on the consumer, from social groups such as family, friends, sports, and reference groups, to society in general (brand-influencers, opinion leaders).

Kannan and Kulkarni (2022) stated that consumer behaviour entails "all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. We tend to agree with the position of Kannan and Kulkarni because their views of consumer behavior encompasses all other activities which are not only observed but also abstract in the sense that the reactions of consumers whether seen, felt and reactions are captured. The term consumer can refer to individual consumers as well as organisational consumers, and more specifically, "an end user, and not necessarily a purchaser, in the distribution chain of a good or service. According to Timotius and Octavius (2021), Consumer behaviour is concerned with:

1. *Buying activities*: the purchase of goods or services; how consumers acquire products and services, and all the activities leading up to a purchase decision, including information search, evaluating goods and services, and payment methods including the purchase experience
2. *Utilization or consumption activities*: concerns the who, where, when, and how of consumption and the usage experience, including the symbolic associations and the way that goods are distributed within families or consumption units
3. *Disposal activities*: concerns the way that consumers dispose of products and packaging; may also include reselling activities such as eBay and second-hand markets.

Furthermore, Cheah et al. (2020), added that consumer behaviour also investigates on the influences on the consumer, from social groups such as family, friends, sports, and reference groups, to society in general through brand-influencers and opinion leaders. However, Nassè (2021) is of the perception that the concept of consumer behavior has been well-defined by several researchers. According to him, some Western researchers have defined consumer behavior as the how and why individuals consume some given products or services.

2.2.1 Personal Behaviour

Personal behavior can be defined as a mix of responses to external and internal stimuli (Holzman, 2024). It is the way a person reacts in different situations and the way someone expresses different emotions like anger, happiness, love, etc. However, a customer's personal behaviour can be influenced by his or personality traits. Personality characteristic is a way of thinking, feeling and behaving. According to Holzman (2024) Personality embraces moods, attitudes, and opinions and is most clearly expressed during an interaction with people around us. It includes behavioral characteristics, both inherent and acquired, that distinguishes one person from another and that can be observed in people's relationship to their environment and to the social groups they belong. Holzman further affirm that the first pertains to the consistent differences that exist between people: in this sense, the study of personality focuses on classifying and explaining relatively stable human psychological characteristics. The second meaning as added by Holzman emphasizes on those qualities that make all people alike and that

distinguish psychological man from other species, it directs the personality theorist to search for those regularities among all people that define the nature of man as well as the factors that influence the course of livelihood.

Personal behavior describes the conduct, actions and mannerism demonstrated by an individual in various settings and circumstances; it embraces the attitudes, choices, reactions and decisions exhibited by a person in their response to others, task or assignment, and their compliance to social norms, value system and ethical standards at any point in time. This behavior can be influenced by numerous factors such as child upbringing, cultural antecedents and backgrounds, personal values, family value system, beliefs, religion or past experienced. We further added that personal behavior plays a very curtail role in shaping a person's relationships, profession, careers and overall wellbeing, as it reflects an individual's character, integrity, image and self-control.

2.2.2 Social Behaviour

Social behavior is defined as interactions among individuals, normally within the same species, that are usually beneficial to one or more of the individuals (Vijayanarayan, n.d.). Social behavior evolved because it was beneficial to those who engaged in it, which means that these individuals were more likely to survive and reproduce. Chin, Kim, Parsons, and Feeney (2024) opine that Social behavior serves many purposes and is exhibited by an extraordinary wide variety of animals, including invertebrates, fish, birds, and mammals. Thus, social behavior is not only displayed by animals possessing well-developed brains and nervous systems.

According to Sapienza and Falcone (2024), Social behavior is the behavior between two or more persons or organisms within the same species, and embraces any behavior in which one member affects the other. This behavior can occur as a result of the interaction among those members. Social behavior can be seen as similar to an exchange of tangible commodities or favours, with the expectation that when you give, you will receive the same in return. This behavior according to Uluturk and Asan (2024), can be affected by both the qualities of the individual and the environmental and situational factors. Therefore, social behavior arises as a result of an interaction between the two or more organism and its environment. This means that, in regards to humans, social behavior can be determined by both the individual characteristics of the person, and the circumstances surrounding them at a giving time.

A major aspect of social behavior is communication, which is the basis for survival, sustainability and procreation. Social behavior is said to be determined by two different processes, which can either work together or adverse to one another. The dual systems model of reflective and impulsive determinants of social behavior came out of the realization that behavior cannot just be determined by one single factor (Valdez-Juárez, Ramos-Escobar, Ruiz-Zamora, & Borboa-Álvarez, 2024). Instead, behavior can arise by those consciously behaving (where there is an awareness and intent), or by pure impulse. These factors that determine behavior can work in different situations and moments, and can even oppose one another. While at times one can behave with a specific goal in mind, other times they can behave without rational control, and driven by impulse instead.

Contu, Albarello, and Pierro (2024) added that there are also distinctions between different types of social behavior, such as mundane versus defensive social behavior. Mundane social behavior is a result of interactions in day-to-day life, and are behaviors learned as one is exposed to those different situations. On the other hand, Valdez-Juárez et al. (2024), further added affirmed that defensive behavior arises out of impulse, when one is faced with conflicting desires.

2.2.3 Psychological Behaviour

Understanding the complexities of consumer behavior is essential to developing effective marketing strategies and tactics (Gould et al., 2024). Studying consumer behavior can help marketers in a variety of ways, most notably by helping them to understand the psychology behind how consumers think and reason, and ultimately select between different alternatives, whether it be alternative brands, products, retailers, etc. Persson stated that studying psychological factors of consumer behavior can also assist marketers in understanding how consumers act while shopping and the social influences behind

purchases, including influences such as the media and cultural factors. Overall, understanding consumer psychology will help marketers adapt their tactics and improve campaigns in an effort to more effectively reach their consumers.

Nasi, Jans, and Steg (2024) stated that consumer psychology is the study of human behavior, regarding their buying patterns, customs and preferences, in relation to consumer products, including their reactions and preferences to advertising, packaging and marketing of those products. Consumer psychology is a specialty area that studies how our thoughts, beliefs, feelings, and perceptions influence how we buy and relate to goods and services (Gould et al., 2024). However, Cohen and Andrade (2004) stipulate that marketing psychology anticipates buyer behavior by understanding our cognitive biases. As consumers, we are irrational, and our decision-making is largely driven by these innate biases. Marketing psychology, therefore, applies theoretical knowledge to the marketing field.

Berger, Efferson, and Vogt (2023) enumerated the four psychological factors that influence consumer behavior, and they include; motivation, perception, learning, and attitude or belief system. Motivation speaks to the internal needs of the consumer. Understanding how to motivate your customer is a powerful tool (Barnes, Diaz, & Arnaboldi, 2021). The way your target customer perceives the world or learns about your product, whether online or in person, can also influence behaviour. Finally, belief systems have the ability to influence all of the above. For example, some people learn best visually. Professional pictures and images of your product or service can communicate a thousand words regardless of belief system. This explains why pictures and images are so important for marketing. Consumers make purchase decisions every day (Barnes et al., 2021).

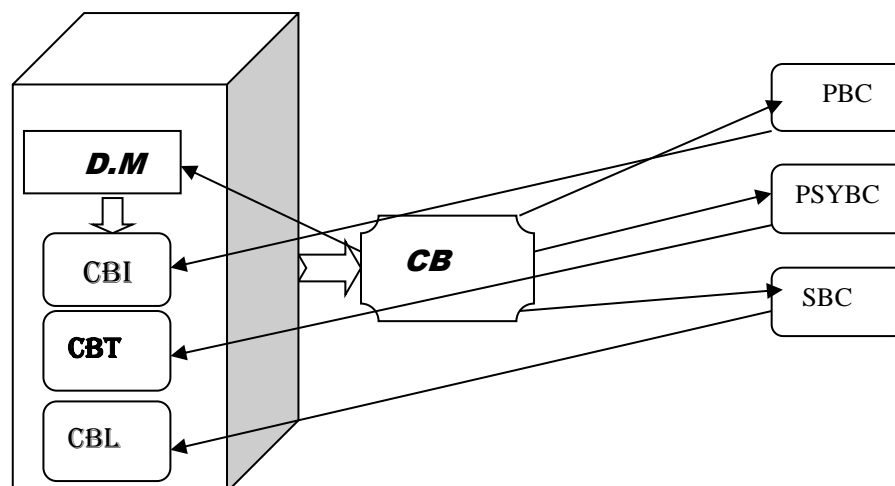


Figure 1. Conceptual framework
Source: Researchers Conceptualized Model, 2024

Note:

DM: Digital Marketing

CBI: Customer Brand Impression

CBT: Customer Brand Trust

CBL: Customer Brand Loyalty

CB; Customer Behaviour

PBC; Personal Behaviour of Customer

PSYBC; Psychological Behaviour of Customer

SBC; Social Behaviour of Customer

The figure above represent a conceptual framework for the study, the independent variable which is the Digital Marketing was measured by indicators such as (CBI; Customer Brand Impression, CBT; Customer Brand Trust, CBL; Customer Brand Loyalty and CBS; Customer Brand Satisfaction). While the dependent variable which is Customer Behaviour was measured with indicators such as (PBC;

Personal Behaviour of Customer, PSYBC; Psychological Behaviour of Customer, SBC; Social Behaviour of Customer and CBC; Cultural Behaviour of Customer). These indicators as aforementioned was adapted from the extant literatures of Gupta et al. (2020); Klipfolio (n.d.).

2.2 Theoretical Review

2.2.1 Relationship Marketing Theory

The theoretical framework for the study was derived from the Relationship marketing theory which was first proposed by two American marketing scholars, namely Berry in the year 1983 and Jackson in 1985 (Berry, 2002). Relationship Marketing (RM) can be defined as an approach to establish, maintain, and enhance long-term associations with customers and other stakeholders. According to Piñeiro-Otero and Martínez-Rolán (2016), the Relationship marketing theory seeks to build and foster customer loyalty. The interactive and personalized communications in digital marketing help in relationship marketing efforts (Nielson, 2016). These characteristics, coupled with the possibility of having regular and frequent communications, improve customer loyalty. Piñeiro-Otero and Martínez-Rolán (2016) further assert that online banking allows for customized alerts for deposits, debits, balance levels and reminders of payments. These features allow the customer to receive information based on her needs, improve service quality perceptions and increase loyalty (Hudson, Huang, Roth, & Madden, 2016).

Relationship marketing is a form of marketing developed from direct response marketing campaigns that emphasizes customer retention and satisfaction rather than sales transactions. Palmatier (2008) opine that it differentiates from other forms of marketing because it recognizes the long-term value of customer relationships and extends communication beyond an impertinent advertising and sales promotional messages. Palmatier (2008) also added that with the growth of the Internet and mobile platforms, relationship marketing has continued to evolve as technology opens more collaborative and social communication avenues such as tools for managing relationships with customers that go beyond demographics (George, 1990), and customer service data collection. Relationship marketing extends to include inbound marketing, a combination of search optimization and strategic content, public relations, social media and application development.

2.2.2 Relevance of Relationship Marketing Theory to the Study

The study had adopted the Relationship marketing theory to draw close effect to the concept of the digital marketing. However, the acceptance of this theoretical model is applicable globally, or in the first world countries (United states, Canada, United kingdom, Russia, Germany etc), where standards are maintained and followed to the later, to ensure that the main objective of the model correlates with it ends result. However, in the Nigerian setting, the case is quite different; several fraudulent activities have hampered the good intentions of the developers of several online trading platforms. More so, recent studies have shown that the Nigeria digital marketing and business environment is faced with a huge threat, regardless of the benefits enjoyed by customers, online buyers have been severally defrauded by online thefts. A whole lot of criminal activities in the online market by fraudsters have not allowed many consumers to peacefully enjoy a free flow transaction in the online market.

The Relationship marketing theory is relevant to the study in the sense that it aims to strengthen the relationship between online developers, sellers and buyers and also secure them. Besides, the theoretical core of enterprise relationship marketing in this period is the cooperative relationship based on commitment, which defines relationship marketing from the perspective of exchange theory and emphasizes that relationship marketing is an activity related to the progress, maintenance and development of all marketing activities. The theory states that trading enterprises are composed of trust and commitment and that the basis of marketing activities to establish long-term relations. Factors affecting cooperation from both sides include communication, power, cost and benefit and opportunism behavior; but the relationship effect is mainly formed by trust and commitment. Moreover, Copulsky and Wolf (1990) introduced terminology like 'one to one' marketing that leverages IT to target customers with specific offers.

2.3 Empirical Review

Etale and Uranta (2022) examined the relationship between digital marketing and consumer behavioral pattern in fast food business enterprises in Yenagoa, Bayelsa State. The study conducted a survey of empirical works on the subject matter, forming a basis for the establishment of the justification for the study. In the course of the study, primary data was generated from the administration of 200 copies of a questionnaire to a total of 200 customer respondents of the fast-food enterprises in Yenagoa, Bayelsa State. The Pearson correlation coefficient method was used in the analysis of the data to establish a relationship between the variables, and pointed to a positive relationship between both social media, and email marketing as dimensions of digital marketing, and customer loyalty as a measure of consumer behavioral pattern.

Brzakovic, Brzakovic, Karabasevic, and Popovic (2021) conducted a research on the influence of certain elements of digital marketing activities on service quality variables. The research study was aimed at determining how digital marketing elements influence service quality variables in the small- and medium-sized enterprises sector (SMEs) in the Republic of Serbia. The study adopted the mathematical and statistical method for collection and interpretation of collected data. The result of the study revealed a significant positive relationship between digital marketing and service quality variables.

Adeola, Moradeyo, Muogboh, and Adisa (2021) examined consumer online purchase behaviour in the Nigerian fashion industry. A cross-sectional study was conducted with a total useable sample size of 241 respondents contacted through on-site visitation. Descriptive and inferential statistics were used to test the influence of customer value on online purchase behaviour in the fashion industry. The findings from the study revealed that both values have significant influence on online consumer purchase behaviour, while fashion consciousness moderates the relationship between consumer values and online purchase behaviour.

Nasidi, Ahmad, Garba, Hassan, and BaraU Gamji (2021) examined advertising, online risk, perceived usefulness, and reliability as factors affecting online shopping behavior among subscribers of online stores in Nigeria. This research adopted a quantitative approach in which a self-administered questionnaire was used to collect data. The respondents consist of 375 subscribers of online stores who had prior online shopping experiences from an online store based in Nigeria. The study used Smart-PLS for data analysis. The findings revealed that advertising and perceived usefulness have a significant positive effect on online shopping behavior.

Narayanan (2021) explored the influence of digital marketing on the buying behavior of consumers. This study used questionnaires for the purpose of data collection from the respondents of Chidambaram who made online purchase. The respondents are selected on the basis of simple random sampling and the sample size of the study is 100. The data collected for the study is put into regression analysis for further interpretation of the data. The study reveals the finding that the digital marketing has got a positive influence over the buying behavior.

Vipin and Faizal (2021) investigated how online advertising affects consumer buying behaviour and how to manage behavior, subjective standards influence, customer attitudes and interests when buying online. The study suggested that understanding the elements that influence online advertisement effectiveness is also crucial. The study was conducted based on already published data. The study showed that online advertising influences consumer buying behaviour

Vats and Porwal (2021) contemplated the effect of web promoting on consumer buying conduct of an item like Life science. The target population of this study was made up of the customers of various leading companies which are working on LSP (Life Science Products) and National Research Institutes which are working on Life Science Products. The data were collected by administering the questionnaire to the respondents. Statistical techniques of Correlation, Factor Analysis, Multiple Regression and t-test were employed to see if significant relationship exists or not. The study revealed that there is a

significant positive impact of Digital Marketing on Consumer Buying Behaviour towards Life Science Products (LSP)

Gujrati and Uygun (2020) aim to understand how digitalization has changed the behaviour of the consumer and converted the mindset of the consumer from the mall to mobile. The research method adopted for this study was the survey method, through which the primary and the secondary base through journal internet magazine newspaper book and personal interview and the questionnaire, with a sample size is 200. The findings from the study revealed that the trend of the digital market and new technology has changed the scenario of the market and also changes the consumer mindset now day everything is available online goods and services.

2.4 Gap in Literature

The study has been able to identify these gaps in the area of evidence gap, sector gap, variable gap and geographical location gap in the course of it investigation. The evidence gap as observed in the study of Vipin and Faizal (2021) that online advertising influences consumer buying behavior, whereas other components of digital marketing as captured in their study gave a negative correlation between digital marketing and consumer behavior, the implication of this finding further tells us that there exist a lacuna in the evidence gap, and we further requested that more scholars should apply this same variable in another sector or area to determine if there can be a change in their finding or if their findings will agree with Vipin and Faizal. The business sector gap identified in the course of this study as used by other scholars included only but online shops as could be found on the internet, for instance authors in Nigeria such as Adeola et al. (2021) made use of Konga, Jumia, Jiji etc. However, they have failed to understand that some retail stores in Nigeria who do window shopping are also into digital marketing activities, so this current study went ahead to cover that business sector gap by including retail stores who are also into online marketing business. The geographical location as surveyed by other scholars in this field of research focused more on a particular state in Nigeria, for instance Ali, Egbetokun, and Memon (2018) investigated only Ogun state which is located in the western region of Nigeria, Ugonna et al. (2017) focused on Imo state which is located in the eastern part of Nigeria. In line with this identified geographical gaps, this current study covered this gap by extending its survey investigation into the western, eastern, southern and the northern part of Nigeria.

3. Research Methodology

The survey research design was adopted for the study, with a population which comprised of all categories of customers (Public/Civil Servants, Entrepreneurs, Artisans, Unemployed, Aged/Retirees, Students and Political Appointees and other categories) who randomly shop in the selected Online Retail stores (Roban Stores, Globus stores, Everyday Supermarket, Prince Ebeano Supermarkets and Shoprite) and also online questionnaire was distributed amongst members on different online platforms; Whatsapp, Messenger and Instagram in Nigeria. These selected retail stores were chosen due to its large number of outlets in Nigeria, their adoption of modern technologies, online and window shopping practices, and also their social responsibilities packages, which they have extended to their host communities over several decades of their existence. Given an unknown population, the researcher adopted a sample formula that aided in determining the actual sample population to be investigated. However, the sample size was determined by using the Cochran formula (Cochran, 1963) for an unknown population. Thus, the Cochran formula was given as:

Equation $n_o = \frac{Z^2 pq}{e^2}$

Where n_o is given as sample proportion

Z is given as the critical value (1.96)

p is given as an estimated proportion of an attribute

q is constant at 1-p

e is given as the margin of error

Therefore to solve for Equation:

$$n_o = \frac{Z^2 pq}{e^2}$$

$$n_o = \frac{1.96^2 \times .5 \times .5}{.05^2}$$

$$n_o = \frac{3.8412 \times .5 \times .5}{0.0025}$$

$n_o = 0.9603/0.0025$
 $n_o = 384$ thus: the sample population is given as 384

Consequently, the Research adopted the stratified random sampling techniques method to streamline and adequately group the element of the sample population accordingly.

Table 1 Sample Population Strata

S/N	Categories of Sampled Population	No of Population	Percentage %
1	Public/Civil Servants	107	27.86
2	Entrepreneurs	45	11.71
3	Artisans	22	5.72
4	Unemployed	60	15.62
5	Aged/Retirees	20	5.20
6	Students	100	26.04
7	Political Appointees	20	5.20
8	others	10	2.60
Total		384	100%

Source: Field Survey, 2024

The instrument for collection of data was the use of a structured questionnaire which was sub-divided into two parts. Part one included the Respondents Bio-data, while Part two included the content and construct of the topic under study. The content was scaled from point 1 to 7, Point 1, 2, 3, 4, 5, 6 & 7 was represented with Strongly Agree, Agree, Slightly Agree, Undecided, Strongly Disagree, Slightly Disagree and Disagree. The Cronbach's Alpha was utilized to test the internal consistency of the research instrument, by running the Cronbach's Alpha test using the reliability command in SPSS, as follows: Reliability /Variables=q1 q2 q3 q4 q5. The face and content validity of the questionnaire was determined by two experts in measurement and evaluation. Furthermore, spearman correlation was used for testing the null hypotheses, all contained in the Statistical Package of Social Sciences (SPSS) version 25.0.

3.1 Model Specifications

The model specification for this study was derived from the model of Ugonna *et al.* (2017), this model was adopted to give us a blue print on what other Scholars in the past has done, what they did, the metrics they used in measuring digital marketing and customer behavior, and the gap that have been created by their studies, so that we can close that gap by initiating our own model. Thus; Ugonna *et al* earlier demonstrated their model given as;

$$OM = \beta_0 + \beta_1 EC + \beta_2 OD + \beta_3 EM + \beta_4 SM + \beta_5 CP + \mu$$

Where:

OM = Online Marketing

EC = Effective Communication

OD= Online Delivery

EM =Effective Marketing

SM= Social Media

CP= Consumer Patronage

Hence, the nexus between Digital Marketing and Customer Behaviour of this present study was ascertained using the following model:

$$\text{Customer Behaviour} = f(\text{Digital Marketing} + \mu)$$

Thus,

CBI =	$\beta_0 + \text{PERSB} + \mu$	-	-	-	-	-	-	Ho₁
CBT=	$\beta_0 + \beta_1 \text{PSYB} + \mu$	-	-	-	-	-	-	Ho₂
CBL =	$\beta_0 + \beta_1 \text{SOCB} + \mu$	-	-	-	-	-	-	Ho₃

Where:

β_0 = Constant (Intercept)
 β_i = Coefficients of the independent variable
Y = Dependent variable (Customer Behaviour)
X = Independent Variable (Digital Marketing)
CBI = Customer Brand Impression
CBT = Customer Brand Trust
CBL= Customer Brand Loyalty
PERSB = Personal Behaviour
PSYB = Psychological Behaviour
SOCB= Social Behaviour
 μ = Error term

4. Results and Discussions

Table 2		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	135	29.1	35.2	35.2
	Female	226	48.7	58.9	94.0
	Transgender	23	5.0	6.0	100.0
	Total	384	82.8	100.0	
Missing	System	80	17.2		
Total		464	100.0		

Source: Field Survey, 2024

Table 2 above shows a total of 384 respondents representing 100% of the survey population, of which that 135 respondents representing 35.2% were male, 226 representing 58.9% were female and 23 representing 6% were preferred to be addressed as transgender. The observation on this table implies that female genders are the most dominant respondents in the survey.

Table 3		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSCE	28	6.0	7.3	7.3
	OND/NCE/Diploma	84	18.1	21.9	29.2
	HND/B.Sc	170	36.6	44.3	73.4
	Masters	98	21.1	25.5	99.0
	Others	4	.9	1.0	100.0
	Total	384	82.8	100.0	
Missing	System	80	17.2		
Total		464	100.0		

Source: Field Survey, 2023

Table 3 above shows a total population of 384 respondents, representing 100% of the entire population, of which 28 representing 7.3% holds SSCE, 84 representing 21.9% holds either of OND, NCE or Diploma, 170 representing 44.3% holds HND/B.Sc, 98 representing 25.5% holds masters while 4 representing 1% holds other certification in Education. This indicates that a reasonable number of the respondents hold HND/B.Sc certificates.

Table 4		Category of Customer			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public/Civil servants	63	13.6	16.4	16.4
	Aged/Retirees	39	8.4	10.2	26.6
	Artisans	32	6.9	8.3	34.9

	Political Appointees	43	9.3	11.2	46.1
	Unemployed	84	18.1	21.9	68.0
	Entrepreneurs	123	26.5	32.0	100.0
	Total	384	82.8	100.0	
Missing	System	80	17.2		
Total		464	100.0		

Source: Field Survey, 2024

Table 4 shows the category of customers in the survey, 63 representing 16.4 were public/civil servants, 39 representing 10.2% were aged/retired from active services, 32 representing 8.3% were artisans, 43 representing 11.2% were political appointees, 84 representing 21.9 were unemployed, 123 representing 32% were entrepreneurs. This indicates that larger number of the customers were entrepreneurs.

Table 5 Does the term Digital Marketing sound familiar to you					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	225	48.5	58.6	58.6
	No	95	20.5	24.7	83.3
	Not Sure	64	13.8	16.7	100.0
	Total	384	82.8	100.0	
Missing	System	80	17.2		
Total		464	100.0		

Source: Field Survey, 2024

Table 5 response was asked to ascertain customers' familiarity with digital marketing. 225 representing 58.6% responded positive, 95 representing 24.7% responded negative, while 64 representing 16.7% responded not too sure. This implies that averagely, customers are even with the familiarity to digital marketing.

Table 6 Do you have an idea of online shopping					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	210	45.3	54.7	54.7
	No	71	15.3	18.5	73.2
	Not Sure	103	22.2	26.8	100.0
	Total	384	82.8	100.0	
Missing	System	80	17.2		
Total		464	100.0		

Source: Field Survey, 2024

Table 6 sorts to find out if customers have an idea of online shopping. 210 representing 54.7% responded positively, 71 representing 18.5 responded negatively, while 103 representing 26.8 responded not sure. The implication of this result is that a larger population (210) has a firsthand idea about online shopping.

Table 7 Have you ever purchase your clothing brand from an online store					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	213	45.9	55.5	55.5
	No	108	23.3	28.1	83.6
	Not Sure	63	13.6	16.4	100.0
	Total	384	82.8	100.0	
Missing	System	80	17.2		
Total		464	100.0		

Source: Field Survey, 2024

In response to whether customers have ever purchased any clothing brand from an online vendor, 213 representing 55.5% responded yes, 108 representing 28.1% responded no, while 63 representing 16.4% responded not sure. The implication here is that a reasonable number of the respondents have shopped from an online store.

Table 8		How often do you make purchase from an online store			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very often	78	16.8	20.3	20.3
	Seldom	195	42.0	50.8	71.1
	Never	111	23.9	28.9	100.0
	Total	384	82.8	100.0	
Missing	System	80	17.2		
Total		464	100.0		

Source: Field Survey, 2024

In response to how frequent customers purchase from an online store, 78 representing 20.3% responded very often, 195 representing 50.8% responded seldom to online purchase, while 111 representing 28.9% responded to never. The implication of this finding was that customers seldom purchase from online stores.

Table 8Are you conversant with the term Social Media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	250	53.9	65.1	65.1
	No	75	16.2	19.5	84.6
	Not Sure	59	12.7	15.4	100.0
	Total	384	82.8	100.0	
Missing	System	80	17.2		
Total		464	100.0		

Source: Field Survey, 2024

In response to how conversant customers were with social media, 250 representing 65.1% responded to yes, 75 representing 19.5% responded to No, while 59 representing 15.4% responded to not sure.

Table 9From which of the social media platform do you get to know about a new clothing brand and design					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Whatsapp	62	13.4	16.1	16.1
	Instagram	129	27.8	33.6	49.7
	Messenger	159	34.3	41.4	91.1
	Twitter	22	4.7	5.7	96.9
	Online shopping website	12	2.6	3.1	100.0
	Total	384	82.8	100.0	
Missing	System	80	17.2		
Total		464	100.0		

Source: Field Survey, 2024

Table 10 above shows the response of customers on which of the social media platforms they had found out about a particular clothing brand. 62 representing 16.1% were informed via Whatsapp, 129 representing 33.6% were informed through Instagram, 159 representing 41.4% were informed through Messenger, 22 representing 5.7% were informed through twitter, while 12 representing 3.1% were

informed via online shopping. The implication of this result shows that a larger number of the respondents pay more attention to Messenger.

4.1 Hypotheses

H₀₁: Customer brand impression has no significant positive relationship with Customers Personal Behaviour .

$$CBI = \beta_0 + \text{PERSB} + \mu \quad - \quad - \quad - \quad - \quad - \quad - \quad - \quad \mathbf{H_{01}}$$

Table 11		Correlations					
						H ₀₁	H ₀₁
Spearman's rho	H ₀₁	Correlation Coefficient					.049
		Sig. (2-tailed)				.	.179
		N				384	384
		Bootstrap ^c	Bias			.000	-.002
			Std. Error			.000	.053
			95% Confidence Interval	Lower	1.000	-.033	
				Upper	1.000	.171	
	H ₀₁	Correlation Coefficient				.049	
		Sig. (2-tailed)				.179	.
		N				384	384
		Bootstra p ^c	Bias			-.002	.000
			Std. Error			.053	.000
			95% Confidence Interval	Lower	-.033	1.000	
				Upper	.171	1.000	

**. Correlation is significant at the 0.01 level (1-tailed).

b. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

**. Correlation is significant at the 0.01 level (1-tailed).

b. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Source: SPSS version 25

Table 11 above Indicates the relationship between the independent variable Customer brand impression-CBI and the dependent variable Personal Behaviour-PERSB. At a 0.05 level of significant, 95% confidence level interval ranging between 1.000 and 0.171 at the upper bound, and also 1.000 and -0.037 and at the lower bound, with a 2 tailed test of sample distribution showing the critical area in a distribution 0.179. The spearman correlation coefficient shows a value of 0.049**.

Decision Rule: Accept the null hypothesis if the p-value is greater than 0.05, otherwise, reject.

Decision: We reject the null hypothesis, since the p-value is 0.049** is less than 0.05 and conclude that Customer brand impression has a significant positive relationship with Customers Personal Behaviour in the Retailing Sector of Nigeria.

H₀₂: Customer brand trust has no significant positive relationship with Customers Psychological Behaviour.

$$CBT = \beta_0 + \beta_1 \text{PSYB} + \mu \quad - \quad - \quad - \quad - \quad - \quad - \quad - \quad \mathbf{H_{02}}$$

Table 12		Correlations				
				H _{O2}	H _{O2}	
Spearman's rho	H _{O2}	Correlation Coefficient				.037**
		Sig. (2-tailed)			.	.457
		N			384	384
		Bootstrap ^b	Bias		.000	.000
			Std. Error		.000	.007
			95% Confidence Interval	Lower	1.000	.943
		Upper		1.000	.969	
	H _{O2}	Correlation Coefficient			.037**	
		Sig. (2-tailed)			.457	.
		N			384	384

		Bootstrap ^b	Bias		.000	.000
			Std. Error		.007	.000
			95% Confidence Interval	Lower	.943	1.000
				Upper	.969	1.000
**. Correlation is significant at the 0.01 level (2-tailed).						
b. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples						

Source: SPSS version 25

Table 12 above Indicates the relationship between the independent variable Customer brand trust -CBT and the dependent variable Customers Psychological Behaviour-CPB. At a 0.05 level of significant, 95% confidence level interval ranging between 1.000 and 0.943 at the upper bound, and also 1.000 and 0.969 at the lower bound, with a 2 tailed test of sample distribution showing the critical area in a distribution 0.457. The spearman correlation coefficient shows a value of 0.037**.

Decision Rule: Accept the null hypothesis if the p-value is greater than 0.05, otherwise, reject.

Decision: We reject the null hypothesis, since the p-value is 0.037** is less than 0.05 and conclude that Customer brand trust has a significant positive relationship with Customers Psychological Behaviour in the Retailing Sector of Nigeria.

Ho₃: Customer brand loyalty has no significant positive relationship with Customers Social Behaviour.

$$CBL = \beta_0 + \beta_1 SOCB + \mu \quad - \quad - \quad - \quad - \quad - \quad - \quad - \quad - \quad H_{03}$$

Table 13		Correlations							
				HO ₃		HO ₃			
Spearman 's rho	HO ₃	Correlation Coefficient						.029**	
		Sig. (1-tailed)						.000	
		N				384		384	
		Bootstrap ^b	Bias					.000	-.001
			Std. Error					.000	.019
			95% Confidence Interval	Lower		1.000		.886	
		Upper		1.000		.960			
	HO ₃	Correlation Coefficient						.029**	
		Sig. (1-tailed)						.000	
		N				384		384	
		Bootstrap ^b	Bias					-.001	.000
			Std. Error					.019	.000
			95% Confidence Interval	Lower		.886		1.000	
		Upper		.960		1.000			

** . Correlation is significant at the 0.01 level (1-tailed).

b. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Source: SPSS version 25

Table 13 above Indicates the relationship between the independent variable Customer brand loyalty -CBL and the dependent variable Customers Social Behaviour-CSB. At a 0.05 level of significant, 95% confidence level interval is ranging between 1.000 and 0.886 at the upper bound, and also 1.000 and 0.960 at the lower bound, with a 2 tailed test of sample distribution showing the critical area in a distribution 0.000. The spearman correlation coefficient shows a value of 0.029**.

Decision Rule: Accept the null hypothesis if the p-value is greater than 0.05, otherwise, reject.

Decision: We reject the null hypothesis, since the p-value is 0.029** is less than 0.05 and conclude that Customer brand Loyalty has a significant positive relationship with Customers Social Behaviour in the Retailing Sector of Nigeria.

4.2 Discussions of Findings

The finding of this study on hypothesis one revealed that customer brand trust has a significant positive relationship with customers' psychological behaviour in the retailing sector of Nigeria. This is to say that customers psychological behavior towards their most preferred brands are influenced by how much trust they have on the said product brands, this occurs because at every point in time they make use of a particular existing product, they tend to derive total satisfaction which give them the confidence that the product is still of good quality. However, at any point in the time that they lack confidence in the brand they have been consuming, their confidence will cease, which will lead to automatic lack of trust. This findings was supported by Vipin and Faizal (2021) whose study showed that online advertising influences consumer buying behavior. Customer Brand impression is related to behaviours in the form of beliefs and preferences towards a brand. Customers who have a positive impression and image of a brand are more likely to make purchases. This implies that It will be very challenging for companies to attract new customers and retain existing ones if they offer a faulty brand to their customers who already had a good impression about them (Riyanto, 2023). Research conducted by Kuswati, Putro, Mukharomah, and Isa (2021) and Mukminin and Latifah (2020) states that brand impression has a significant effect on brand loyalty. When consumers believe in a brand, the brand impression will increase and will influence brand loyalty. The results of this research show that the statistical value of the influence of Customer brand impression on personal behavior of customer is p-value is > 0.049 at 0.05% level of significance. Therefore, it can be concluded that customer brand impression has a significant positive effect on personal behavior of customers in the retail sector of Nigeria. Thus, this research supports previous research which states that customer brand impression has a significant positive effect on the behavior of cusutomer. This is because many customers believe that a good impression on the product and services of the online retail stores makes them feel satisfied. The second finding revealed that Trust in a brand is the willingness to trust a brand with all the risks because of the hope promised by the brand in providing positive results for consumers. If consumers believe in a brand, they will continue to buy that brand, use it and even tell other people about the advantages of that brand based on the consumer's experience in using that brand. Customer brand trust has a huge influence on customers' psychological behavior. The implication of this result is that when a customer already believes in the brand, of course customers will not switch to another brand. Research conducted by Diputra and Yasa (2021) and Aditya and Tjokrosaputro (2020) states that Customer brand trust has a significant positive effect on the psychological behavior of customers in the online retail stores in Nigeria. The higher the level of brand trust a customer has, the higher their psychological behavior is influenced. The results of this research show that the spearman correlation value of the influence of brand trust on psychological behaviour is p-value < 0.037 at 0.05% level of significance. Hence, it can be concluded that Customer brand trust has a significant effect on the psychological behavior of customers in the retail sector of Nigeria. Thus, this research supports previous studies which states that brand trust has a significant effect on behavior.

The thirrd finding of this study revealed that customer brand loyalty has a significant positive relationship with Customers Social Behaviour in the Retailing Sector of Nigeria. This assertion was supported closely by the study of Narayanan (2021) which was of the opinion that digital marketing has got a positive influence over the buying behavior of customers that has expressed loyalty towards a particular online product over time. Consumers who think that a particular brand is physically different from competing brands, the brand impression will be attached continuously so that they can form loyalty to a particular brand which is called brand loyalty. Customer loyalty significantly influences the achievement of the company's initial goals in maintaining the company's existence because customer loyalty is one of the factors contributing to the success of a company (Balinado et al., 2021). Customer loyalty can be formed from the satisfaction experienced by customers. The loyalty within customers can make them strive to have a strong desire to maintain excellence in using the products or services they have purchased from the service provider again. Customer loyalty to a service provider can be used as a benchmark to determine the success of a company in retaining its customers (Laksono & Suryadi, 2020). Loyalty occurs if there is a positive response from a consumer's purchasing or consumption experience of a product. Hence we can conclude that the social behavior of customers are influenced by the level of loyalty they have on a retail stores brand product or services, as revealed by our result of a p-value 0.029 at a 0.05 level of significance.

5. Conclusion

Based on our findings we suggested that retail store owners must respond adequately to the need of their online customers if they must remain in business, by providing substantial commodities as requested at the right time and quality. We also observed that the traditional marketing practice no longer lay at the forefront of a digital marketing campaign. However, it is still integral to rising and maintaining brand awareness, digital marketing has risen through the ranks to sit parallel in this present advancement in technology, to bring efficiency, effectiveness and profitability to business. We also implored that digital marketing is the preferred strategy to reach a targeted audience easily in a cost-effective and measurable way. Based on the findings of our analysis and discussion carried out in this study, it was eminent to say that customer brand impression has a significant positive relationship with the personal behaviour of customers in the retail stores in Nigeria. Customers Brand trust also has a significant positive relationship with the psychological behavior of customers in the retail stores of Nigeria. And also that Customer brand loyalty has a significant positive relationship with the social behaviour of customers in the retail stores in Nigeria. The results of calculating the p-value of hypothesis one show that the customer brand impression variable has a greater relationship with personal behavior variable, that customer brand trust variable has a great relationship with psychological behaviour variable, and also that customer brand loyalty variable has a greater deal of relationship with social behaviour variable. The results of the correlation coefficient analysis show that changes in the customer brand impression variable can be explained by changes in the personal behavior of customer, that customer brand trust and customer psychological behavior variables are relatively in coherence at a 93.4% upper bound, and that an upper bound of 96.0% shows the strength of customer brand loyalty on the social behavior of customers'. Thus, it can be concluded that customer brand impression, customer brand trust, and customer brand loyalty play a crucial role in forming personal, psychological and social behaviours of customers in the retail stores of Nigeria. In furtherance, we added that the analysis results showed that these variables of digital marketing have a huge impact on customer behavior. Hence, we concluded that those digital marketing strategies that sustains brand impression, create customer trust, and increases customer loyalty should be encouraged and implanted by retail store owners.

5.1 Suggestions

Digital marketing as revealed from our findings plays a very crucial role in this present technological era, it has compared people of all ages to willing queue into the trend of current happenings while they are reluctantly surfing through various pages and ads on social media platforms. Our findings have been able to highlight certain digital marketing strategies like brand trust, brand loyalty and brand impression which should be giving utmost attention by retail owners for continuous growth, development and gaining competitive advantage of their brand amidst global competition and socio-economic sustainability. As a matter of concern and necessity in the interest of sustaining and strengthening the retail sector. We suggested that retail store owners should endeavour to sustain their brand image at all cost, so that customers would appreciate the worth of the commodities they purchase. We also encouraged retail store owners to maintain an effective and existing trust, by assuring that they continually show the willingness and capacity to deliver at all point in time. We also suggested that Customer brand loyalty is very necessary for continuous patronage, this is the more reason retail store owners should work assiduously towards ensuring that the behavior of customers are not triggered negatively. We further implore retail owners to follow up activities on the online retail outlet, request for feedback from customers and streamline their brands by creating a unique method for easy identification to aid their customers for easy identification. If these policies are implemented we believe that customers will increase their loyalty and trust and also return to retail owners an increase demand and luring their friends and families towards patroning their brands.

5.2 Limitations

This study was limited to local retail stores that had their physical structures in Nigeria, other global online stores that operated internationally was not surveyed. More so, other digital marketing metrics such as web traffic, life time values, Leads, Page Views, Cost per Lead, Returning Visitors, Conversion Rate, Goal Completion Rate, Click-Through Rate, Customer Acquisition Cost which enhances the viability of digital marketing on social media platforms were not considered in this study.

Acknowledgment

We wish to acknowledge the various online stores that gave us the permission to speak with their customers and representatives. This study was made possible through personal funds raised by the researchers, as the work was not sponsored by any individuals or institution.

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