



FUTIFMS International Conference

EFFECTS OF DIGITAL MARKETING ON CONSUMER PURCHASING BEHAVIOUR (Jiji Nigeria Ltd)

By

ABIALA, ANUOLUWAPO FELICIA
DEPARTMENT OF MARKETING
THE FEDERAL UNIVERSITY OF TECHNOLOGY, ILARO
E-mail: anuoluwapo.abiala@federalpolyilaro.edu.ng
abialaanu@gmail.com
+2347068589726

ADEBAYO, IDOWU TOSIN
BUSINESS ADMINISTRATION DEPARTMENT
THE FEDERAL UNIVERSITY OF TECHNOLOGY, ILARO
E-mail: idowu.adebayo@federalpolyilaro
+2347063462473

ABSTRACT

The study investigated the role of digital marketing in customers buying behaviour in the context of Jiji Nigeria Ltd as a case study. This study aimed to: Identify the impact of accessibility, interaction, speed and awareness on the purchasing behaviour of consumers. A survey research design was used. The population is the entire customers of the company under review. The respondents in the study were targeted all the customers of Jiji.ng in Ilaro, Ogun State and the respondents were selected through quota sampling techniques. The sample size of 314 was calculated from the population according to the formula of Hart (1942) and 292 were valid for the analyses. The questionnaire was constructed with the use of 5 point likerts scale (strongly agree, agree, undecided, disagree, strongly disagree). The data were tested using percentage method while the hypotheses were tested using simple regression, anova and coefficient analysis with the aid of statistical packages for social sciences (SPSS) version 23. The study revealed that a significant relationship exist between digital marketing factors and consumer purchasing behaviour and also that among the variables tested accessibility, interaction, speed are significant with .017, .009 and .000 level of significance respectively while awareness was insignificant with .052 level of significance. The researcher hence proposed that there should be a digital marketer who should also engage with the customers by commenting, direct messaging and posting their posts to build brand loyalty and also provide real time customer engagement through live chat on websites or mobile apps to create better user experience.

Keywords: Accessibility, Interaction, Speed, Awareness, Consumer Purchasing Behaviour.

Abiala, A. F. & Adebayo, I. T.



FUTIFMS International Conference

1. INTRODUCTION

In the global economy, the digital marketing arena is replacing traditional marketing. This is also known as online marketing or electronic marketing, it is the promotion of products and services through electronic channels (Ashwini & Manjula, 2023). Also, any marketing action which includes use of online technology to transfer merchandise from the seller to the purchaser online, such as purchasing, selling, advertising, promoting, distribution, customers value and all types of marketing actions can be classified as digital marketing (Dehkordi, Rezvani & Rahman, 2022). Digital marketing or online marketing is marketing using several marketing channels on the internet, however, Oplet & Traver (2023) stated the following: search engine optimization, pay per click, accessibility, e-mail marketing, web banners, digital online advertising, online marketing platform, mobile marketing (apps), content marketing to some extent, etc.

One of the marketing disciplines with the quickest rate of growth and potency is digital marketing. There have also been major shifts in how several economic sectors, such as marketing, are operated, due to internet-based communication tools (Atshaya & Rungta, 2023). It helps to create new roles like innovation managers, digital marketers, and new media that are established in the marketing departments of many contemporary businesses (Ross, 2023). With digital marketing, companies can better engage with their audience and provide them with content that resonates with their brand. This enables the customer to know what he or she desires and what he or she expects from the brand (Hooda & Aggarwal, 2024). Some of the channels, tools and content types used to implement digital marketing include: website content, social media, blogging, video, podcasting, online ads, awareness creation, sponsorship, paid promotion (Gabriel, 2024).

The current generation is more fascinated by the web shopping than buying the standard one. Customers consume the Internet not just to purchase the product online but also to search for prices, feature of product and after sales services they want to access (Shruti, 2023). Digital marketing has proved to be beneficial not only for customers but also for companies (Mahalaxmi & Ranjith, 2022). By implementing digital marketing strategies, companies can improve their productivity and decrease their expenses at the same time (Sonali & Sasmira, 2025). It is observed that the companies who implement digital marketing have succeeded in reducing their expenses and capturing larger market base (Sheth & Sharma, 2024).

Overall, digital marketing aims to create awareness about the brand, sell the product and services, convert prospects and build longtime relations with the customers (Lodhi & Shoaib, 2022). Digital marketing takes into consideration the online behaviour of service customers and then links them up to the business, by engaging them through a range of websites across the web. Electronic marketing not only provides useful information to address customer's problems and needs, it is also on-demand (Okolo & Ehikwe, 2023). Digital marketing is dynamic, fast-paced and unstable and as a result, it calls for dynamic and adaptive marketing abilities. It can thus be defined as a set of marketing capabilities that is needed in digital marketing environment but is absent in traditional marketing environment (Chinakidzwa & Phiri, 2022).

Consumer purchasing behaviour is the way people or groups of people think, act and make decisions as they choose to select, purchase, use and dispose products or services to meet their needs and wants (Tolera, 2024). The study of consumer allocation of available resources (time, money, and effort) for consumption-related activities. Consumer purchases behaviour is described as a mental, emotional and physical process that consumers use before, during, and after making a product or service purchase (Ashley & Tuten 2022). Knowing about this behaviour assists companies in crafting marketing tactics that meet the expectations and



FUTIFMS International Conference

preferences of consumers (Esmaeilpour & Ranjbar, 2023). The internal and external factors affecting the consumer's purchases affect the way consumers make purchases (Malik, Gahfoor & Iqbal, 2024). Internal factors consist of factors which are related to the individual himself such as motivation, perception, learning, attitudes, and personality while external factors consist of factors which are outside of the individual such as culture, social class, family and reference groups (Bricci & Antunes, 2023).

In today's digital world, businesses need to understand how digital marketing/online marketing is important to survive in this competitive world. Nowadays, e-commerce businesses do high digital marketing on their products (Shruti, 2023). Word of mouth marketing is crucial for acquiring customers in medium and small scale businesses (Stokes & Lomax, 2022). Digital marketing tools, like social media, help businesses to heighten their performance, increase their profits, and hence provide a competitive advantage (Michopoulou & Moisa, 2024). The value of digital platforms at building a brand is very good (Castells, 2023). While some growth challenges like time and distance between Nigerian business and their customers are being tackled, digital tools help eliminate these challenges (Amaghionyeodiwe & Annansingh-Jamieson, 2022). In view of the facts stated above, it is relevant to ask the question whether or not digital marketing is relevant to Nigeria and the impact of digital marketing on customers to patronise and remain loyal to e-business enterprises.

Statement of the Problems

Accessibility issues are any obstacles that prevents disabled users from accessing, navigating and interacting with the content of your website. Most websites, social media, mobile applications or electronic document are difficult to access and not easily navigated nor understood by a wide range of users, including those users who have visual, auditory, motor or cognitive disabilities.

Also, digital marketing can help make it easier to get in touch with potential customers who are far away or who have different ideas but, surprisingly, there is difficulty in following conversation between multiple persons and it is difficult to make/follow friendships, lack of companions and difficulty of confidentiality in groups. This makes interaction difficult in digital marketing and needs to be solved to enhance consumer purchasing behaviour.

Moreover, the poor internet speed we all have these days has made us experience terrible and discouraging user experience. Slow loading speeds often frustrate visitors, causing them to abandon or bounce from the website, thereby reducing traffic and user engagement. But speed can also impact rankings indirectly, through the bounce rate and decreased dwell time of users. Perhaps one the biggest, if not the biggest digital marketing challenges facing businesses is creating adequate awareness and finding new customers but not just someone who might buy from you and never see them again but create awareness for customers to repeat purchase. If you don't have the recognition and sales that you would like to have, you might just have a few people who are aware of you. If this is the case, it is time to increase digital marketing efforts. First, make sure that you're posting on digital website regularly. The researcher was motivated to research these problems, hence the study of the effect of digital marketing on the consumer purchasing behaviour with reference to Jiji Nigeria Ltd.'

Objectives of the Study

The main objective of this study is to determine the effects of digital marketing on consumer purchasing behaviour. From the above main objective are the following specific objectives:

1. To examine the effect of accessibility on consumer purchasing behaviour.
2. To evaluate the effect of interaction on consumer purchasing behaviour.
3. To ascertain the effect of speed on consumer purchasing behaviour.
4. To find out the effect of awareness on consumer purchasing behaviour



Research Questions

Based on the above objectives, the following research questions were formulated.

1. To what extent does accessibility affect consumer purchasing behaviour?
2. To what degree does interaction influence consumer purchasing behaviour?
3. To what level does speed affect consumer purchasing behaviour?
4. To what extent does awareness influence consumer purchasing behaviour?

Research Hypotheses

Hypothesis is defined as a conjectural statement of the relation between two or more variables.

The following are the null hypotheses formulated by the researcher:

- i. **H₀**: There is no extent to which accessibility affect consumer purchasing behaviour.
H₁: There are extents to which accessibility affect consumer purchasing behaviour
- ii. **H₀**: Interaction does not have any effect on consumer purchasing behaviour.
H₁: Interaction has effects on consumer purchasing behaviour
- iii. **H₀**: Speed has no significant effect on consumer purchasing behaviour.
H₁: Speed has significant effects on consumer purchasing behaviour
- iv. **H₀**: Awareness has no significant effect on consumer purchasing behaviour.
H₁: Awareness has significant effects on consumer purchasing behaviour

Significance of the Study

The present study is significance and beneficial to organizations especially online marketing businesses as well as the other profit making organizations. This study attempts to explore the effect(s) of accessibility, interaction, speed and awareness on the development of small scale businesses in Nigeria.

This research study will provide assistance to other firm considering to divert into digital marketing on how well they can function in the market. The other significant aspect of this study is that other students, academicians and researchers would be able to use the findings of this study in their future studies that would have a great impact on society. To organizations, it would be known that digital marketing has got effect on the marketing of products and make them more attractable.

Lastly, for scholars and academic researchers, this study forms a platform on which future research of digital marketing would be established. The findings of this study would be resourceful in providing viable information to academicians, researchers and consumers on various concepts related to direct marketing strategies. So the importance of the study is to ensure the growth of online businesses using digital marketing and can be reused in the channel.

Scope of the Study

The study is conducting a research on assessing the effect of digital marketing on consumer purchasing behaviour in Nigeria. From geographical point of view, it would be an intimidating task to cover all of the companies in Ilaro in Nigeria due to time and financial constraints so the study will be restricted to Jiji Nigeria Ltd. This study would be derived from primary data by giving questionnaires to individual customers. Variables of digital marketing adopted to make this research a successful one are accessibility, interaction, speed and awareness while it is all measured on consumer purchasing behaviour.

2. LITERATURE REVIEW

Conceptual Review

Concept of Digital Marketing

Nizam (2024) states that digital marketing is marketing of products or services using the Internet. Nowadays, customers are more inclined to utilize the web while making a purchase for acquiring products and services. Rajarajan (2022) called it online marketing, and described



FUTIFMS International Conference

it as “a collection of strong tools and strategies to promote products and services on the web” (Nizam, 2024). Because of the multitude of marketing channels online, digital marketing employs a wider range of marketing elements unlike the traditional marketing. The terms Digital marketing, Digital marketing (i-marketing), online marketing or Web marketing (Etuk & Udonde, 2025) are interchangeably used with digital marketing.

Internet marketing (i-marketing), online marketing or web marketing are other names used for digital marketing. As with conventional marketing, Menberu (2025) contended that digital marketing is creating a strategy that helps businesses deliver the right messages and product/services to the right audience. Based on the few definitions explained above, it can be concluded that a consensus on the concept of digital marketing can be drawn, namely, the promotion of goods and services with any instrument of electronic technologies is the concept of digital marketing.

Quelch and Klein (2022) defined digital marketing as the application of Internet to help in the selling of products and services. It includes the application of a variety of technologies including electronic media and applications to carry out marketing research and communication. Digital marketing involves promoting with all the channels of the internet to elicit a response from the targeted customers. Menberu (2025) referred to Digital marketing as “the use of the Internet and digital media capabilities to help sell your products or services”. He further explained that web technologies have revolutionize the marketing environment by adding value to the traditional marketing activities irrespective of the size and type of business. In the past, marketing was conducted via telegraph a concept that has since expanded with the introduction of electronic media such as TV, radio, email and telephone.

Elements of Digital Marketing

Accessibility

In the digital marketing landscape, the concept of accessibility is a key factor in achieving inclusive online experiences. Digital information accessibility is making digital information usable by all people regardless of disability. Accessibility have some importance in digital marketing (Pardes, 2024). Accessibility means that digital content is accessible to all, including people with disabilities as appropriate. This widens access and improves user experience for everyone, including users with visual, auditory, cognitive or motor impairments (Brophy & Craven, 2023). Furthermore, it can reach a wider audience to make digital content accessible. Over a billion people in the world have some degree of disability—WHO (2022).

The easier a site is to see, the better it will rank. The search engines are going to favor websites that give a better user experience, such as website accessibility (Pardes, 2024). Making content accessible means writing in plain, simple language, making sure that content has alternatives for non-text content (like images and videos), and making content easy to navigate (Gibbs, 2024). Examples of accessible design involve using adequate text and background contrast, making the website accessible to keyboard use, and incorporating scalable fonts (Clark, 2024). Regular testing using automated tools and user with disabilities involvement in the testing process can be used to discover and resolve accessibility problems (Henry, 2023). Accessibility is difficult to implement in small businesses with little technical expertise and resources. Using easily accessible templates and tools can help control those problems (Kirkpatrick, 2022).

Accessibility in digital marketing is crucial for ensuring that the website is inclusive and user-friendly. Adhering to legal requirements and best practices ensures that businesses can extend their market reach, boost user satisfaction, and meet regulatory standards. However, challenges remain and continued efforts are needed in education, awareness and technological development to address them and promote continued accessibility. Making accessibility a one-time thing is incorrect and needs to be maintained and updated regularly. To maintain



FUTIFMS International Conference

accessibility, it is important to keep up to date with evolving guidance and technology (Lazar, Goldstein, & Taylor, 2022).

Interaction

Interaction in digital marketing is defined as the actions that users take towards a brand on the internet. This interaction can occur through various channels, such as social media interactions, email correspondence, and even browsing the website or during customer service conversations. Knowing and maximizing these interactions is essential in improving the customer experience, fostering brand loyalty and increasing conversions. Digital marketing has 4 types of interactions – social media interactions, website interactions, email interactions and mobile interactions. Social media engagements like likes, comments, shares, and direct messages are key aspects of social media (Ashley & Tuten, 2022). Being easy to use is very important when interacting with a website, ensuring navigation, information retrieval, and action completion (e.g., purchasing a product) are smooth (Nielsen & Norman, 2024). Email interactions means tailoring emails based on user data (e.g., past purchases, browsing history) increases open and click-through rates (Rettie, Grandcolas, & Deakins, 2023). The timing and frequency of email delivery can be crucial to engagement (Dabbous & Barakat, 2022). Push notification, in-app message and mobile friendly design are top 3 factors in keeping users engaged (Kannan, 2024).

There is some significance of interaction in the digital marketing. Deeper connections with customers due to effective interactions, leading to higher customer loyalty and lifetime value (Bowden, 2024). Interactions offer insights that can be leveraged to improve marketing strategies and tailor future communications (Järvinen & Karjaluo, 2022). Additionally, positive experiences can positively shape a brand's image and help foster trust, whereas negative experiences can negatively impact a brand's reputation (Morgan-Thomas & Veloutsou, 2024). Some trends are emerging in digital marketing interactions in the future. The growth of voice assistants such as Alexa and Siri will be even more critical with voice optimisation and voice interaction being increasingly relevant (Du, 2022). These technologies can provide a more immersive experience, which can improve user engagement and interaction (Yim, Chu, & Sauer, 2024). The growing sophistication of AI-powered chatbots allows them to manage more complex interactions and deliver personalized customer service (Van den Broeck, Zarouali, & Poels, 2024).

Speed

In digital marketing, speed is an essential element that can significantly impact user experience, search engine rankings, and overall business performance. The importance of speed in digital marketing are very numerous. The faster that the page loads, the better the user experience will be. With research indicating that web pages can only be explored after two seconds, a long load time is a danger to higher bounce rates (Akamai, 2024). As the number of mobile device users grows, it is important to optimize speed for mobile users. According to Google, 53% of mobile site visits are lost when site pages take more than 3 seconds to load (Google, 2024). Google takes website page speed into account as a ranking factor. Faster websites are more likely to rank higher in search engine results pages (SERPs), which can significantly impact organic traffic (Dean, 2024). There is a direct correlation between speed and conversion rates. When it takes longer than one second to load a page, studies indicate that this will lead to a 7% drop in conversions (Kissmetrics, 2024). Faster websites improve user satisfaction, leading to higher conversion rates and customer loyalty (Gomez, 2024).

The upcoming trend of speed in digital marketing will definitely be impressive. As 5G technology continues to be implemented, users are likely to expect faster internet speeds, further driving up their expectation of website speed (Andrews, Bhatia & Boccardi, 2024). AI



FUTIFMS International Conference

can forecast traffic patterns and fine-tune server load balancing to boost site performance, enhancing website speed (Ghahramani, 2022). Furthermore, machine learning algorithms can be used to automatically optimize the delivery and caching strategies for content based on the behavior of users (Mitchell, 2022). The processing of data closer to the user (Edge computing) can have a significant impact on reducing latency and load time (Shi & Dustdar, 2023). Finally, with the use of new web capabilities, Progressive Web Apps (PWAs) provide a quick, dependable and engaging user experience. They are meant to operate even in low network conditions (Russell, 2022).

The speed is an essential factor in digital marketing, affecting user experience, SEO, and conversion rates (Calzada & Budinich, 2022). When it comes to speed, knowing what matters and what best practice is, can help businesses achieve a competitive edge and enhance their digital performance. What's in store for the future of speed optimization? Andrews, Bhatia & Boccardi (2024) suggest that 5G, AI, edge computing, and PWAs will continue to play a vital role in shaping its future.

Awareness

Awareness is defined as the consumer's recognition, acceptance and recall of a brand in any situation (Du, 2022). In the world of digital marketing, awareness is the practice or efforts made to get the attention of a prospective customer to a brand, product, or service (Ashley & Tuten, 2022). Being able to build awareness is a basic component of the marketing funnel because it helps to pave the way for engagement and conversion. Awareness plays a critical role in digital marketing, helping to create a brand presence and lay the groundwork for additional engagement and conversion (Chaffey & Ellis-Chadwick, 2024). By leveraging various strategies such as content marketing, social media marketing, paid advertising, email marketing, influencer marketing, and public relations, businesses can effectively build and measure awareness. AI, video marketing, voice search optimization, AR/VR are the new trends driving the awareness phase (2024, Clarke).

Awareness is the first step in the marketing funnel, crucial for attracting potential customers and initiating the journey towards conversion (De Veirman, Cauberghe & Hudders, 2024). A good awareness campaign leads to increased brand recognition and recall, which facilitates easier recall and brand choice when customers are making a purchase decision (Freberg, Graham, McGaughey & Freberg, 2024). Awareness campaigns are crucial for breaking into new markets and gaining greater exposure. This is especially vital for new brands or products in competitive markets (Goh, Heng & Lin, 2024). Establishing awareness in the beginning gradually builds customer trust and loyalty over time as their awareness of the brand is reinforced through consistent exposure (Jansen, & Mullen, 2025). Brand awareness minimizes the time and danger consumers invest in looking around for the brand they're going to purchase. In this instance, consumers are supposed to select a brand with which they have information (Kim and Ko, 2024).

Managers in all parts of the world should encourage and build brand awareness and brand loyalty of customers to boost their purchase intention. This effort is more likely to be a success if this practice is accompanied by communication about the brand to targeted customers (Mitchell, 2022). Also, the effectiveness of online promotions influences the brand awareness as Pulizzi said in their study that social media plays a major role on brand awareness of company products in the community. For companies that want to release new products, they need to market their products through social media for it gives a significant influence on people's awareness of a product. Digital marketing powered by digital technology helps to increase awareness by innovation, consumer experience, and consumer connections (Rettie, Grandcolas & Deakins, 2023).



FUTIFMS International Conference

Concept of Consumer Purchasing Behaviour

Consumer purchasing behaviour is the process, action and decision making of individuals or groups involved in the selection, purchase, consumption and disposal of products and services that meet their needs and wants. It is about studying consumer behaviours regarding the allocation of time, money and effort to consumption-related activities (Adiele & Grend, 2024). Schiffman and Wisenblit (2019) explained that consumer behaviour is the response by consumers to the marketing stimuli and the surrounding environment. These influences either shape, reject or remain neutral towards a product or service in the marketplace (Anetoh & Moguluwa, 2024). Consumer purchasing behaviour also includes knowledge of the consumer decision making process. This process usually starts with problem recognition, when there is a need or desire for a product that the consumer has identified. In the second stage, consumers search for information about the alternatives that are available to them (information search). Blackwell, Miniard, and Engel (2018) said that consumers may look at product features, prices, quality, and brand reputation before making their decisions when buying products. Through this, customers are able to reduce the risks and gain maximum satisfaction from their buying (Alao, Akinola & Akinbobola, 2022).

Another crucial component of consumer buying behaviour is the alternative evaluation. The consumer now evaluates the various products or brands against certain criteria, including quality, durability, price, and the product's use. Solomon (2020) noted that consumers tend to make their decisions based on their past experience and preference for the alternatives. Marketers therefore need to build positive images of their brand and provide greater value to positively affect consumers' evaluations and stimulate the intention to purchase (Aligwe, Ugochukwu & Nwafor, 2024). Another key point in the consumer purchase behaviour is purchase decision. Once consumers have assessed their choices, they will make a decision as to what and what not to purchase. There are still situational factors that impact purchase decisions including financial constraints, peer influence, promotional activities, and product availability (Adiele & Grend, 2024). Eke (2024) states that advertising and discounts as well as customer's service, can have a significant impact at the point of sale, and on the final purchase decision made.

Consumer purchasing behavior can be segmented into various segments based on consumer involvement and product differences as perceived by the consumer (Etuk, Udoh & Eke, 2023). Complex buying behaviour is the type of buying behaviour that involves high involvement, a high level of brand awareness, and significant brand differences, particularly in the purchase of high dollar items like cars and houses (Etuk, Anyadighibe, James & Ulo, 2024). On the contrary, the buying behaviour which is done regularly with little involvement of the buyers is called as habit buying behaviour, such as buying daily household items. The knowledge of these buyer behaviour patterns allows companies to adjust their marketing strategies for various types of customers. consumer purchasing behaviour is a dynamic and complex phenomenon that elucidates how individuals and groups choose, buy, use, and dispose of products and services. It is affected by one or more of the psychological, social, cultural, economic and technological factors that affect the consumer decision making process. Consumer purchasing behaviour knowledge helps organisations recognise consumer needs, create appropriate products, design promotions that will most likely attract consumers to purchase, and satisfy customer satisfaction (Anetoh & Moguluwa, 2024).

Theoretical Review

Diffusion of Innovation Theory

Diffusion of Innovation Theory is the underpinning theory for this study. Diffusion of innovations is a theory that seeks to explain how, why, and at what rate new ideas and



FUTIFMS International Conference

technology spread. Everett Rogers, a professor of communication studies, popularized the theory in his book *Diffusion of Innovations*; the book was first published in 1962, and is now in its fifth edition (2003). Rogers argues that diffusion is the process by which an innovation is communicated over time among the participants in a social system. The origins of the diffusion of innovations theory are varied and span multiple disciplines.

Rogers proposes that five main elements influence the spread of a new idea: the innovation itself, adopters, communication channels, time, and a social system. This process relies heavily on social capital. The innovation must be widely adopted in order to self-sustain. Within the rate of adoption, there is a point at which an innovation reaches critical mass. In 1989, management consultants working at the consulting firm Regis McKenna Inc. theorized that this point lies at the boundary between the early adopters and the early majority. This tipping point between niche appeal and mass (self-sustained) adoption was originally labeled "the marketing chasm".

The categories of adopters are innovators, early adopters, early majority, late majority, and laggards. Diffusion manifests itself in different ways and is highly subject to the type of adopters and innovation-decision process. The criterion for the adopter categorization is innovativeness, defined as the degree to which an individual adopts a new idea.

Social Network Theory

Social Network Theory provides businesses with insights on the social ties that exist between individuals, organizations or groups. It views social relationships in forms of nodes and ties (York University, 2024). The individuals are represented in the form of the nodes, and the relationships between individuals are represented by the ties. In its simplest form, it studies the relationship between nodes and ties. It looks at the ability of owners to get access to resources not under their control in a cost-effective way through networking. It provides value to businesses by allowing them access to social resources that are embedded within a network (e.g., social media). Parker and Alstyne (2023), add that digital platforms are characterized by network effects and include Desktops, PDAs, network Switches, Multimedia, and mobile devices like smartphones and ERP systems to link the demand side to the supply side of businesses. Freeman (2022) studies social networks as structures made up of individuals connected by interdependencies, including common interests, friendship, business communities or even dislikes.

Social networking sites such as Twitter, LinkedIn, My Space, and Facebook have proved to be popular online activities in relation to time spent (Nielsen, 2025). According to Pradiptarini (2023), Facebook is the most common social media site followed by Twitter, LinkedIn, MySpace and YouTube in popularity. Social media has changed the strategies, and tools firms use to communicate, emphasizing. The widespread acceptance of digital marketing practices have greatly contributed to the personalization of marketing where commercial entities progressively link with individual clients and users and gaining feedback on a one-to-one basis. Social media has therefore, become significant as a means of digital marketing given its wider adoption.

Empirical Review

In the study by Etuk and Udonde (2025), the researchers studied the impact of the dimensions of digital marketing on the purchasing behavior of the fast food industry in the Akwa Ibom State, Nigeria. For this study the researchers used survey research technique. The number of customers in the study area who patronized registered fast food industries in the state of Akwa Ibom was sixty four (64). The population size of 361 customers were sampled using quota sampling techniques from the total number of customers that visited the eateries in the period of data collection in the four major cities in Akwa Ibom State namely, Uyo, Urukun, Ikangba



FUTIFMS International Conference

and Umuakwam of the study area. Using a 5 point Likert scale, the hypotheses stated were tested using simple linear regression model at a 5% level of significance. The findings from the data analysis revealed that, there is a significant relationship between the three variables of digital marketing (social media, email marketing, search engine marketing) and consumer purchasing behaviour of fast food in Akwa Ibom state. It was concluded from the finding that digital marketing dimensions can be used to boost the buying behaviour of the consumers at any time. Based on the findings, it was recommended that marketing campaign should be highlighted in the social media platforms as the age group in these platforms are the ones who are interested to patronize the fast food product.

Aliu and Agbetokun (2024) conducted a study to determine the impact of digital marketing on customers' loyalty in Jumia Nigeria Limited. This study aimed to find out the impact of digital marketing practices implemented by Jumia on customer loyalty. Descriptive survey research design was applied for the study. Structured questionnaire was used for the collection of primary data. As a result of the large population, the study used convenience sampling technique to select 120 respondents, possibly those who have done any transaction with jumia.com in Lagos Nigeria. The study reveals that the different digital marketing practices like Social Media Marketing, Email Marketing, Search Engine marketing have a strong impact on customers' loyalty. Hence, it was concluded that digital marketing is a must for customer loyalty. From the research, the organisations should daily inform online users about the availability of the products and their functions because as a result, the online store will be recognised, and this will bring about customer loyalty.

Oluwafemi and Adebisi (2023) studied the effect of the dimensions of IMC on customer loyalty in the mobile telecommunication industry. Cross-sectional survey design was used, data were collected from 150 respondents with = 14 copies of the returned questionnaires. Descriptive and inferential statistics (correlation and regression) were used for data analysis and analysis of variance (ANOVA) was used to test the hypotheses. The results indicated that there is a significant relationship between customer loyalty and direct marketing ($r = .375^{**}$), publicity ($r = .514^{**}$), promotion sales ($r = .470^{**}$) and advertising $r = .562^{**}$) respectively. From the result of multiple regression, the value of R^2 is .483, which is obtained from the dimension of customer loyalty that is influenced by the dimensions of IMC. This study recommended a push for mobile telecommunication industry to promote their product more online.

3. METHODOLOGY

Research Design

A research design is a plan of research process (Cooper & Schindler, 2020). It describes in detail the technical conduct of the study, the selection of the sample by the researcher, the instruments used for data collection, the conduct of the research process and other specific tasks. The researcher applied the descriptive study design by asking people about their views, behaviours and values, the researcher was able to collect data that represents the occurrences as they are really. This will be done using a quantitative research method with questionnaires.

Population of the Study

A research design is a plan of research process (Cooper & Schindler, 2020). It describes in detail the technical conduct of the study, the selection of the sample by the researcher, the instruments used for data collection, the conduct of the research process and other specific tasks. The researcher applied the descriptive study design by asking people about their views, behaviours and values, the researcher was able to collect data that represents the occurrences as they are really. This will be done using a quantitative research method with questionnaires.



Sample and Sampling Techniques

Sampling refers to choosing the group from which data will be actually be collected for your research while a sample is a smaller subset of people from a broader population (Ackoff, 2021). The study makes use of Quota sampling techniques. Quota sampling is a non-random sampling technique in which participants are chosen on the basis of predetermined characteristics so that the total sample will have the same distribution of characteristics as the wider population (Davis, 2022).

The sample size will be determine using Hart (1942) formula with 0.05 confidence interval and 95% confidence level, the formula is presented blow:

Whereby
$$X = \frac{(\pi - \sigma)S^2}{\sigma^2}$$

Key Interpretations:

X = The desired sample size.

π = The size of the population of interest (1.65)

S = The value for estimated infinite parameter (0.7)

σ = Limit of error tolerance which the researcher assumed to be 5.0% = 0.05 by way of substituting the figure ($\sigma = 0.05$) into the formula, we therefore have:

$$X = \frac{(1.65 - 0.05)0.7^2}{0.05^2} \quad X^2 = \frac{(1.65 - 0.05)0.49}{0.0025}$$

$$= \frac{0.784}{0.0025} = 313.6 \text{ sample size} = 314.$$

The researcher obtained a sample size of Three Hundred and fourteen (314) from the infinite population.

Method of Data Collection

Data collection involves gathering of relevant and important data used for conducting a particular research work to achieve research objectives, answering research questions and testing hypothesis. It is the basis for acquiring data. Data can be collected in two ways which are; primary data and secondary data.

Primary source of data is the data collected for the purpose of the research, these are the responses generated or obtained from administered questionnaires (Mugenda & Mugenda, 2020). Secondary data are information already in existence not gathered for specific research need at hand but by some person or organization for other purposes in published or unpublished form. For the purpose of this study, primary data will be obtained by the use of questionnaires to gather information on subject matter from respondents.

Questionnaire Design

As the questionnaire is the chief data collection tool in this study, it is essential that the questions are appropriate to what the study is intending to achieve. For such provision the questionnaire adopted in this study was divided into three parts. Section A: contain demographic characteristics of respondents. Section B: consists of the items on digital marketing and Section C consist of items on consumer purchasing behaviour. All items were presented in a form through which respondents are expected to respond by showing their degree of agreement or disagreement on a 5 - point Likert scale which range from **(1) Strongly Disagree (2) Disagree (3) Undecided (4) Agree (5) Strongly Agree**. This range holds if the statements are in positive form and it is reversed if it is a negative form.

Validity and Reliability of the Instrument

The constant checks and monitoring of the project by the supervisor validate this research work. However, validity test implies the extent to which the research instrument measure, what it is intended to measure.

A reliability test was conducted on the instrument to determine how consistent the responses



were. The researcher utilized test/retest method of reliability testing whereby the questionnaire was administered at two different times to the same group of respondents.

Table 3.6.1 Reliability Table

Variables	Cronbach Alpha Value	Number of Item
1. Accessibility	0.811	5
2. Interaction	0.830	5
3. Speed	0.797	5
4. Awareness	0.789	5
5. Consumer Purchasing Behaviour	0.850	5

Source: Researcher's Field Survey, (2026).

The result of the analysis shows that the Cronbach's Alpha value for accessibility is 0.811, 0.830 for interaction, 0.797 for Speed, 0.789 for Awareness and 0.850 for consumer purchasing behaviour. These values are high and it can be concluded that the questionnaire is reliable and can be used for the research work.

Method of Data Analysis

For the benefit of this study, the researcher employed the use of descriptive statistics in the analysis of the demographic information, simple percentage was adopted to ascertain the variance in each section of the questionnaire while regression analysis was adopted to test the formulated hypotheses. All data processing was carried out by using the statistical package for social sciences (SPSS) version 23. The variables included both dependent and independent variables. This relationship between the variables was assumed to be linear represent in the form of an equation.

$$Y = f(X)$$

$$CPB = f(IM)$$

$$CPB = f(AC, IN, SP, AW)$$

Explicitly written as:

$$CPB = \beta_0 + \beta_1 AC + \beta_2 IN + \beta_3 SP + \beta_4 AW + \mu$$

Where;

CPB= Consumer Purchasing Behaviour

IM = Digital marketing

β_0 is the intercept of the model.

AC = Accessibility

IN = Interaction

SP = Speed

AW = Awareness

ϵ = Error term

$\beta_1, \beta_2, \beta_3, \beta_4$ are the coefficients of model.

The ϵ = error term represented the unknown variables or those hard to measure but had an effect on the dependent.



4. RESULTS AND DISCUSSION

Discussion of Results

Table 1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.294 ^a	.861	.849	.56115

a. Predictors: (Constant), accessibility, interaction, speed, awareness

Source: Field survey 2026.

The R-Square value $R^2 = .860$ in table 4.2.1 shows that the combine elements of the independent variables which is advertising relating is significance. It implies that about 86 percent of total variation in consumer purchasing behaviour is jointly explained by accessibility, interaction, speed and awareness

Table 2 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.065	4	.516	2.313	.017 ^b
	Residual	21.870	288	.223		
	Total	23.936	292			

a. Dependent Variable: Consumer purchasing behaviour

b. Predictors: (Constant), accessibility, interaction, speed, awareness

The associated probability value of the f-statistics $P < .05$ in $[f(4/288) = 21.870; P < .05]$ implies that the null hypothesis that there is no significant statistical relationship between advertising and consumer purchasing behaviour is rejected at 5 percent significant level and therefore concluded that there is a positive and significant relationship between advertising and consumer purchasing behaviour.

Table 3 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.		
		B	Std. Error	Beta				
1	(Constant)	2.918	1.085		2.396	.000		
	accessibility	.918	.145	.066	.678	.017		
	interaction	.208	.113	.096	.986	.009		
	speed	.987	.140	.271	2.766	.000		
	awareness	.045	.143	.031	.312	.052		

Source: Field survey 2026.



Table 4.2.3 reveals both relative effect and significance of each of the explanatory variable on the dependent variable. Speed (SP) is the most potent factor in prediction of consumer purchasing behaviour (CP) (a unit increase in SP results in 0.987 increase in CP); follows in order of magnitude by Interaction (IN) (a unit increase in IN results in .208 increase in CP) followed by accessibility (AC) (a unit increase in AC in .918 increase in CP) while awareness (AW) is found to be the least significant predictor of CP (a unit increase in AW results in .045 increase in CP).

Interpretation of Results

The relevant hypotheses were tested using linear regression model with least square method. The stated hypotheses are:

Hypothesis 1:

H₀: There is no significant effect of accessibility on consumer purchasing behaviour.

H₁: There is significant effect of accessibility on consumer purchasing behaviour.

Decision Rule: The coefficient table shows a standard error of 0.145^b with a probability value of 0.017 which is <0.05 confidence level which is statistically significant. This means we accept alternative hypothesis and reject null hypothesis and then conclude that accessibility do influence consumer purchasing behaviour.

Hypothesis II:

H₀: There is no significant effect of interaction on consumer purchasing behaviour.

H₁: There is significant effect of interaction on consumer purchasing behaviour.

Decision Rule: The coefficient table shows a standard error of 0.113^b with a probability value of 0.009 which is >0.05 confidence level which is statistically significant. This means that we accept alternative hypothesis and reject null hypothesis and then conclude that interaction do affect consumer purchasing behaviour.

Hypothesis III:

H₀: There is no significant effect of speed on consumer purchasing behaviour.

H₁: There is significant effect of speed on consumer purchasing behaviour.

Decision Rule: The coefficient table shows a standard error of 0.140^b with a probability value of 0.000 which is >0.05 confidence level which is statistically insignificant. This means that we accept alternative hypothesis and reject null hypothesis and then conclude that speed has significant relationship with consumer purchasing behaviour.

Hypothesis IV:

H₀: There is no significant effect on awareness on consumer purchasing behaviour.

H₁: There is significant effect of awareness on consumer purchasing behaviour.

Decision Rule: The coefficient table shows a standard error of 0.075^b with a probability value of 0.052 which is <0.05 confidence level which is statistically significant. This means that we accept alternative hypothesis and reject null hypothesis and then conclude that awareness has significant impact on consumer purchasing behaviour.

5. CONCLUSION AND RECOMMENDATIONS

Conclusion

This study have been investigated the internet marketing impact on consumer purchase behaviour in Nigeria with Jiji.com in Ilaro, Ogun state as the case study. Four research questions and four hypotheses were generated for the study and tested. The results revealed that there is a positive and significant direct relationship between internet marketing and purchasing behavior of consumers, thus supporting the main objective.

Objective one found out the effect of accessibility on consumer purchasing behaviour. The



FUTIFMS International Conference

result indicated that an increase in consumer purchasing behaviour will follow a unit increase in the accessibility with standard error of 0.145b and probability value of 0.017 (which is lesser than 0.05) and conclusion from the study was that accessibility has significant effect on the consumer purchasing behaviour.

The impact of interaction effects on consumer purchasing behaviour was explored in objective two. The findings revealed that a unit increase in interaction will lead to an increase in consumer purchasing behaviour with standard error of 0.113b and probability value of 0.009 which was lesser than 0.05 and the study then concluded that interaction has significant effect on consumer purchasing behaviour.

The effect of speed on consumers' purchasing behaviour was explored in objective three. From the findings, it has been concluded that if speed increased by a unit, consumer purchasing behaviour will increase with standard error of 0.987b and probability value of 0.000 which was less than 0.05, thus the speed has a significant impact on the consumer purchasing behaviour.

Objective four found out the effect of awareness on the consumer purchasing behaviour. The findings indicated that if there was an increase in awareness then consumer purchasing behaviour increases with a probability value of 0.052 which was less than 0.05 and the study then concluded that the awareness had a significant effect on consumer purchasing behaviour.

Recommendations

In respect of the data analyzed and the derived conclusion, the following recommendations were made;

- i. Firstly, one of the best ways to influence consumer purchasing behaviour is to make products or services easily accessible, whether that means having a customer service team that is more accessible or a system that is more convenient for customers, a digital marketer should have multiple sales and support channels, such as online platforms, physical stores, and mobile applications, to ensure that they reach more consumers. They should also make sure websites and apps are easy to use, quick to load and accessible to people with disabilities (such as screen readers), and to provide additional business services or hours to accommodate consumers with different schedules.
- ii. Secondly, this study found that regular and effective communication fosters better relationships, promotes return sales and helps to retain customers, and hence, it is recommended that they need to train their employees to interact with the customers warmly and offer them customized help to their customers according to their needs. It is also crucial for digital marketers to engage with customers by responding to their comments, direct messages, and posts, as this helps build customer loyalty and allows them to communicate directly with customers in real time through live chat on their website or mobile application, enhancing customer experience.
- iii. Furthermore, quicker services make a better impression, satisfy customer expectation of convenience and increase the number of customers coming to the business, which is why online and offline checkout processes were recommended to be simplified to reduce time. They should also provide quick responses on all communication channels to improve the customer experience and additionally use automation and advanced technology to minimize delays in service delivery.
- v. Finally, it is believed that continuous awareness campaigns will ensure that the consumers are aware about the brand and this will lead to increased patronage and market share growth, especially for digital marketers, who are recommended to use traditional and digital media (TV, radio, social media, etc.) to promote brand visibility. Engage influencers that are suitable for your brand image to reach a large audience.



FUTIFMS International Conference

They should also seek to raise awareness via sponsorships, events or corporate social responsibility initiatives, improving the brand visibility.

REFERENCES

- Ackoff, R. L. (2021). *Scientific method: Optimizing applied research decisions*. John Wiley & Sons.
- Adiele, K. C., & Grend, M. O. (2024). Consumer purchasing behaviour and marketing decision processes in emerging economies. *International Journal of Marketing Studies*, 16(2), 45–59.
- Akamai. (2024). *The state of online retail performance*. Akamai Technologies.
- Alao, O. A., Akinola, A. O., & Akinbobola, T. O. (2022). Consumer information search and buying behaviour in retail markets. *Nigerian Journal of Business Administration*, 19(1), 72–86.
- Aligwe, P. N., Ugochukwu, F. C., & Nwafor, C. J. (2024). Brand image and consumer purchase intention in the digital marketplace. *Journal of Consumer Marketing Research*, 14(3), 88–102.
- Amaghionyeodiwe, L. A., & Annansingh-Jamieson, F. (2022). Digital transformation and business growth in developing economies. *Journal of Business and Economic Development*, 8(2), 45–58.
- Andrews, J. G., Bhatia, A., & Boccardi, F. (2024). Evolution of 5G networks and implications for digital communication. *IEEE Communications Magazine*, 62(2), 34–42.
- Anetoh, J. C., & Moguluwa, S. C. (2024). Consumer behaviour and marketing strategies in contemporary business environments. *African Journal of Marketing Management*, 18(1), 21–37.
- Ashley, C., & Tuten, T. (2022). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology and Marketing*, 39(4), 612–627.
- Ashwini, R., & Manjula, K. (2023). Digital marketing: Emerging trends and opportunities in the global economy. *International Journal of Marketing Research*, 12(3), 34–46.
- Atshaya, S., & Rungta, S. (2023). Impact of internet-based communication tools on modern marketing practices. *Journal of Digital Business Studies*, 10(2), 78–91.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2018). *Consumer behavior* (12th ed.). Cengage Learning.
- Bowden, J. L. H. (2024). Customer engagement and relationship marketing in digital environments. *Journal of Marketing Management*, 40(1–2), 15–29.
- Bricci, L., & Antunes, J. (2023). Consumer behaviour and decision-making processes in digital environments. *International Journal of Consumer Studies*, 47(1), 101–115.
- Brophy, P., & Craven, J. (2023). Web accessibility and inclusive digital communication. *Journal of Information Science*, 49(3), 321–335.
- Calzada, J., & Budinich, M. (2022). Website speed optimization and business performance. *International Journal of Electronic Commerce*, 26(4), 410–425.
- Castells, M. (2023). *The rise of the network society* (3rd ed.). Wiley-Blackwell.
- Chinakidzwa, M., & Phiri, M. (2022). Digital marketing capabilities and firm performance in emerging markets. *African Journal of Marketing Management*, 14(1), 22–35.
- Clark, J. (2024). *Designing accessible digital experiences*. Routledge.
- Cooper, D. R., & Schindler, P. S. (2020). *Business research methods* (13th ed.). McGraw-Hill Education.



FUTIFMS International Conference

- Dabbous, A., & Barakat, K. A. (2022). Digital marketing and consumer engagement: The role of email communication. *Journal of Business Research*, 142, 721–730.
- Davis, D. (2022). Sampling techniques and their application in social science research. *International Journal of Research Methodology*, 14(2), 45–58.
- Dean, B. (2024). *Search engine optimization and website performance*. Backlinko Publishing.
- Dehkordi, G. J., Rezvani, S., & Rahman, M. S. (2022). A conceptual study on digital marketing and its impacts on consumer buying behaviour. *International Journal of Business and Management*, 17(5), 112–126.
- Du, S. (2022). Voice search and digital marketing: Emerging trends and opportunities. *Journal of Interactive Advertising*, 22(1), 55–67.
- Eke, M. N. (2024). Promotional activities and consumer purchase decisions in Nigeria. *International Journal of Business and Economic Research*, 13(2), 56–69.
- Esmaeilpour, F., & Ranjbar, M. (2023). Consumer purchasing behaviour and digital marketing influence. *Journal of Marketing Analytics*, 11(2), 88–102.
- Etuk, E. J., & Udonde, M. E. (2025). Digital marketing strategies and business performance in Nigeria. *Nigerian Journal of Marketing Studies*, 17(1), 44–60.
- Gabriel, O. A. (2024). Digital marketing channels and business performance in Nigeria. *Nigerian Journal of Marketing*, 15(1), 56–70.
- Ghahramani, Z. (2022). Artificial intelligence and predictive optimization in digital platforms. *AI Review Journal*, 18(2), 120–136.
- Gibbs, M. (2024). Content accessibility and usability in modern web design. *Journal of Digital Media Studies*, 13(1), 50–64.
- Gomez, R. (2024). Website performance and customer satisfaction: A digital perspective. *International Journal of Marketing Technology*, 12(2), 88–102.
- Google. (2024). *Mobile page speed industry benchmarks*. Google Research.
- Hart, K. H. (1942). Statistical methods for determining sample size in survey research. *Journal of Statistical Research*, 6(1), 21–30.
- Henry, S. L. (2023). *Understanding web accessibility guidelines*. World Wide Web Consortium (W3C).
- Hooda, M., & Aggarwal, S. (2024). Customer engagement and brand communication through digital marketing. *Journal of Interactive Marketing*, 62, 23–37.
- Järvinen, J., & Karjaluo, H. (2022). The use of digital analytics in improving marketing performance. *Industrial Marketing Management*, 101, 173–185.
- Kannan, P. K. (2024). Mobile engagement and customer retention in digital marketing. *Journal of Interactive Marketing*, 65, 1–14.
- Kirkpatrick, A. (2022). Accessibility implementation challenges for small businesses. *International Journal of Web Accessibility*, 8(2), 77–89.
- Kissmetrics. (2024). *Website speed and conversion rate statistics*. Kissmetrics Research.
- Lazar, J., Goldstein, D. F., & Taylor, A. (2022). *Ensuring digital accessibility through inclusive design* (2nd ed.). Morgan Kaufmann.
- Lodhi, S., & Shoaib, M. (2022). Digital marketing and customer relationship management in contemporary business. *International Review of Business Research Papers*, 18(3), 44–58.
- Mahalaxmi, K. R., & Ranjith, P. (2022). A study on impact of digital marketing in customer purchase decision. *International Journal of Scientific Research and Management*, 10(5), 150–162.



FUTIFMS International Conference

- Malik, M. E., Ghafoor, M. M., & Iqbal, H. K. (2024). The impact of personal and social factors on consumer buying behaviour. *Journal of Marketing Research and Case Studies*, 2024, 1–12.
- Menberu, T. (2025). Digital marketing and organizational performance in the modern business environment. *International Journal of Digital Business Research*, 11(2), 65–79.
- Michopoulou, E., & Moisa, C. (2024). Social media marketing and business competitiveness. *Tourism and Hospitality Research*, 24(1), 65–80.
- Mitchell, T. M. (2022). *Machine learning and intelligent systems* (2nd ed.). McGraw-Hill.
- Mugenda, O. M., & Mugenda, A. G. (2020). *Research methods: Quantitative and qualitative approaches*. Acts Press.
- Nielsen, J., & Norman, D. (2024). *User experience principles for website interaction*. Nielsen Norman Group.
- Nizam, A. (2024). Internet marketing and consumer behaviour in the digital age. *Journal of Electronic Commerce Studies*, 15(3), 101–117.
- Okolo, V. O., & Ehikwe, A. E. (2023). Electronic marketing and customer satisfaction in Nigeria. *Journal of Marketing Development*, 13(2), 41–54.
- Oplet, W., & Traver, C. G. (2023). *E-commerce: Business, technology and society* (18th ed.). Pearson Education.
- Pardes, A. (2024). Accessibility as a competitive advantage in digital marketing. *Digital Marketing Review*, 9(1), 22–36.
- Quelch, J. A., & Klein, L. R. (2022). The Internet and international marketing. *Sloan Management Review*, 37(3), 60–75.
- Rajarajan, M. (2022). Online marketing: Strategies and opportunities in the digital era. *International Journal of Marketing Innovation*, 6(2), 44–57.
- Rettie, R., Grandcolas, U., & Deakins, B. (2023). Email marketing effectiveness and consumer response. *Journal of Direct, Data and Digital Marketing Practice*, 25(1), 30–45.
- Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.
- Ross, D. (2023). The evolution of digital marketing roles in modern organizations. *Journal of Marketing Management*, 39(7–8), 543–559.
- Russell, A. (2022). *Progressive web apps: Building fast and reliable user experiences*. O'Reilly Media.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). Pearson Education.
- Sheth, J. N., & Sharma, A. (2024). Digital marketing strategies and market expansion. *Journal of Business Research*, 168, 114–126.
- Shi, W., & Dustdar, S. (2023). The promise of edge computing for digital services. *Computer*, 56(4), 78–85.
- Shruti, P. (2023). Consumer preference for online shopping and digital platforms. *International Journal of E-Commerce Studies*, 9(2), 92–108.
- Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson Education.
- Sonali, D., & Sasmira, P. (2025). Cost efficiency and productivity through digital marketing adoption. *Journal of Digital Economy*, 7(1), 15–29.
- Stokes, D., & Lomax, W. (2022). *Marketing and entrepreneurship* (9th ed.). Cengage Learning.
- Tolera, T. (2024). Consumer purchasing behaviour: Concepts and determinants. *International Journal of Consumer Research*, 18(1), 33–49.
- Van den Broeck, E., Zarouali, B., & Poels, K. (2024). Artificial intelligence chatbots and customer interaction management. *Computers in Human Behavior*, 149, 107923.



FUTIFMS International Conference

World Health Organization (WHO). (2022). *Global report on disability and health*. World Health Organization.

Yim, M. Y. C., Chu, S. C., & Sauer, P. L. (2024). The impact of augmented and virtual reality on consumer engagement. *Journal of Retailing and Consumer Services*, 76, 103560.