INTERNET MARKETING PRACTICES AND CUSTOMER LOYALTY: EMPIRICAL EVIDENCE FROM OGUN STATE, NIGERIA

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Abstract

The study investigated the effects of internet marketing on customer loyalty at Jumia Nigeria Limited. The objective of this study was to determine the significant effect of internet marketing practices adopted by Jumia on customer loyalty. The study used descriptive survey research design. Primary data were collected through the use of structured questionnaire. 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 shows that the various measures of internet marketing such as Social Media Marketing, Email Marketing, Search Engine marketing have a significant effect on customer loyalty. Therefore, it was concluded that internet marketing is an essential tool for customer loyalty. Based on the research findings, organizations should on daily basis send update about products availability and functions to numerous online users as such leads to online store recognition which in turn enhances customer loyalty.

Keyword: internet marketing, social media marketing, email marketing, search engine marketing and customer loyalty.

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I.   Introduction

Today, Internet marketing is one of the fastest developing, growing and most potent branch of marketing. Internet-based communication tools have also led to major changes in the functioning of various economic sectors such as marketing (Atshaya & Rungta, 2016). This buttresses the creation of new roles in the marketing units of many organizations today like Digital Marketing, New Media, Innovation Managers and so on.

Laudon & Traver (2013), refer to internet marketing or online marketing as the marketing activities using various channels on the internet, this includes, search engine optimization, pay per click, social media marketing, e-mail marketing, web banners, digital online advertising, online marketing platform, mobile marketing (apps), content marketing to some extent, etc. Internet has increased the richness of marketing communications by combining text, video, and audio content into rich messages. Thus, the web is arguably richer as a medium than some traditional media such as the television because of the complexity of messages available, the enormous content accessible on a wide range of subjects and the ability of users to interactively control the experience.

Internet marketing is one of the most convenient and effective ways of marketing these days and with the development in technology, its techniques and scope are also developing. In the work of Chukwu and Uzoma, (2014) provided scientific evidences to show that Nigerian consumer patronize online retailers very significantly. One wonders what is responsible for the noted changes. Furthermore, Husain and Adamu, (2014) pointed out that the use of social media especially the Facebook and twitter has been playing an important role but whether these have encouraged actual online purchases was not specifically stated.

Despite the numerous advantages of the internet in effective marketing in an organization and industry, many Nigerians are yet to adopt this technology in their daily buying and selling activities. Madu (2009) identified some of the factors that caused this to include:

❖   Illiteracy and poverty that negatively influence Nigerian consumers' attitude towards internet marketing and online sales.

❖   Inability of Nigerians having access to the internet for the purpose of exchange and transactions.

❖   Absence or irregular power supply needed to power down transactions (marketing) through internet for individuals and corporate organizations.

❖   Problems associated with interception by fraudsters in the use of internet for marketing activities among individual, organization and institutions.

It is these problems that this paper sets out to solve in part. The main *objective* of this study is to determine the significant effects of internet marketing on customer loyalty. Derived from the above main objective are the following specific objectives:

1.   To determine the significant effect of social media marketing on customer loyalty.
2.   To find out the significant effect of email marketing on customer loyalty.
3.   To evaluate the positive effect of search engine marketing on customer loyalty.

In order to give focus to the study, the following research hypotheses were tested to guide the study:

H_{01}: Social Media Marketing has no significant impact on customer loyalty.

H_{02}: E-mail Marketing has no significant impact on customer loyalty.

H_{03}: Search engine marketing has no significant impact on customer loyalty.

This paper is divided into five sections. The first is the introduction; the second examines the literatures such as conceptual and theoretical frameworks of the paper; the third section elucidates the research methods used; the fourth section presents the results and discussion while the fifth section is the conclusion and recommendations.

II.   Literature Review

II.1   Concept of Internet Marketing

The internet is becoming the most visited market place per unit of time among the literate class of the Nigerian buying community. Literacy rate on its own determine the proportion of the buying community who use the internet and make purchase therefrom. The recent dramatic growth in the use of the internet has occurred because of the development of the World Wide Web (Chaffey, Ellis-Chadwick, Mayer & Johnston, 2006). This is because the internet guarantees convenience more than the orthodox market place for varieties comparability and price juxtaposition. Smith & Caffey (2002) define internet marketing as the process of marketing online via e-tools such as web sites, banner ads, opt-in email, interactive kiosks, interactive TV, mobiles or m-commerce. They further posited that internet marketing involves getting close to customers, understanding them better and maintaining a dialogue with them. It is broader than e-commerce since it is not limited to transactions between an organization and its stakeholders, but includes all processes related to the marketing concept.

Internet marketing is often referred to as online marketing, digital marketing, web marketing, or e-marketing. This is essentially any marketing activity that is conducted online through the use of internet technologies. According to Chaffey et al., (2006), internet marketing can simply be defined as achieving marketing objectives through applying digital technologies. It is the application of internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives. It comprises not only advertising that is shown on websites, but also other kinds of online activities like email and social networking.

As the name suggests, it is the act of identifying anticipating and satisfying the customer's requirements effectively and efficiently at a profit through Internet. It is a type of marketing and publicizing which utilizes the Internet to convey promotional marketing messages to buyers. Internet marketing incorporates an extensive variety of marketing components than conventional business marketing because of the large variety of channels and marketing means accessible on the Internet (Atshaya & Rungta, 2016). According to Krishnamurthy, (2006) as cited by Shien & Yazdanifard, (2014) Internet marketing is referred to as the conduct of marketing activities using the internet or web and information technologies. Salehi et al., (2012) also define Internet marketing as a form of targeted marketing that helps various websites to increase the frequency of visits and attracts visitors to purchase products, good and services through internet. The internet is becoming a need to users as they can hardly do without using it per unit of time either to read news, check traffic conditions, locate a place, solve a problem, compare prices of products or make a purchase.

II.2   Concept of Social Media

Igyuve & Agbele (2017) described social media as specialised websites (such as Facebook, Twitter, Mobofree, Eskimi, MySpace, Badoo etc) and applications (such as Whatsapp, Instagram, Blackberry Messenger BBM, Skype etc) used for communicating and establishing forms of relationship between/amongst people of similar interest. According to Pinto & Yagnik, (2017) social media marketing consists of tools, platforms and applications that enable customers connect and communicate with each other. Yazdanparast, Joseph & Muniz, (2016) define Social media marketing as the process that empowers promotion of websites, products, and services via online social channels. It involve with marketing related activities such as blogging, sharing photos and posts online. Today social media becomes fast advancing and most solid medium to connect and stay informed about products and services (Rishi & Sharma, 2017). Social Media

marketing is a part of internet marketing. It is a platform that can be used by anyone who has an internet connection. Social media marketing can be easily characterized as a term used to portray the act of increasing website traffic or brand awareness, using social media networking sites. Social Media marketing mainly focuses on designing a content that is very unique and helps in attracting the attention of the users. It should also persuade the viewers to share it with others. This type of marketing is driven by eWoM – electronic word of mouth, which means it results in earned media instead of paid media (Atshaya & Rungta, 2016).

Lamminen (2018) identified the most popular social network sites worldwide as of January 2018, ranked by number of active users (in millions) are as it can be seen from Table 1:

Table 1- Number of active social media users worldwide as at January 2018

Name of social media	Number of active users in millions
Facebook	2,167
YouTube	1,500
WhatsApp	1,300
Facebook Messenger	1,300
WeChat	980
QQ	843
Instagram	800
Tumblr	794
QZone	568
Sina Weibo	376
Twitter	330
Baidu Tieba	300
Skype	300

Source: Lamminen (2018)

Atshaya & Rungta, (2016) argue that Social media marketing can help the organization to achieve various objectives. Some of the objectives could be increasing website activity or traffic, increasing the awareness about their brand among the people, creating a brand image and positive brand affiliation. They also stated that it would help in enhancing the communication and connection with the potential customers. There are a lot of Social media networking platforms, but each social media marketing sites would

require different tools, techniques, or strategies of marketing. The following are some of the Social media networking platforms or sites that are used for marketing: Facebook, Instagram, Twitter, Google+, Pinterest, LinkedIn, YouTube and so on. Social media marketing is so prominent today because it is cost-effective, highly retentive as customers have access to them for a longer period than traditional marketing channels.

II.3   Concept of Email Marketing

In emerging as the fastest growing communications technology in history (Chittenden & Rettie, 2003), e-mail has become an integral part of daily life (Grimes et al. 2007). E-mail shares a particularly close relationship with the internet, with most internet sessions involving the use of e-mail (Tezinde et al., 2002; DuFrene, Engelland, Lehman & Pearson, 2005; Reimers et al., 2016). The relationship between e-mail marketing and online shopping is equally close. Not only does it serve to drive website traffic, it also influences impulse buying on online websites (Dawson & Kim, 2010). And in the virtual world of the internet where seller-buyer interactions are limited, e-mail serves as a vital communication tool in customer relationship management. Moreover, such two-way interaction can occur in real time (Chittenden & Rettie, 2003), thereby providing quick convenient solutions for both buyer and seller (DuFrene et al., 2005). This has persuaded many organisations to make e-mail marketing the cornerstone of their communications strategy.

According to Atshaya & Rungta, (2016) email marketing is one of the most prevalent ways for organizations to reach and gain more customers. It is a part of Internet marketing. Email marketing is an approach that helps in reaching the customers directly with the help of electronic mail. It basically helps in advertising the goods and services to the customers directly. It is an approach that helps us to reach a lot of potential customers effectively at a low cost. It helps in directly conveying the business' message with the help of illustrations, content and links to the people who are not aware about the business or considered using the products or services, but they are educated and interested in the business' area of expertise. Moreover the effectiveness of Email marketing can be tracked easily. Various organizations additionally provide the customers or viewers with an "unsubscribe" choice if they want to stop receiving the mails. Moreover, the organizations can get direct feedback from the potential customers. This would help the organization in recognizing what the customers liked or disliked about the promotion and in turn create more effective future promotions or strategies.

E-mail can be used for various marketing purposes, for example to share information about products and services, to promote them, to build brands, to guide customers to web sites, to alert customers, and to tell the status of orders. Marketers today use various e-mail techniques, such as newsletters, reward programs and community building (Brondmo, 2000; Roberts, 2001). Newsletters, as Brondmo, (2000) suggests, "are perhaps the most common vehicles for establishing on-going dialogue with customers, probably because they provide a terrific mechanism for communicating a highly personalized blend of information, entertainment, and promotions."

II.4   Concept of Search Engine Marketing

Search Engine marketing is an aspect of internet marketing. It is a process which helps in promoting a website by increasing its visibility with the help of certain tools such as paid advertisements, Search engine optimization, and other search engine services that will help in increasing the search traffic to the website. Search Engine marketing is a broader term compared to Search Engine Optimization. SEO is generally considered as a part of SEM. SEO helps to achieve better organic search results, whereas SEM helps us to target the users with the help of paid advertising links in the search engine results page along with the organic search results so that the targeted users will visit the website. Atshaya & Rungta (2016) submit that search marketers make use of a lot of paid search platforms. Out of that the most predominant paid search platform is Google AdWords, followed by Bing Ads and Yahoo. Beyond that, there are various other Pay Per click platforms and in addition to that the PPC advertising opportunities on some of the popular social media networks. Search engine marketing's most noteworthy quality is that it offers sponsors the chance to put their advertisements before customers who are ready to buy a particular product in that precise moment (Atshaya & Rungta, 2016).

Search engines came into existence to support the access to the huge amount of information on the Internet by crawling, indexing, retrieving, and representing relevant information for users based upon computer algorithms (Henzinger, 2007). In retaining customer, search engines have become one of the important sources in consumers' use of the Internet to have access to products online (TIA, 2008). Generally, Search Engine Marketing (SEM) is defined as a form of marketing on the Internet that business and organizations seek to gain visibility on SERPs through paid or non-paid means (Moran & Hunt, 2005). There are many forms of SEM, from paid inclusion to organic optimization. The three major forms are: 1) organic search based techniques, i.e. Search engine optimization, which involves employing methods that help improve the ranking of a

website when a user types in relevant keywords in a search engine. These include creating an efficient website structure, providing appropriate web content, and managing inbound and outbound links to other sites; 2) paid inclusion, which means paying search engine companies for inclusion of the site in their organic listings; 3) search engine advertising, or paid placement, which implies buying display positions at the paid listing area of a search engine or its content network. Google AdWords and Yahoo! Precision Match are the two most popular programs currently, wherein paid placement listings are shown as "Sponsored Links".

II.5   Concept Customer Loyalty

The positive effect of loyal customers on business performance (Lee et al., 2003) in competitive markets of our age (Anderson and Mittal, 2000; Perreault et al., 2013), in the condition where the cost of acquiring new customers is higher than retaining current customers (Keisidou et al., 2013; Kumar et al., 2011; Lee et al., 2003) are gradually increasing the significance of customer loyalty. Customer loyalty is the commitment of a customer to repurchase a firm's products and services, despite all actions of competitor businesses and to commit to become a client of that business on a regular basis in the future (Dick & Basu, 1994; Oliver, 1999). Singh & Khan, (2012) defined customer loyalty as the willingness of any given customer to purchase the company's goods or services over competitive ones available in the marketplace. Customer loyalty is the customer attitude and behavior to prefer one brand over all competitor ones, whether? due to satisfaction with the product or services (Magatef & Tomalieh, 2015).

According Shien & Yazdanifard, (2014) loyal customers who are satisfied with the services or goods provided by the firms or organizations may recommend to their network circle. This can help to expand the market by increasing number of customer and customer loyalty provided with customer satisfaction. They further argue that internet marketing uses different effort to meet the customer expectation and e-satisfaction on websites and different factors contribute to influence e-satisfaction and eloyalty. Due to lack of indirect communication, e-loyalty can be easily influenced because customers can always switch to another website to purchase services or goods. Magatef &Tomalieh (2015), identified fifteen benefits of a customer loyalty to business organization, these are: Retain existing customers, acquire new customers, move customers up-segment, win-back defected & churned customers, increase Customer Lifetime Value, build relationships, create brand advocates, adjust pricing levels, responding to competitive challenges, select

stock lines effectively, plan merchandising more intelligently, reduce promotional and advertising costs and selecting new trading sites.

II.6   Operationalization of Variables

$Y = f(X)$;

$X = X_1, X_2, X_3$; $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$

Where:

Y = Customer Loyalty (CL)

α = Autonomous factors

X = Internet Marketing (IM)

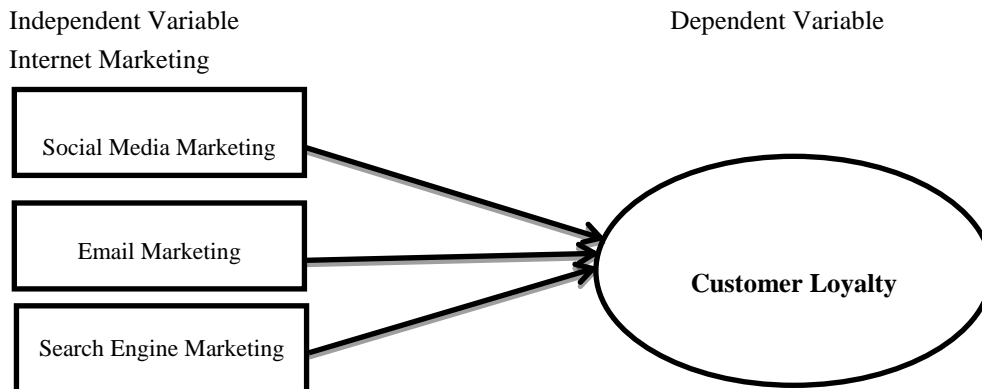X_1 = Social Media Marketing (SMM)

X_2 = E-mail Marketing (EM)

X_3 = Search Engine Marketing (SEM)

βi = Beta coefficients of the independent variables X_i

e= Error term, which represent other uncaptured variables influencing Customer Loyalty outside the three captured by this work.

Figure 1- Conceptual Model of Internet Marketing and customer Loyalty

Independent Variable   Dependent Variable

Internet Marketing

Source: developed by the Researchers (2018)

II.7   Social Media Marketing and Customer Loyalty

Facebook and twitter are the two social media platforms used mainly for interaction and communication. Facebook has quite a huge number of users who are potentially a market for any organization's products or services. For this reason, marketers are turning to Facebook more and more each day while trying to establish other better

approaches to communicate with their target market (Duck, 1991). Some of the ways that they are using to reach clients includes; providing offers for potential consumers on Face book (Cowles, 1997). Social media communities like Facebook, Twitter and Whatsapp host considerable number of users, majority of who are youth. This explains why organizations offering youth friendly products keep targeting them by using the platform not only in reaching out to them but also ensuring they are kept in the net of repetitive buyers of their products. Amongst the youth today, social media is becoming a religion as many of them turn to their cell phones first in the morning even before praying to God to interact with the social media. However, some adults perceive the social media as a no-go area perhaps for some unpalatable scenes that fly on them. Such segment of the market should be targeted through other channels if they must be loyal if they must keep abreast of an organization's continuous products enhancement features and remain loyal.

II.8   E-Mail Marketing and Customer Loyalty

Email marketing is meant to build loyalty, trust or brand awareness (Conway & Swift, 2000). Same time, commitment trust theory provides that trust and confidence are the key pillars of building a strong foundation with customers. This increases chances for consistent sales which eventually lead to customer retention. This therefore shows that any organization that hopes to succeed in customer retention should build confidence and trust in the products and services offered to win the hearts of customers and retain them. Doherty & Hart (2002) posit that organizations send email messages with the objective of enhancing the relationship with their customers to encourage loyalty and repeat business. E-mail marketing is primarily a way to enhance a long lasting relationship between the customers and the organization. To start this process, customers are required to sign up for an E-mail publication so that they can be repeatedly reminded about their product or service in order to attract repeat business.

Email marketing provides information in the form of emails to prospective customers who subscribe to their emails. Existing customers also learn about the new products and services. This keeps them up-dated about the products and services offered and this influences their purchase decision. Customers prefer to buy products that they have information about since they are well informed about the products. This influences constant buying and customer loyalty. While commitment trust theory maintains that trust and confidence are the key pillars for a successful relationship, this practice provides information that is important in helping customers to make purchase decisions (Buttle, 1996).

II.9 Search Engine Marketing and Customer Loyalty

Metaphorically, search engine marketing can be thought of as the "Hubble Telescope of the Internet" in that they enable customers to gain access to billions of web pages that comprise the online shopping (Xiang et al., 2009). Search engines take user queries, retrieve related documents found in the searchable indexes created by the indexer, produce snippets with web address, a short description, similar pages, and cache, and display them in a ranked order on the SERP. The major part of search engine interface is used to display those results based on the internal ranking, which is termed Organic Listing. In addition, major search engines, such as Google, display paid advertisements on the top and right side of major result pages, ranked by businesses' bidding price on clicks and the quality of pages, which is termed Paid Listing. The paid listings could also appear blended with organic listings for certain search engines, such as Baidu.com (the most popular search engine in mainland China) and Yahoo.com. However, the two companies separated the two types of results recently under pressure from the general public and the users (Back, 2009). Ability to read and write affect customers access to online marketing with search engine marketing being the most affected.

Therefore, based on the foregoing online marketing is gaining more popularity in Nigeria as it proves to be more far-reaching. Orthodx marketing which relies mainly on traditional methodology and media like TV, Radio Set, Billboards, and Newspapers are being challenged by many factors such as epileptic power supply in Nigeria, longer hours outside home, high cost of alternative power, high cost of TV and Radio adverts have reduced the use of traditional media gadgets in accessing marketing offers by companies. A considerable number of Nigerians go about with their smart phones from where they access the internet and online marketing offerings by companies. Therefore, it is smarter for companies and their marketing teams to keep targeting customers where they stay for most of their times which are online platforms.

III. Theoretical Framework

The theoretical foundation of this study is based on the Uses and Gratification Theory (UGT), developed by Katz and Blumler (1974). This theory is primarily used on conventional media as an endeavour to analyse consumers' behaviour. However, with the advent of the Internet and new platforms of interactions including emails, instant messaging, blogging, skyping, Whatsapping and various other forms of communication,

the same theory has also been significantly applied on social media studies (e.g., Ngai, Taoa, & Moon, 2015).

In the context of this study, the application of the UGT is based on the assumption that the consumer is an active and self-conscious contributor in media choice; the consumer is also driven by personal goals rather than the influence of the media. This theory thus assumes the position that the consumers' will seek out the media that fulfils their needs and so their gratification. Consequently, it is the consumer's gratification that would lead to the recurring media use. Thus, the media choice of the consumer is considered to be objective-oriented and value focused (Dahl, 2014).

The application of the Uses and Gratification Theory (UGT) has been considered by various social media studies primarily, for exploring the uses and motives behind social media platform usage (Dunne & Lawlor, 2010; Lee & Ma, 2012; Bolton et al., 2013; Khan, 2016; Wang et al., 2016), for identifying the factors that drive social network platform consumers' engagement (Oliveira et al., 2016), for developing models and hypotheses which investigate the stimulation of positive engagement behaviour.

IV. Methodology

This study used survey research design. Survey is used because is important in obtaining information from the population about their opinion, attitude and behaviour towards a subject. Since the major source of primary data for the study were the views of the members of the public its adoption was imperative. According to Ohaja (2003) "survey is a study of the characteristics of a sample through questioning that enable the researcher to make generalization concerning his population of interest."Consequently, since the study focused on human behaviour and cognition, thus making the survey research design more appropriate.

The population for this study comprised the entire customers (both current and potential customers) of jumia.com who were residents in the 20 local government of Ogun State. In order to arrive at a sample, convenience sampling technique (non-probability sampling) was used for this study. This type of sampling method was used because it gathers information from members of the population who are conveniently available to provide information and 180 respondents spanning across the three senatorial districts from whom the primary data were elicited. Data was collected through personal administration of 180 copies of questionnaire to the respondents. However, 120 copies were recovered hence data analyse through the use of logistic regression model under the

Social Statistics Package for Social Sciences (SPSS 20) and the analyses were based on the 120 copies of questionnaire that were recovered.

V.   Results and Discussion

The focus of this research centered around two major constructs:

- the internet marketing practices of Jumia.com, Nigeria; and
- customer loyalty as a result of their internet marketing practices.

The results are therefore presented and discussed along the two main themes.
Hypotheses:
H_{01}: Social Media Marketing has no significant impact on customer loyalty.
H_{02}: E-mail Marketing has no significant impact on customer loyalty.
H_{03}: Search engine marketing has no significant impact on customer loyalty.

Table 1- Omnibus Tests of Model Coefficients

		Chi-square	Df	Sig.
Step 1	Step	6.692	3	.022
	Block	6.692	3	.022
	Model	6.692	3	.022

The omnibus table in Table 1 tests the model coefficients used in the analysis (with the explanatory variable). The result is significant with p-values less than 0.05. This suggests that the new model is explaining more variance in the outcome and is an improvement. Here the chi-square value is significant (chi-square = 6.692, df=3, p=0.000) so our new model is significantly better.

The model summary table (Table 2) shows the nagelkerke R square value of 0.672, which is equivalent to normal R-square value. The result suggests that the model explains roughly 67.2% variation in the outcome

Table 2- Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	159.363[a]	.654	.672

Moreover, the hosmer and lemeshow test in table 3 shows the p-value of 0.636 which is greater than 0.05. The result suggests a good fit to the model.

Table 3- Hosmer and Lemeshow Test

Step	Chi-square	Df	Sig.
1	6.101	8	.636

From the classification table (Table 4) below, the table shows that our model is now correctly classifying the outcome for 61.7% of the cases.

Table 4- Classification Table[a]

	Observed		Predicted		
			Do You Prefer Your Brand?		Percentage Correct
			Yes	No	
Step 1	Do You Prefer Your Brand?	YES	31	26	54.4
		NO	20	43	68.3
	Overall Percentage				61.7

Table 5, provides the regression coefficient (B), the wald statistic (to test the statistical significance) and the odds ratio (Exp (B)) for each variables category. Looking at the three variables under consideration, the search engine, social media and e-mail marketing, the Exp (B) column (the odd ratio) tells us that customers that used search engine are 0.694 times likely to prefer their brands, in addition, those that used social media are 0.899 times likely to prefer their brands and those with e-mail marketing are 0.902 times likely to prefer their brands. All these three independent variables are significant.

Table 5- Variables in the Equations

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	Searchengine	-.365	.182	4.033	1	.045	.694
	Socialmedia	-.107	.136	.619	1	.032	.899
	Emailmarketing	-.103	.077	1.755	1	.018	.902
	Constant	6.599	3.079	4.592	1	.032	734.370

VI.   Conclusion and Recommendations

VI.1   Conclusion

The essence of this research is to establish the effect of internet marketing on customer loyalty. It focuses on the internet activities such as the social media marketing, email marketing and search engine marketing and how these variables affect customer loyalty. It is a known fact that internet is an essential tool for any organization that seeks to attract new customers and also to maintain the existing ones, as it enhances flexibility and easy business transaction between the organization and its customers. From the result of this study, it was concluded that there is a significant relationship between internet marketing and customer loyalty. Therefore, the respondents reveal that they like to be approached through social media site because it is easy for them to share their opinion about how they feel about company's products, they also revealed that they love the jumia.com page on their social media site and finally that receiving update from jumia.com makes them more loyal to the company. Results on email marketing revealed that the respondents agreed that email about new products are always useful, which makes them interact with the staff to place orders or lodge complaints through email. Finally on search engine marketing, result confirms that the use of search engine marketing makes it easy to get information about the company's products and ease of access to product information through search engine such as Google enhances their patronage of jumia products. Therefore the study concluded that the internet marketing is an essential tool in bonding customers and making them more loyal.

VI.2   Recommendations

Based on the findings of this research work, the study recommends the following:

- Organizations should keep targeting their customers through the various online marketing channels such as social media platforms to complement the traditional marketing channels which are more expensive.
- From the result of the research, it was revealed that customers enjoy receiving update about the product through their email addresses; the organization should build a database of customers' email addresses in order to send personalized message about the company and its products to the customers. It is a cheaper method of reaching a large number of customers across the globe with an opportunity to have feedbacks from them.

- Companies marketing their products online should rely on visual and verbal marketing initiatives to attract and to engage online surfers.

- It has been revealed that social media have a very high retentive rate for adverts uploaded on Facebook, twitter, instangrams compared to the volatility of TV and Radio. After five years or more, online customers are still commenting and asking questions on uploaded ads meanwhile, a paid TV adverts missed by large numbers of target customers may no longer be accessed again unless it is paid for again and again. Therefore, organizations should not undermine such online marketing activities.

- Organizations exploring online marketing channels should not perceive such channels as substitutes to the traditional marketing channels but rather as complementing each other as the situation in Nigeria demands.

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