Online Marketing and Buying Behaviour of Jumia Customers in Calabar, Nigeria

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ABSTRACT
This study examines the relationship between online marketing and the purchasing patterns of Jumia consumers in Calabar. Using 130 Calabar-based Jumia consumers, a sample of 97 was drawn using the Krejcie and Morgan Table (1970). Pearson's product moment correlation was utilized to analyse the collected data. Findings confirm a significant correlation exists between customers' trust and purchasing behaviour, and between perceived value and customer reviews and the purchasing behaviour of customers. At the end, the recommends for Jumia to frequently use online marketing platforms because it makes their marketing strategies more interactive with customers, and enables them obtain more customer insights, reviews, and feedbacks, thereby making them feel like an integral part of the brand. More so, it was suggested that Jumia Calabar use social media to share positive testimonials of consumers who previously utilised their services, so that prospects and those who are already intending to buy can relate more.
Keywords: Online Marketing; Customer buying behaviour; Customer Trust; Customer Reviews; Jumia Calabar; social media

INTRODUCTION

Traditional marketing is dead, not dying [1]. The advent of web 2.0 represents the most significant paradigm shift in the annals of the economic system. Platforms for social media promote contents generated by users and allow users to share it publicly. Social media has the power to make customers the center of business operations and offers fresh methods for customer contact. In essence, sellers must consider how social media has changed customer purchasing habits. Radio attracted 50 million listeners in less than 30 years, whereas television attracted 50 million viewers in just 13 years. Surprisingly, Facebook hit that milestone in just 1.5 years, and the internet attained 50 million users in just 4 years. Facebook is a single phenomenon that was initially created in 2004 for Harvard University students. By the end of 2010, Facebook had 500 million users globally, up from 100 million users in 2009. The relevance of social media grows as it develops more quickly than other communication channels, making it harder to keep up with its growth [2]. The statistics shown above demonstrate the importance of social media in the modern digital sphere. Many people devote a great deal of time to various activities, including shopping and making purchasing decisions on social media. The market shares for purchasing through the use of social media is growing quickly every day. For instance, Facebook's share climbed from November 2015 to October 2017 by 0.22 percent. With a 0.67 percent growth from November 2015 to October 2017, YouTube has the strongest online social media site growth. These metrics demonstrate the expansion of online social networking platforms [3]. Due to the sheer volume of social media campaigns, businesses as a whole are shifting their marketing strategies to social media because it makes it so much easier to connect with their target audiences. Additionally, it is a cheap form of advertising. Because of this, the majority of businesses have official presence on social media platforms, which are crucial for capturing the market. The information and advertising have a big effect on customers. It also provides a competitive analysis of the companies, making it a newly emerging trend that calls for investigation [4]. The changing pattern of new internet users needs to be focused on, and the social media aspects that affect buyers' purchasing objectives need to be thoroughly evaluated. Although researches on factors that influence

customers buying behavior abound, studies on how diminishing efficacy of traditional mass media influence customers buying behavior are not well documented. This gap is what the present study intends to fill by looking at how the purchasing behaviour of consumers that use social media is shaped by the trust they have for the website and its products/services, the perceived value they place on the products/services and the number of positive reviews by previous users.

Concept of social media

Social media pertains to a contemporary form of digital media that fosters active engagement and dialogue among its users. This can also be referred to as a digital instrument that facilitates the generation and dissemination of content to a wider audience. Brogan [5] avers that social media can be defined as the process through which individuals shift their focus to digital networks, where they engage in activities such as content creation, sharing, and consumption. Conrad et al. [6] makes a valuable contribution to the growing body of evidence that highlights the interdependent relationship between sociology and technology in the context of social media. They emphasized that social media platforms provide a conducive environment for individuals to connect and establish networks, which may or may not be officially acknowledged. The technology utilizes a digital infrastructure that can be either mobile or stationary. The nature of this form of media differs from passive forms, as it necessitates active engagement with other individuals, encompassing acquaintances, relatives, or the broader community. Several key qualities of the subject are engagement, debate, and openness. The concept of interconnectedness is commemorated and collective action is advocated for. Facebook and Snapchat are currently recognized as prominent social media platforms. Anyone with internet access can participate in the activities on social media platforms. The only prerequisite is registration. The content is characterized by its candid and unfiltered nature, however certain sexual references have been omitted. "The increasing emphasis on global expansion and the widespread adoption of technology in marketing, advertising, and promotion have led to a reevaluation of customer prioritisation strategies in business" [44]. Scholars have formulated extensive marketing strategies based on the underlying assumption that the availability of technology on a large scale plays a crucial role in the development of emerging markets. In order to effectively develop technology-based marketing strategy, it is imperative to include the psychological, emotional, and social factors that significantly impact customer behaviour, which have traditionally been the central focus of advertising and promotion efforts [7]. Given the aforementioned circumstances, it remains imperative for firms to consider the four fundamental elements of marketing, commonly referred to as the "Four Ps" – product, pricing, placement, and promotion. Rust, Moorman, and Bhalla [8], argue that numerous organizations fail to fully leverage technological resources as a means to establish and enhance connections with customers. Despite having access to a wide array of tools, these organizations often underutilize them, thereby missing out on potential opportunities to enhance consumer engagement, bolster brand recognition, and optimize overall marketing efforts. However, it has been predicted by Rust, Moorman, and Bhalla [8] that the widespread adoption of information technology (IT) and social media (SM) will become increasingly prevalent in the next years. Rather than prioritizing expedited advertising via technology, astute organisations are employing social media technologies to enhance consumer relationships. It is common for businesses to concentrate their endeavours on the three primary social media platforms, namely Facebook, YouTube, and Twitter, with the intention of achieving objectives related to product promotion and brand establishment [9, 10]. Organizations are increasingly recognizing the significance of customer engagement methods aimed at reintroducing products to consumers, enhancing their appeal, or emphasizing the societal advantages associated with product utilization. Muntinga, Moorman, and Smit [9] assert that the dissemination of product information, encompassing activities like the launch of novel product ranges, the establishment of brand recognition, and endeavours to shape customer behaviour, has been concentrated on social media platforms. The utilization of word-of-mouth marketing has the potential to effectively reach a broad demographic via social media platforms, as these platforms serve as extensive social networks that permit direct contacts between consumers. This, in turn, contributes to the promotion of brand awareness [11]. Numerous definitions of "social media" have been put forth by specialists across diverse academic disciplines. Kaplan and Haenlein [12], said that the concept of social media may be understood within the framework of Web 2.0 and the generation of content by users. Social media refers to a collection of internet-based technologies that facilitate the creation and distribution of user-generated content (UGC). These platforms are built upon the principles and architecture of Web 2.0, as outlined by Kaplan

and Haenlein [12]. Parr [13], posit that social media is characterized as the utilization of electronic and internet-based technologies to enhance the dissemination and exchange of knowledge and personal experiences among individuals. Jantsch [14], aver that social media is posited as a valuable instrument for generating value by means of collaborative efforts. According to the Merriam-Webster dictionary [15], social media refers to virtual platforms that facilitate the sharing and distribution of information, ideas, and personal messages among individuals or organizations. Dykeman [16] avers that social media encompasses the platform via which individuals can disseminate digital, innovative material, engage in real-time exchanges through online debates, commentary, and assessments, and make modifications or rectifications to the initial information. According to the definition provided by Wikipedia, social media encompasses several platforms that facilitate social interaction through the means of publishing. Through the utilization of web-based technology, social media platforms have the ability to convert traditional media monologues into interactive social media dialogues. While there exist other categories, it can be argued that just three hold significant importance. Kohli et al. [17], opined that social media can be described as a form of consumer-generated media that encompasses a diverse range of online information sources. It is mostly utilized by consumers with the purpose of sharing information pertaining to various topics of interest with others.

Based on the research conducted by eMarketer in 2013, it was found that over 1.73 billion individuals, which accounts for nearly 25% of the global population, actively engage with social networking platforms. Schivinski [18], aver that it is projected that the global number of social network members would reach approximately 2.55 billion by 2017. When evaluating the effectiveness of social media as a promotional instrument, scholars commonly consider both mobile and web-based technologies that revolve around the activities of users in sharing, co-creating, discussing, and modifying content provided by users [17]. This phenomenon is often regarded as a substantial shift in the strategies employed by businesses to market their products, as they increasingly rely on customers to actively participate in directing marketing initiatives and shaping the discourse surrounding brand identity [17]. Business enterprises may encounter difficulties in comprehending the impact of customer engagement and information on brand establishment through social media, as opposed to traditional advertising mediums such as print or television. This is mostly due to the fact that social media does not inherently serve as a dedicated advertising platform. Organizations that employ social media platforms as a marketing tool might potentially benefit from favourable comments received through these channels. However, these same organizations may have challenges in managing and restricting the dissemination of unfavourable input [17, 19]. The impact of consumer dialogues and interactions on branding is often overlooked by individuals, who fail to recognize their own role in shaping branding and marketing efforts [17]. Among the three social media platforms commonly recognized by businesses for their role in marketing and branding (namely Twitter, YouTube, and Facebook), Facebook is often considered by certain individuals as the epitome of effectiveness for marketers. This perception stems from Facebook's notable focus on seamlessly incorporating advertisements within users' social content. In the Facebook model, advertisers furnish information regarding particular brands and products, while users engage with advertisements through commenting or expressing approval by clicking the "Like" button. This interaction subsequently generates additional content of a similar nature [20, 21]. Shen and Bissell [50], opined that increased engagement in product promotion and commenting on Facebook leads to greater exposure to material featuring related companies or goods. Consequently, social media plays a pivotal role in the formulation of corporate strategies, dissemination of brand information, and amplification of advertising efforts to enhance audience reach. The utilization of Facebook has notably enabled the establishment of novel avenues for interacting with consumers and the distribution of brand-centric material [21]. The efficacy of this strategy hinges upon the ongoing evolution and adaptation of social media and Internet behaviours. Shen and Bissell [21], aver that there has been a significant shift in internet user behaviour over the past decade. Previously, pornographic websites held the distinction of being the most frequently visited online destinations. However, in recent times, social networking sites have surpassed them in terms of popularity and user engagement. A study conducted by Shen and Bissell [21], aver that a significant majority of firms, specifically 93%, incorporate social networking as a means of enhancing their brand image and marketing efforts. According to a study conducted by Shen and Bissell in 2013, the current number of internet users in the United States exceeds 200 million. The study further reveals that these individuals allocate over 29 hours annually towards engaging in various online activities such as shopping, product research, and socializing with acquaintances and relatives. They further opined

that individuals allocate the highest amount of time on Facebook, averaging about seven hours per person on a weekly basis, in comparison to other prominent social networking platforms. The integration of the internet and e-technologies has become essential in the branding process as a result of the changing patterns of customer engagement with businesses. Currently, corporations strive to foster client engagement, encourage word-of-mouth referrals, and facilitate the creation of user-generated content that showcases their brand

affinity. Consumers who actively engage in participation are more likely to exert influence on others, hence increasing the likelihood of persuading them to adopt novel items. The year of the birth of Jesus Christ, also known as the Christ Era or Christmas. In order to fully comprehend the influence of social media on brand awareness, it is important to examine the significance of social media in shaping customers' purchasing behaviours. Hence the present study.

Social media marketing as a new marketing tool

Businesses often use marketing methods to effectively acquire clients, ensure their satisfaction, and foster brand loyalty. At the core of the concept of marketing lies the examination and administration of the interconnectedness of a brand, its potential consumers, and its existing clientele. Nevertheless, there seems to be a lack of consensus among scholars and experts about the establishment of a universally accepted definition for the concept of marketing. Divergent perspectives exist about the conceptualization of the subject matter, with some individuals seeing it as a procedural phenomenon, while others conceptualize it as an abstract notion. The first use of the phrase pertained to the act of traversing several locations with the explicit intention of vending goods. The American Marketing Association formulated an authoritative definition of marketing in [22], which encompasses the activities, institutions, and processes involved in generating, disseminating, delivering, and exchanging offers that provide value for consumers, clients, partners, and society as a whole. Kotler provided a definition of marketing as a dynamic process involving the exchange of value between a company entity and its customers, with the primary objective of fulfilling the customers' objectives and requirements. Kotler too regards marketing as a process [23]. Both Kotler and Keller [24], two renowned marketing theorists, concur that marketing is a multifaceted procedure that commences with the identification and comprehension of client wants and culminates with the execution of a viable company model. Nevertheless, these acts are subject to ongoing evolution in order to adapt to market fluctuations. As previously said, marketing is not often seen as a procedural approach. Adam Smith (1776) is widely seen as the progenitor of the contemporary concept of marketing, which seeks to proactively identify and fulfil customer needs and desires in a more effective manner than rival firms. The significance of comprehending customer needs and desires is acknowledged by both the process-oriented and conceptual perspectives of marketing [25]. Hence,

the author aims to emphasize the distinction between essential items and indulgent commodities. Due to the continuous process of self-reinvention within the field of marketing, the term in question has significant potential for many interpretations. Marketing techniques evolve with society norms and preferences, reflecting the dynamic nature of the contemporary landscape. Consequently, the field of marketing, once seen as a realm of creativity, has evolved into a discipline that requires rigorous investigation and market analysis. With the continuous evolution of the marketing sector, other sub-disciplines have emerged. Digital marketing is a prominent strategy in contemporary business practices. According to Statista's [26] research, the global internet user population exceeds four billion individuals, who typically engage in online activities for an average duration of six hours each day. Connectivity is used for a multitude of functions, including the monitoring of data and engaging in social interactions with acquaintances. In order to establish recognition among their target consumers, brands must effectively navigate the digital landscape. The incorporation of social media promotion into the realm of digital marketing. Adams [27], opined that the term refers to a collection of organized endeavours conducted across several social media platforms with the objective of enhancing brand recognition, disseminating brand-related information, and facilitating interactive connection with a specific target audience. The emergence of social media marketing may be attributed to the rapid spread of the Internet and the increasing prevalence of social networking platforms. The objective of using social media platforms for business promotion is to effectively provide valuable material to the company's current clientele while also attracting new potential customers. When the recipient perceives the communication as significant, they are more likely to disseminate it throughout their own network. Social media marketing may be conceptualized as an expanded iteration of the word-of-mouth strategy. Social media marketing enables organizations to

effectively engage with and actively listen to their consumers and future customers, therefore facilitating the integration of various pre-existing communities. An increasing number of enterprises, however, are using social media marketing strategies. According to a survey conducted by the University of Massachusetts Dartmouth Centre for Marketing Research in 2014, it was found that a significant proportion, namely 80%, of the Fortune 500 firms included the use of social media platforms in the year 2013. Consequently, the task of distinguishing oneself from competitors is progressively getting more arduous. Due to this rationale, an increasing number of enterprises are embracing social media marketing tactics. Social media marketing enables firms to gather client experiences by means of review discussions and rating systems. The process of discovering and engaging with consumer groups and influential individuals who may serve as brand advocates and enhance brand visibility is also facilitated. Social media marketing offers several advantages, with its cost-effectiveness being particularly noteworthy [25]. Indeed, social media marketing emerges as a cost-effective strategy due to the predominant availability of free networks.

Consumers buying behaviour

The objective of consumer behaviour analysis is to gain a better understanding of how individuals and communities make decisions regarding the acquisition, consumption, and disposal of commodities, services, ideas, and relationships in order to satisfy their needs. Goldsmith [28] outlines an innovative viewpoint on consumer behaviour that accentuates the complex interplay between people's experiences, their opinions and convictions, their actions, and the contexts in which those actions occur. Market segmentation is essential to consumer behaviour [29] because customers within a segment share similar product requirements and preferences. A few examples of market segmentation include demographic (such as age, ethnicity, and income level), geographic (such as by area or nationality), psychographic (such as interests and activities), and behavioural (such as loyalty to brands and benefit demand) factors. The social time factor is one of the primary drivers of consumer behaviour [30], indicating the relationship between time, social structures, rituals, and schedules in society, such as hours of work, operation hours, dining times, and other established routines. The context in which consumers receive information influences their purchasing decisions [31]. In addition to buying decisions and actions, market behaviour includes a broad range of consumer actions [32]. Several stages are required, including the identification of the issue, the collection of pertinent information, and the evaluation of potential solutions. Ultimately, the consumer decides which product to purchase. Customers are encouraged to share their perspectives and experiences after making a purchase [33].

Theoretical framework

The theoretical framework is the reasoned action theory developed by Martin Fishbein and Icek Ajzen [34] in the late 1960s. The central premise of the theory is that consumers act to achieve or acquire a particular outcome [35]. According to this perspective, consumers are rational actors who maximize their own interests when selecting options. According to this theory, precise precision is essential during the decision-making stage. A customer will only act in a specific way if they are confident that their choices will produce a predetermined outcome. Customers have the option to modify their opinions and select an alternate course of action from the moment they make a choice to act till the activity is complete. The Theory of Reasoned Action [25] contains numerous salesperson-useful concepts. Before selling a product to a consumer, the salesperson must establish a direct link between the purchase and the intended outcome. The idea also emphasizes client progression through the sales funnel. When there is a significant delay between a consumer's desire and subsequent action, the salesperson must be aware that the customer may be considering alternative options.

METHODOLOGY

Research design and area of study: The study utilized descriptive research design, and the study area is Jumia office, Calabar, Cross River State, Nigeria.

Population of the study and sample size: The population for this study comprises of 130 customers of Jumia in Calabar. The researcher visited Jumia office in Calabar consistently for a period of one month. The customers of Jumia for that month were used as the study population. While a sample of 97 was arrived using Krejcie and Morgan table (1970).

Instruments of data collection: Using a five-point Likert scale, a questionnaire was created and administered using the drop-and-pick method. The questionnaire was divided into two sections, with section A containing demographic questions and section B addressing the correlation between

internet marketing and consumer purchasing behaviour.

Validity and reliability of instrument: In order to ascertain the instrument's validity, test and measurement experts were asked to critique the questionnaire's elements. The study adopted the face and content validity. In addition, a pilot test was conducted, and the feedback received lead to the enhancement of the instrument.

Data analysis

Data collected using questionnaire was analyzed using Pearson Product moment correlation analysis.

Hypothesis One

H$_0$: There is no significant relationship between customer trust and the buying behaviour of Jumia customers in Calabar.

H$_1$: There is a significant relationship between customer trust and the buying behaviour of Jumia customers in Calabar.

Table 1: Computation of the responses on the relationship between customer trust and buying behaviour of customers

X	Y	XY	X^2	Y^2
64	4	256	4, 096	16
20	3	60	400	9
4	2	8	16	4
1	1	1	1	1
1	0	0	1	0
$\sum x = 90$	$\sum y = 10$	$\sum xy = 325$	$\sum x^2 = 4, 514$	$\sum y^2 = 30$

Source: Field survey (Questionnaire, 2023)

P < 0.05, df = 118, t = 1.98

$$r = \frac{n\sum xy - \sum x \sum y}{\sqrt{(n\sum x^2 - (\sum x)^2)(n\sum y^2 - (\sum y)^2)}}$$

$$r = \frac{5 * 325 - (90 * 10)}{\sqrt{(5 * 4, 514) - (90)^2)(5 * 30 - (10)^2}}$$

$$r = \frac{1, 625 - 900}{\sqrt{(22, 570 - 8, 100)(150 - 100)}}$$

$$r = \frac{725}{\sqrt{14470 * 50}}$$

$$r = \frac{725}{\sqrt{723, 500}}$$

$$r = \frac{725}{850.59}$$

r = 0.85

Based on the result given above, the value of r is approximately 0.85. By the decision rule, we reject the null hypothesis that there is no significant relationship between customer trust and the purchasing behaviour of Jumia customers in Calabar.

Hypotheses two

H₀: Perceived value does not have a significant relationship with the buying behaviour of Jumia customers in Calabar.

H₁: Perceived value has a significant relationship with the buying behaviour of Jumia customers in Calabar

Table 2: Computation of the responses to questions on the relationship between perceived value and buying behaviour of customers

X	Y	XY	X²	Y²
62	4	248	3, 844	16
13	3	39	169	9
7	2	14	49	4
5	1	5	25	1
3	0	0	9	0
∑x =90	∑y = 10	∑xy = 306	∑x² = 4096	∑y² = 30

Source: Field survey (Questionnaire, 2023)

P < 0.05, df = 118, t = 1.98

$$r = \frac{n\sum xy - \sum x \sum y}{\sqrt{(n\sum x^2 - (\sum x)^2)(n\sum y^2 - (\sum y)^2)}}$$

$$r = \frac{5 * 306 - (90 * 10)}{\sqrt{(5 * 4096) - (90)^2)(5 * 30 - (10)^2}}$$

$$r = \frac{1{,}530 - 900}{\sqrt{(20{,}480 - 8{,}100)(150 - 100)}}$$

$$r = \frac{630}{\sqrt{12{,}380 * 50}}$$

$$r = \frac{630}{\sqrt{619{,}000}}$$

$$r = \frac{630}{786.77}$$

r =   0.80

From the result above, the value of r is 0.80 approximately 1. By the decision rule, we reject the null hypotheses which states that perceived value does not a significant relationship with the buying behaviour of Jumia customers in Calabar.

Hypotheses three

Hypothesis three is restated by the researcher for analytical convenience

H₀: There is no significant relationship between customer reviews and the buying behaviour of Jumia customers in Calabar.

H₁: There is a significant relationship between customer reviews and the buying behaviour of Jumia customers in Calabar.

Table 3: Computation of responses to questions on the relationship between customer reviews and buying behaviour of customers

X	Y	XY	X²	Y²
68	4	272	4, 624	16
16	3	48	256	9
5	2	10	25	4
1	1	1	1	1
0	0	0	0	0
$\sum$x =90	$\sum$y = 10	$\sum$xy = 331	$\sum$x² = 4, 906	$\sum$y² = 30

Source: Field survey (Questionnaire, 2023)

P < 0.05, df = 118, t = 1.99

$$r = \frac{n\sum xy - \sum x\sum y}{\sqrt{(n\sum x^2 - (\sum x)^2)\,(n\sum y^2 - (\sum y)^2)}}$$

$$r = \frac{5*331 - (90*10)}{\sqrt{(5*4096) - (90)^2)\,(5*30 - (10)^2}}$$

$$r = \frac{1,655 - 900}{\sqrt{(24,530 - 8, 100)(150 - 100)}}$$

$$r = \frac{755}{\sqrt{16,430 * 50}}$$

$$r = \frac{755}{\sqrt{821, 000}}$$

$$r = \frac{755}{906.37}$$

r =   0.83

From the result above, the value of r is 0.83 approximately 1. By the decision rule, we reject the null hypotheses which states that there is no significant relationship between positive reviews and the buying behaviour of Jumia customers in Calabar.

DISCUSSION OF FINDINGS

The study found out that there is a significant relationship between consumer trust and the buying behaviour of Jumia customers in Calabar. This finding supports the findings of Forbes and Vespoli [36] who conducted research on a small number of 249 consumers in Chicago to examine the effect of social media on consumer behaviour. The study utilized a descriptive research design and a structured questionnaire to acquire data. The Correlation coefficient technique was used to analyse the hypotheses. The study findings show that social media (perceived value, positive reviews and consumer trust) significantly affect consumer behaviour. Furthermore, the study revealed that there is a significant relationship between perceived value and the buying behaviour of Jumia customers in Calabar. This finding affirm the findings of Lehmann, Ruiter and Kok, [37] who explored the impact of social media on consumer's decision-making: A study of Jumia, Lagos. The investigation was conducted using a survey format and a random sampling approach to draw a sample of 124 employees and customers of Jumia, Calabar. The study analyzed data with the aid of regression analysis. Their findings revealed that social media (positive reviews, consumer trust and perceived value) significantly affect the consumer's decision making. Finally, the study found that there is a significant relationship between positive reviews and the buying behaviour of Jumia customers in Calabar. This finding is in tandem with the findings of Forbes and Vespoli [36] who conducted research on a small number of 249 consumers in Chicago to examine the effect of social media on consumer behaviour. The study utilized a descriptive research design and a structured questionnaire to acquire data. The

Correlation coefficient technique was used to analyze the hypotheses. The study findings show that social media (perceived value, positive reviews and consumer trust) significantly affect consumer behaviour.

CONCLUSION AND RECOMMENDATIONS

As its global prominence grows, social media is viewed as a tool that can be used to enhance consumer engagement. Companies are constantly searching for novel ways to reach their ideal customers and influence crucial consumer decisions, such as brand loyalty and purchase intentions. Due to the technological revolution, the prevalence of social networking sites like ngFacebook, YouTube, and Twitter has increased because they enable users to communicate and establish relationships based on company-specific content. Future success in client acquisition, engagement, and retention will be more probable for businesses like Jumia Calabar that are proficient at integrating strategic approaches to social network platforms. Influencing how people feel about a brand and whether they intend to purchase it are social dynamics that shape consumers' perspectives and the opinions of others as reflected in social media posts. There is an increasing value on the strategic use of content generated by users, or material created by consumers in response to requests or demands from specific companies or brands. This information may influence the perceptions of other consumers regarding a brand. Due to the required level of maintenance, businesses employing this strategy should be prepared to delegate a marketing agency to the administration of online consumer contacts. Hence, the study recommends that businesses need to prioritize online marketing more. Their social media presence may boost their visibility, which will foster customer loyalty and raise brand value, both of which will increase their customer lifetime value. It is equally suggested for Jumia Calabar to employ internet marketing frequently since it will increase consumer interaction, gather more customer insights, reviews, and feedback, and give customers a sense of ownership over the business. Finally, the study calls for Jumia Calabar to use social media to communicate better customer experiences so that potential customers and those who have already made a purchase decision can relate to one another more easily.

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