

Digital Marketing and Consumer Buying Behaviour of Electronic Products in Nigeria

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Abstract: *The study examined the effects of digital marketing on consumer behaviour in selected states in Nigeria. The sample for the study is made up of 378 purposively selected consumers and marketers in the study. The data for the study was obtained using a structured questionnaire. Inferential statistics such as multiple regression among others were used to establish the relationship between the variables of the study. The results of the shows that perceived ease of use was positively related to consumer behaviour in selected states in Nigeria (CSB) and the effect is statistically significant ($p < 0.05$) and in line with a priori expectation. Also, perceived usefulness was negatively related to consumer behaviour in selected states in Nigeria and the effect is not statistically significant ($p > 0.05$) and not in line with a priori expectation. This means that a unit increases in perceived usefulness will result to a corresponding decrease in the consumer behaviour (CSB) in selected states in Nigeria by margin of 3.5 %. It was concluded that consumers patronized these online shopping sites dues to their perceived ease of use. It was recommended among others that for digital marketing to be considered useful, online marketers should create a delivery model which guarantees that orders made get delivered within few hours or the same day an order is made. Also online business operators should create an avenue for speedy resolution of customers' complaints. When this is done, customers will see the usefulness of this mode of shopping to the conventional approach*

Keywords: *Digital, Marketing, Consumers, Behaviour, Nigeria.*

I. Introduction

Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera (Kotler and Armstrong, 2009). It facilitates many-to-many communications due to its high level of connectivity and is usually executed to promote products or services in a timely, relevant, personal and cost-effective manner. According to Netta (2015), digital marketing is a term used to refer to marketing that utilizes electronic devices like computers, smartphones and tablets to engage the consumers. Digital technology may very well prove to be the most profound innovation in human history. It is the great leveler, allowing average citizens from all walks of life and all corners of the planet to impact the of minutes, or even seconds. In today's technology-driven society, many companies have resorted to the use of internet in their day to day marketing activities. That means a blend of internet with existing techniques of marketing campaigns. Digital marketing is also a broad term that describes a set of marketing processes that utilize all available digital channels to promote a product or service or build a digital brand. And the top 3 digital marketing activities that will drive success in digital marketing are corporate websites, social media and online advertising.

Digital marketing is a relatively new business channel, which entails selling and buying goods and services using a technology channel, like the World Wide Web or Internet. It is a state of art technology that is comprised of hardware, software and network equipment whereby each of the components works as a single system bringing people closer. This new technology has been used and implemented worldwide so that people can be connected to each other, in both personal and business matters, by just clicking a mouse anywhere and at any time. Being easy to use and inexpensive, online marketing has been rapidly growing each year (Chang, Cheung, and Lai, 2004) and; is currently utilized for shopping, information search, bills payment, news, weather reports, and online games.

The increase of technologies in the business world marketer's job changes from billboard and print

advertisement to more on online marketing mediums. As online marketing is increasing drastically we have different kinds of online marketing webs available like Google, Facebook, Yahoo, Linked-in, Blogs, Twitter, YouTube, MSN, Myspace, AOL, e-bay etc. The audience of e-advertisement is unlimited; it can be male, female, youth, elders, young, adults, different professionals, different culture, different audience etc, all can be captured with online advertisement on Google. In this way company cost decline and revenue maximizes (Lodhi and Shoaib 2018). Online marketing gives an advantage to the online shopper of convenience, time saving, and price competition (Wolfenbarger and Gilly, 2005).

Statement of Research Problem

Brand awareness is extremely important to companies especially for the new companies since they are still struggling to introduce their product to the market. This will help the companies to gain a loyal customer, become the top of mind of the customer and help the company to have constant income source. Realizing this fact, digital marketing is the fastest and has been recognized as one of the most effective tools to promote the product or the service of the company to the worlds with the relatively affordable pricecompare with the traditional media since digital marketing is utilizing the electronic devices like computers, smart phones and tablets to engage the consumers that and align with this, Wind and Mahajan (2001) said that it is not just a faster or newer channel. It is a new approach to marketing.

However, despite the importance of digital marketing to the performance of an organization, it still has its drawback as a result of the skepticism of some customers on the perceived ease of use and perceived usefulness of this channel vis a vis the traditional channels of product marketing and purchase satisfaction. Trust issues are among the most cited issues that bedevils the use of digital marketing. It has also been argued that the channel mostly favours the youths who are digitally more compliant than their older generation counterpart, thus leaving a large portion of generations not serviced by this form of marketing of electronic products.

The ability of managers to predict the behaviours of the customers with respect to how the perceived ease of use and perceived usefulness of this channel affects them is fundamental to making a huge progress in the ability of the organization to market her products online to potential customers. This has been the major challenges confronting digital marketing vis a vis purchasers' behaviour in the study area. It is in this light that the researchers want to investigate the effect of digital marketing on purchaser' behaviour in the study area.

Objectives of the study

The general purpose of this study will be to investigates digital marketing and consumer behaviour in selected States in Nigeria. The specific objectives of this study are to:

- i. To evaluate the effect of perceived ease of use on consumer behaviour in selected States in Nigeria.
- ii. To assess the effect of perceived usefulness on consumer behaviour selected States in Nigeria.

Research Questions

The following research questions guides this study:

- i. What is the effect of perceived ease of use on consumers buying behaviour in selected States in Nigeria?
- ii. What is the effect of perceived usefulness on consumers behaviour in selected States in Nigeria?

Hypotheses of the Study

H₀₁: Perceived ease of use has no significant effect on consumer behaviour in selected States in Nigeria.

H₀₂: Perceived usefulness has no significant effect on consumer behaviour selected States in Nigeria..

Contribution of the Study to Knowledge

This study will be beneficial to marketers, web developers, web designers, consumers and corporate managers who will apply it on their own business use. For instance, marketers can use it for designing their marketing mix, web developers and web designers can adopt the information to improve their web sites, and corporate managers can allocate sufficient budget for e-marketing method for promoting and advertising their product or services worldwide with the help of internet marketing websites of the companies. Moreover, the government sector can adopt this research to support the private sector as well as the public sector, such as, network infrastructure provision, appropriate online business policy/law, and tax regulations. Thus, this research is beneficial to a variety of professionals on both theoretical and practical contributions as well as to

members of the public. This research will significantly create awareness to individuals, groups and organizations on the effect of digital marketing and consumer behaviour toward purchase of electronic product.

II. Literature Review

Concept of Digital Marketing

Digital marketing concept originated from the Internet and search engines ranking of websites. The first search engine was started in 1991 with a network protocol called Gopher for query and search. After the launch of Yahoo in 1994 companies started to maximize their ranking on the website. When the Internet bubble burst in 2001, market was dominated by Google and Yahoo for search optimization. Internet search traffic grew in 2006; the rise of search engine optimization grew for major companies like Google. In 2007, the usage of mobile devices increased the internet usage on the move drastically and people all over the world started connecting with each other more conveniently through social media. In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Rohm and Hanna, 2011).

In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing. Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth (WOM) on social media and for making the site popular through the creation of traffic to the site. In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing. Social media with an extraordinary example Facebook has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage the customers and enhancing their experience. Marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization's marketing communication plan (Rohm and Hanna, 2011).

Behaviour of Consumers

Online consumer is searching for the new thing, new trend and the most important is price compatibility with their buying budget. Internet becomes the best way to save time, energy and money through online purchase within range of budget from anywhere. Online consumer uses the technology to compare prices of goods, catch up with the latest information, get connected socially with social media and surfing as they desire. The internet gives consumer opportunity to make comparison of price, quality and brands in just one click (Sulaiman and Abdullah, 2016). Digital marketing can be defined as an activity of buying goods or services on the internet. Jukariya and Singhvi (2018) defines Online marketing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Purchase behaviour is a study of how individuals make decision to spend their available resources (time, money and effort) on consumption related items (what they buy, why they buy, where they buy, how often they buy and use a product or service), especially the factors related to occupation.

Purchase behaviour of consumer is comparatively a new field of study and it is an attempt to understand and predict human activities in the buying role. It has assumed giving importance under the marketing oriented or consumer oriented marketing, planning and management. Consumer behaviour is seen as all psychological, social and physical behaviour of potential consumers as they became aware of evaluate, purchase, consume and tell others about products and services (Venkat, 2015). With the increasing disposable income population, consumers' per capita consumption of electronic goods and other products is increasing (Venkat, 2015).

Theoretical Review

The Theory of Planned Behavior

This theory was built on the Theory of Reasoned Action in 1985 (cited in Ramus and Nielsen, 2005) by adding one construct to it; Perceived Behavioral Control. The new construct was added to provide a better

prediction of the user's performance behaviour. It was developed to predict individual intention behaviour of technology adoption. The theory is suitable for finding consumers' purchasing intentions based on three independent variables. As you can see in figure 1, attitude towards behaviour and subjective norm are basically the factors that influence buyers intention.

- Attitude towards the behaviour,
- Subjective Norm
- Perceived Behavioural Control.

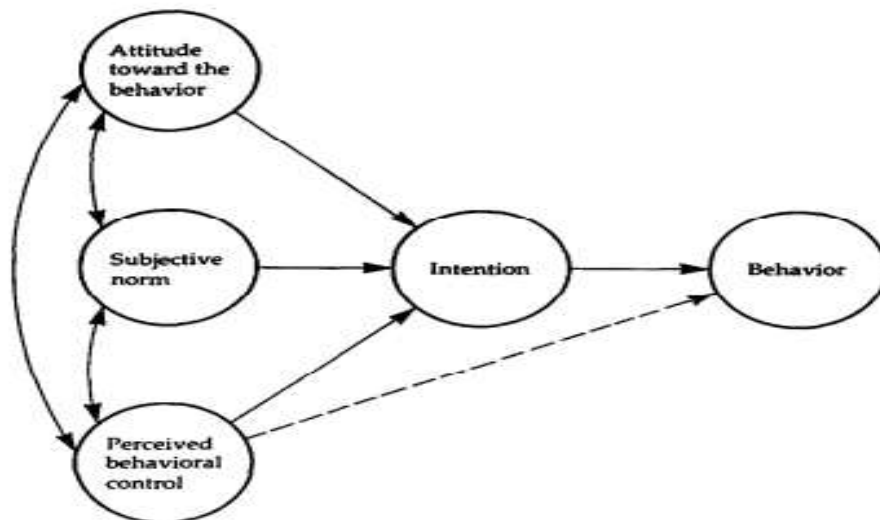


Figure 1: Theory of planned behavior (Ajzen, 1991)

On the other side perceived behavioural control actually moves towards the actual behavioural by influencing the intention. The individual perception can be perceived either positively or negatively which result to either perceived ease of use and/or perceived usefulness from the consumer.

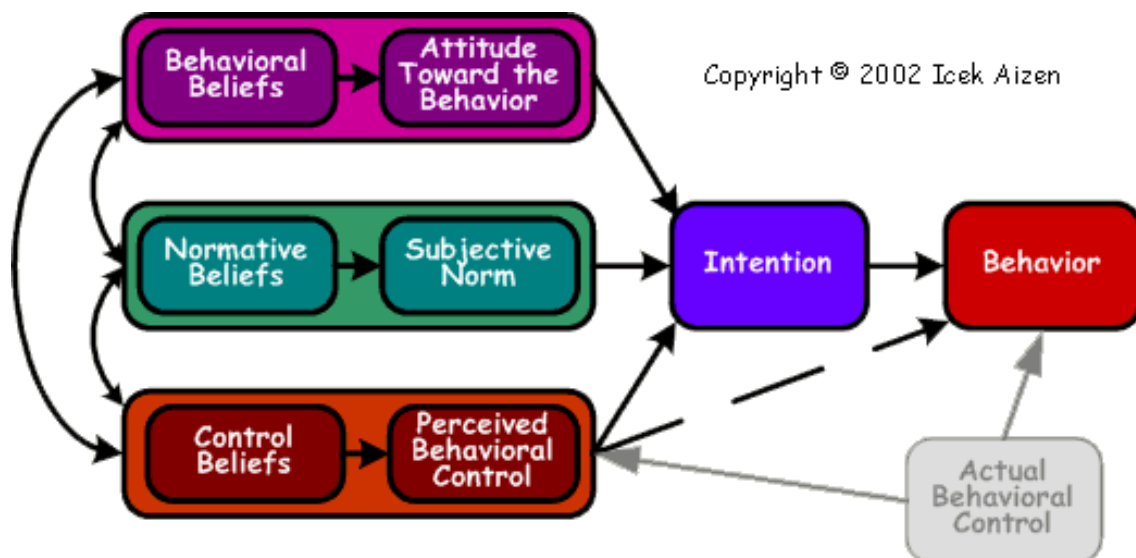


Figure 2:.Schematic Diagram of Theory of Planned Behavior by Ajzen, I. (1991)

Source: Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, p. 179-211

The Theory of Planned Behavior (TPB) was developed by Ajzen in (1991) and its attributes include:

- **Behavioural belief:** It's about one's belief about the final outcome of particular behavior, Icek Ajzen (1991).
- **Attitude toward behavior:** Attitudes are a person's beliefs based on the results and values of his/her behaviour whether in a positive manner or negative manner and a person's attitude may influence his/her intention to buy something (Ajzen, 2002; Francis, Eccles, Johnston, Walker, Grimshaw, Foy, Kaner, Smith, and Bonetti, 2004). It is also about personal performance of individual's positive or negative evaluation Icek Ajzen (1988, 1991).
- **Normative belief:** It is about individual's particular behavior that can be influenced by other important actors, Icek Ajzen (1991). These actors can be your friends, family members, co-workers etc.
- **Subjective norm:** As advised by Francis *et al* (2004), Subjective Norm is a person's own estimate of the social pressure to perform or not perform the target behavior and a person's subjective norm may influence his/her intention to buy something. Its concerns with social normative pressures or other belief that can affect one's behavior whether a person should perform the behavior or not, Icek Ajzen (1991).
- **Perceived behavioral control:** An individual's perceived ease or difficulty of performing the particular behavior, Ajzen, (1991). A person's way of performing a particular behavior with some difficult or performing it easily, Ajzen, (1988). Perceived behavioral control: is about a person who has a belief in and control over his/her ability to perform the task by him/herself whether this person is successful in the task or not and his/her perceived control perception may influence his/her intention to buy something (Ajzen, 2002).
- **Control beliefs:** Person's beliefs about the presence of circumstances that may help or prevent performance of the behavior.

Proxies for the Independent variables of the Study

Perceived Ease of Use

Davis, (1989) defined Perceived Ease of Use as the concentration of physical and mental efforts that a user expects to receive when considering the use of technology i.e. degree to which a person believes that using a particular system would be free from effort. Ease of use can also be defined as a person's perception that using the new technology will be free from effort (Davis, 1989). Perceived Ease of Use (PEU) has a significant and positive influence on consumers' attitude about e-shopping (Bisdee, 2007; Yuliharsi & Daud, 2011). The ease of learning and becoming skilful at using pervasive technologies, including technologies and interfaces on online shopping sites, were concluded as valid determinants as to what makes a technology easy to use. The work of Selamat *et al.* (2009) further added that a technology which is perceived to be easier to use than another is more likely to be accepted by users whereas the more complex a technology is perceived to be, the slower will be its rate of adoption. Other scholars have also found that the perceived ease of use had a positive influence on consumers' attitude in using the Internet to shop online (Bisdee, 2007; Yuliharsi & Daud, 2011).

Perceived Usefulness

Perceived usefulness is defined as the degree to which the user believes that the technology will enhance the performance of an activity (Davis, 1989). According to TAM (Davis, 1989) customers tends to use that online website which significantly affects their performance. According to Zhou *et al.* (2007) it's the customer's probability that shopping online would increase his/her efficiency and this positively affect the entire purchase process. The ability to improve shopping performance, shopping productivity, and most importantly, accomplishing shopping goals, were concluded as valid determinants as to what makes consumers' shopping activity a success. Given this scenario, Kim *et al.* (2003) argued that online shopping sites which provide functions which aid consumers in making better shopping decisions will be perceived as useful. The same logic was observed in the work of Bisdee (2007) as online shopping sites which are able to provide useful services to consumers and services which are not available through traditional shopping (e.g. comparison between products at a glance) will be perceived as useful by consumers, and thus leads to the development of favourable attitudes toward online shopping.

Review of Related Empirical Studies

Kim (2004) in his research on consumers' shopping and purchasing behaviour, came to the conclusion that despite the remarkable growth in Internet sales, there was evidence to suggest that there were many consumers shopping with intent to buy at retail websites, but for some reason did not complete the transaction.

Chen (2009) extends theory of planned behavior (TPB) by including ten important antecedents as external beliefs to online consumer behavior. The ten antecedents are identified by prior studies, mostly in the areas of management information systems and marketing science. This study is conducted with a survey of 288 college students who have online shopping experiences. The collected survey data is used to test each hypothesis developed in the research model. The results of data analysis confirm perceived ease of use (PEOU) and trust are essential antecedents in determining online consumer behavior through behavioral attitude and perceived behavioral control. The findings also indicate that cost reduction helps the consumer create positive attitude toward purchase. Further, the findings show the effects of two constructs of flow - concentration and telepresence on consumer's attitude. Concentration is positively related to attitude toward purchase, but telepresence likely decreases attitude due to the consumer's possible nervousness or concern about uncertainty in the online environment.

Weng and Ding, (2012), their paper examined relationship between PEOU, PU, attitude towards online shopping, and consumers' intention to shop online. An associative analysis in the form of a correlation analysis was conducted to test for existence of multicollinearity. Then, multiple regression analyses were performed to test the relationship between the whole set of predictors and the dependent variables under the current study. Factors loading ranged from 0.779 to 0.975, Cronbach's alpha was calculated for each factor, and each was found reliable ($\alpha = 0.960, 0.959, 0.944, \text{ and } 0.954$ respectively). These four factors were: perceived ease of use, perceived usefulness, attitude toward online shopping, and intention to shop online. Results showed that consumers' intention to shop online is determined by their attitude towards online shopping. Further, the results highlighted the importance of PEOU and PU of online shopping sites towards consumers' attitude towards online shopping in terms of how easy or effortless and how useful online shopping sites are in creating a favourable shopping environment.

Dipti, *et al*, (2014) examine they four dimensions of online shopping as perceived by consumers in India were identified. The population of this research consisted of online shoppers from Delhi. The sample of the study comprised of 160 online shoppers. Respondents belonged to different age groups, income groups and occupations and have a prior experience in online shopping. A pre-structured questionnaire was used with a 5 point Likert rating scale to measure the factors influencing the respondent's behavior to shop online. The empirical results revealed that only one factor, namely Perceived Risk significantly affected online shopping behavior of consumers in Delhi while Perceived enjoyment, Perceived ease of use and Perceived enjoyment hinders the consumers to shop online.

Mohammed (2016) examines the acceptance of online shopping and the factors which influence this behavior throughout this country. In his study, SPSS software was used to conduct an analysis on the collected data. Descriptive statistics, Cronbach's Alpha, Pearson's correlation, Factor analysis, missing data, treatment of outlier, normality, homoscedasticity, and multicollinearity and multiple regressions were the statistical tools that were conducted. His research investigated the relationship of (TAM) Technology Acceptance Model constructs in online shopping area in one of the developing Arab countries i.e. Jordan. The finding of the study showed that customers' intention to shop online is determined by their attitude towards online shopping. Further, it showed the importance of perceived ease of use and perceived usefulness of online shopping sites to form customers' attitude towards online shopping.

III. Methodology

Research Design

The survey research design was utilize for this study which employed primary data. The data was obtained using a well structured questionnaire which was validated by experts and also using a mathematical exploratory factor analysis. The population of the study consist of university students who are believed to be the popular consumers of electronic products and marketers of online stores such as Jumia, Konga Jiji and OLX. They were obtained from the five states in Middle Belt region of Nigeria namely; Plateau, Niger, FCT, Kogi and Nassarawa States respectively. Questionnaires were distributed via email using Google form to the various respondents. Convenience sampling was used for the study with a sample of 378 respondents from the purposively selected five states in the middle belt region of Nigeria. While content validity were carried out through the expert contributions, construct validity was tested with the use of Factor analytical tool that considered Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity. Having constructed the instrument to be used to collect information for the study, the researcher had to be sure that it measured the rational categories or variables for the intended purpose. To establish the validity of the instrument, a pilot test technique was therefore be employed.

Table 1: Kaiser-Meyer-Olkin and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.928
Approx. Chi-Square	2.793
Bartlett's Test of Sphericity df	3
Sig.	.025

Source: SPSS Result, 2020

A pilot test was conducted. The input variable factors used for this study were subjected to exploratory factor analysis to investigate whether the constructs as described in the literature fits the factors derived from the factor analysis. From Table 1, factor analysis indicates that the KMO (Kaiser-Meyer-Olkin) measure for the study's 2 independent variable items is 0.928 with Barlett's Test of Sphericity (BTS) value to be 3 at a level of significance $p=0.025$. Our KMO result in this analysis surpasses the threshold value of 0.50 as recommended by Hair, Anderson, Tatham, and Black (1995). Therefore, we are confident that our sample and data are adequate for this study.

Table 2: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.464	48.816	48.816	1.464	48.816	48.816
2	.863	28.782	77.598			
3	.672	22.402	100.000			

Extraction Method: Principal Component Analysis.

Source: SPSS Result, 2019

The Total Variance Explained table shows how the variance is divided among the 3 possible factors. One factor has an eigenvalue (a measure of explained variance) greater than 1.0, which is a common criterion for a factor to be useful. When the Eigenvalue is less than 1.0 the factor explains less information than a single item would have explained. Table 2 shows that the Eigenvalues 1.464 is greater than 1. Only component one gave a variance of 48.816. This shows that the variables have strong construct validity.

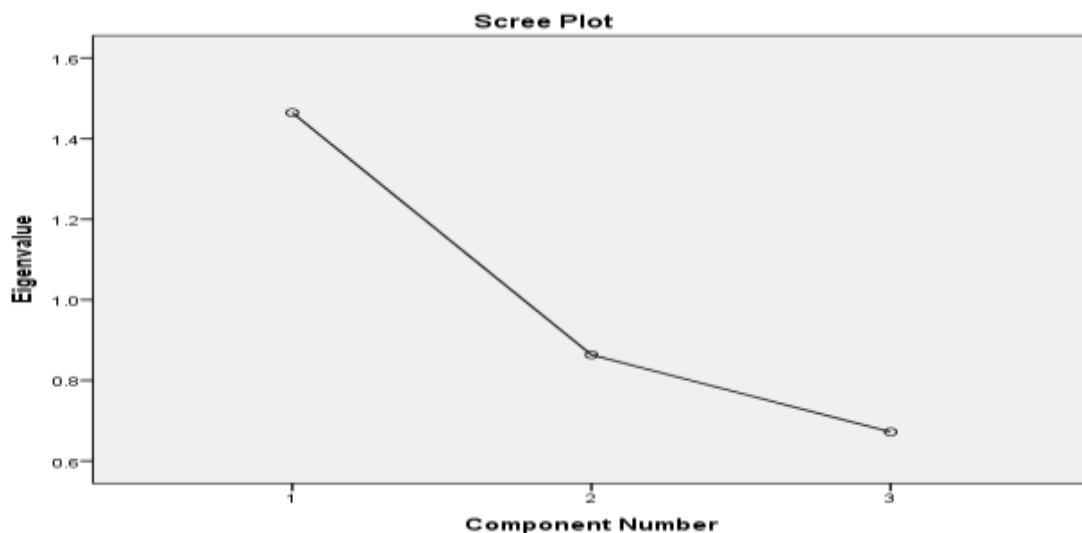


Figure 3: Scree Plot

The Scree Plot shows the initial Eigenvalues. Note that both the scree plot and the eigenvalues support the conclusion that these six variables can be reduced to three components. Note that the scree plot slopes downward after the second component. However, the second component is very poorly defined, relating only to one variable. The Scree plot shows that after the first three components, differences between the eigenvalues decline sharply (the curve flattens), and they are less than 1.0. This again supports a three-component solution.

Reliability of the Research Instrument

Table 3: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.897	.989	3

Source: SPSS Result, 2020

Table 3 shows the reliability statistics which indicates that the overall Cronbach Alpha value is 0.897. Reliability Cronbach Alpha statistics of 0.70 is considered adequate and reliable for study. Hence, the variables of this study fall above the limit of a reliable instrument for this study.

Model Specification

The framework below depicts the functional relationship between the independent and the dependent variables of the study in the implicit and explicit form of the model.

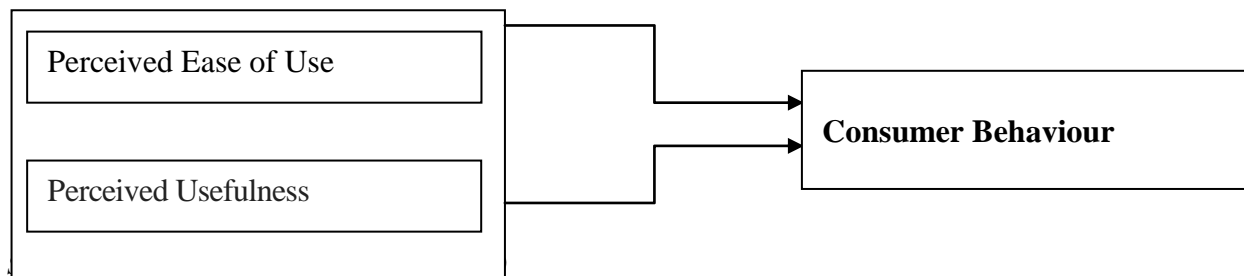


Figure 4: Researcher’s Conceptual Model

Where,

X_1 = Perceived Ease of Use

X_2 = Perceived Usefulness

CSB = Purchase Behaviour o Consumer

In explicit form, the model can be restated as shown below:

$$CSB = f(PEU, PUF) \tag{1}$$

$$CSB = b_0 + b_1PEU + b_2PUF + U_t \tag{2}$$

b_0 = Constant term

$b_1 - b_2$ = Coefficients to be estimated

U_t = Error term

A priori expectations

1 = Perceived Risk; *a priori* expectation is negative

2 = Perceived enjoyment; *a priori* expectation is positive

Method of Data Analysis

The data collected in this study was analyzed statistically by the use of frequency tables and multiple Regression analysis. The hypotheses formulated was tested by the probability values of the estimates. Thus, from the random sample from the population, we estimate the population parameters and obtain the sample linear regression model. The hypotheses of the study was tested using the probability value of the estimate with the following decision rule. If the p-value of $(b_i) >$ than the critical value we accept the null hypothesis, that is, we accept that the estimate b_i is not statistically significant at the 5% level of significance. Or if the p-value of $(b_i) <$ than the critical value, we reject the null hypothesis, in other words, that is, we accept that the estimate b_1 is statistically significant at the 5% level of significance.

IV. Results And Discussion

**Regression Results and Discussion
Normality Assumption**

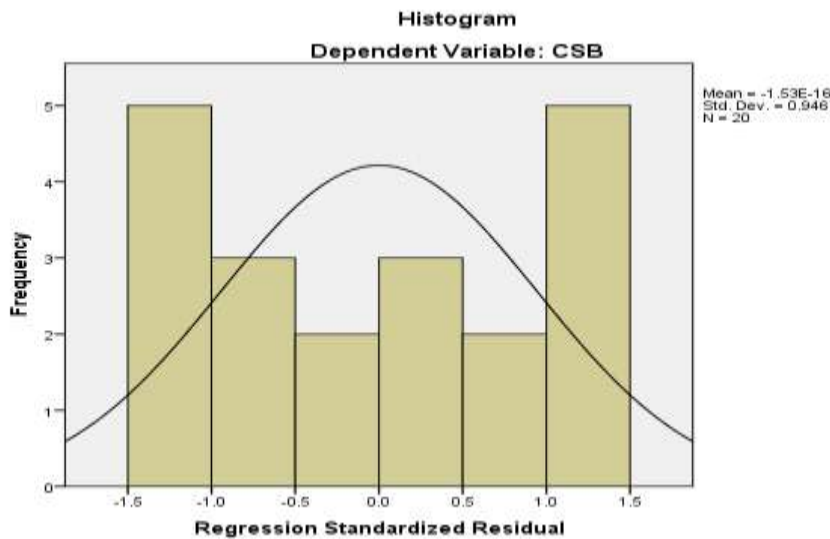


Figure 5: Regression Standardized Residual

Figure 5 above shows a histogram of the residuals with a normal curve superimposed. The residuals look close to normal, implying a normal distribution of data. Here is a plot of the residuals versus predicted dependent variable of on consumer behaviour in selected States in Nigeria (CSB). The pattern shown above indicates no problems with the assumption that the residuals are normally distributed at each level of the dependent variable and constant in variance across levels of Y. It is very unlikely that a histogram of sample data will produce a perfectly smooth normal curve like the one displayed over the histogram, especially if the sample size is small. As long as the data is approximately normally distributed, with a peak in the middle and fairly symmetrical, the assumption of normality has been met.

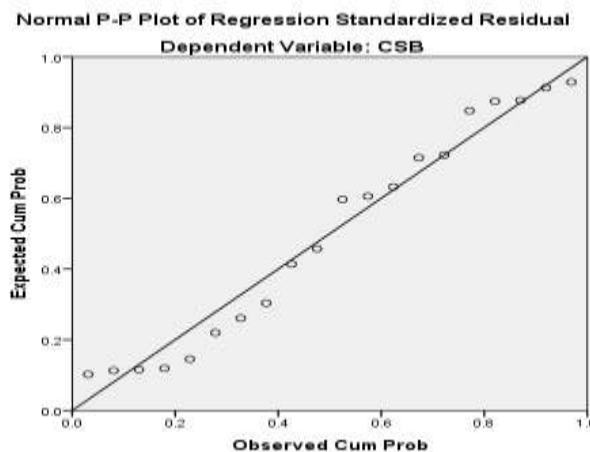


Fig 6: Normal P-P Plot of Regression Standardized Residual

When the sample size of the study is not very large, it is important to examine the normal P-P plot as it provides a clearer picture of data distribution. As shown in figure 6, the plot of regression standardized residuals shows equal numbers of points on either side of the regression line. The normal P-P plot is an alternative graphical method of assessing normality to the histogram and is easier to use when there are small sample sizes. The scatter should lie as close to the line as possible with no obvious pattern coming away from the line for the data to be considered normally distributed as in the case of the data for this study.

Table 4: Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	PEU	PUF
1	1	2.903	1.000	.00	.01	.01
	2	.082	5.946	.00	.46	.26
	3	.015	13.942	1.00	.53	.74

a. Dependent Variable: CSB

The result of the Collinearity diagnostics test in Table 4 indicates that there are no serious problems with multicollinearity. Several Eigenvalues are close to 0, indicating that the predictors are highly intercorrelated and that small changes in the data values may lead to large changes in the estimates of the coefficients. However, condition indices values greater than 15 indicate a possible problem with Collinearity. As shown by the result of the condition indices which indicates that none of the values are larger than 15.00, this suggests that there is no serious problem with Collinearity in the dataset used for this study.

Table 5: Statistical Significance of the model

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	212.260	2	106.130	.659	.030 ^b
	Residual	2738.690	17	161.099		
	Total	2950.950	19			

a. Dependent Variable: CSB

b. Predictors: (Constant), PUF, PEU

Source: SPSS 20.0 Result Output, 2020

The result of the statistical significance of the model is presented in Table 5. The F-ratio in the ANOVA table above tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predicts the dependent variable $F(2, 17) = 0.659, p = 0.030^b$ (i.e., the regression model is a good fit of the data)

Table 6: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.978 ^a	.879	.773	2.69249

a. Predictors: (Constant), PUF, PEU

b. Dependent Variable: CSB

Source: SPSS 20.0 Result Output, 2020

Table 6 shows the model summary. The coefficient of determination R^2 for the study is 0.879 or 87.9%. This indicates that 87.9% of the variations in the model can be explained by the explanatory variables of the model while 12.1% of the variation can be attributed to unexplained variation captured by the stochastic term. The Adjusted R Square and R^2 show a negligible penalty (77.3%) for the explanatory variables introduced by the researcher.

Table 7: Regression coefficients

Model	Coefficients ^a				t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	Beta			Tolerance	VIF
	B	Std. Error						
(Constant)	2.607	.002			.260	.002		
1 PEU	.188	.138	.208		.136	.023	.942	1.062
PUF	-.033	.144	-.035		-.227	.822	.934	1.071

a. Dependent Variable: CSB

Source: SPSS 20.0 Result Output, 2020

a) Effect of perceived ease of use on consumer behaviour in selected states in Nigeria.

Perceived ease of use (PEU) was positively related to consumer behaviour in selected states in Nigeria (CSB) and the effect is statistically significant ($p < 0.05$) and in line with *a priori expectation*. This means that a unit increases in perceived ease of use (PEU) will result to a corresponding increase in the consumer behaviour (CSB) in selected states in Nigeria by margin of 20.8 %. Using the probability value of the estimate, $p(b_1) <$ critical value at 0.05 confidence level. Thus, we reject the null hypothesis. That is, we accept that the estimate b_1 is statistically significant at the 5% level of significance. This implies that perceived ease of use has a significant effect on consumer behaviour in selected states in Nigeria. This finding is in tandem with Chen (2009) who found that perceived ease of use and trust are essential antecedents in determining online consumer behavior through behavioral attitude and perceived behavioral control.

b) Effect of perceived usefulness on consumer behaviour in selected states in Nigeria

Perceived usefulness (PUF) was negatively related to consumer behaviour (CSB) in selected states in Nigeria and the effect is not statistically significant ($p > 0.05$) and not in line with *a priori expectation*. This means that a unit increases in perceived usefulness (PUF) will result to a corresponding decrease in the consumer behaviour (CSB) in selected states in Nigeria by margin of 3.5 %. Using the probability value of the estimate, $p(b_2) >$ critical value at 0.05 confidence level. Thus, we accept the null hypothesis. That is, we accept that the estimate b_4 is not statistically significant at the 5% level of significance. This implies that perceived usefulness has no significant effect on consumer buying behaviour on electronic products in the north central zone Nigeria. This finding is contrary to that of Weng and Ding, (2012), who examined the relationship between perceived ease of use, perceived usefulness, attitude towards online shopping, and consumers’ intention to shop online. Multiple regression analyses were performed to test the relationship between the whole set of predictors and the dependent variables under the current study. Results showed that consumers’ intention to shop online is determined by their attitude towards online shopping. Further, the results highlighted the importance of PEOU and PU of online shopping sites towards consumers’ attitude towards online shopping in terms of how easy or effortless and how useful online shopping sites are in creating a favourable shopping environment. The no significant effect between perceived usefulness on consumer buying behaviour of electronic products in the north central zone Nigeria could be as a result of the fact that most of the respondents will just take the risk of engaging in an online shopping with multiple online marketers. Values of VIF that exceed 10 are often regarded as indicating multicollinearity. As can be seen from the result of the Collinearity statistics in Table 7, there is absence of multicollinearity in the model used for this study.

V. Conclusion And Recommendations

Conclusion

The study investigates the effects of digital marketing and consumer behaviour in selected states in Nigeria. This research shows that digital marketing in the study areas is well known and majority of the respondents are aware and utilized the services of digital marketing platform such as Amazon.com, eBay, Jumia.com and Konga.com etc. The study indicates that consumers patronized these online shopping sites due to their perceived ease of use. The positive effect of the perceived ease of use could be linked to the convenience and time saving factor they obtain from the use of digital marketing in the sale and purchase of their goods and

services. But despite this positive effect of perceived ease of use, many customers are still skeptical about digital marketing which could be the reason for the negative effect of perceived usefulness on consumer behaviour in our study. Some consumers still do not trust digital shopping fully because of some negative experiences which some people have had or due to the fact that they are not equipped to engage in the intricacies of online shopping and marketing.

Recommendations

Based on the findings of the study the following recommendations are made:

1. E-commerce portals/marketers should provide a user friendly platform. The online marketing system should be easy to use requiring less effort on the part of consumer and thereby increases the likelihood of consumer buying behaviour. This is because an application perceived to be easier to use than another is more likely to be accepted by users.
2. For the digital marketing to be considered useful, online marketers should create a delivery model which guarantees that orders made get delivered within few hours or the same day an order is made. Also online business operators should create an avenue for speedy resolution of customers' complaints. When this is done, customers will see the usefulness of this mode of shopping to the conventional approach.

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