



Internet Marketing and Consumer Purchasing Behaviour: A Cursory Look at Jiji.com

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Introduction

This study investigated the effect of internet marketing on consumer purchasing behaviour a study of Jiji.com. The study focused on determining the extent to which search engine optimization, website marketing, mobile marketing and content marketing affect consumer purchasing behaviour in Nigeria firms. The objectives of this study were to: investigate the significant effect of search engine optimization; significant effect of website marketing; examine the significant effect of mobile marketing and evaluate the significant effect of content marketing on consumer purchasing behaviour. Internet marketing uses the customers' online activity and then connects them with the business by reaching out in various places over the internet. Internet marketing not only delivers meaningful information to solve the customer's problems and needs but is also accessible on-demand (Okolo, Okafor, Obikez & Nduka, 2021).

Methodology.

This study employed descriptive research design. A descriptive study design, according to factors in a context, is a research technique that uses a scientific perspective to observe and characterize subject behavior (Sharma, 2021). The population of the study are all Jiji's customers in Ilaro, Ogun State. The study adopted Quota sampling techniques. The sample size of 314 was drawn using Hart (1942) formula with 0.05 confidence interval and 95% confidence level. The result of the reliability analysis showed that the Cronbach's Alpha value for search engine marketing is 0.728, 0.825 for website marketing, 0.708 for mobile marketing, 0.739 for content marketing and 0.881 for consumer purchasing behaviour. The hypotheses were tested with multiple regression analysis using SPSS version 23.0.

Results and discussion

The table above revealed both relative effect and significance of each of the explanatory variable on the dependent variable. Mobile Marketing (MM) is the most potent factor in prediction of consumer purchasing behaviour (CPB) (a unit increase in MM results in 0.387 increase in CPB); follows in order of magnitude by Website Marketing (WM) (a unit increase in WM results in .112 increase in CPB) followed by search engine optimization (SEO) (a unit increase in SEO in .098 increase in CPB) while content marketing (CM) is found to be the least significant predictor of CPB (a unit increase in CM results in .045 increase in CPB).

Conclusions

With a focus on Jiji.com in Ilaro, Ogun State, this study investigated the substantial impacts of internet marketing on consumers' purchase decisions. For the study, four hypotheses and four research questions were developed and put to test. The results support the main goal by showing a direct, favorable, and significant association between internet marketing and consumer purchase behavior.

Keywords

Search Engine Optimization, Website Marketing, Mobile Marketing, Content Marketing, Consumer Purchasing Behaviour.