

IMPACT OF ELECTRONIC MARKETING ON CUSTOMERS' LOYALTY TO FAST-MOVING CONSUMER GOODS (FMCGs) IN LAGOS STATE

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Abstract

With the advent of technological development in this digital era, only marketers who can establish their presence online and attract loyal customers can survive in this dynamic and turbulent market environment. It is on this premise that this study examines the impact of electronic marketing on customers' loyalty to Fast Moving Consumer Goods (FMCGs) in Lagos State. Two specific objectives were raised for the conduct of this study; (i) to determine the influence of mobile marketing applications on customers' loyalty to FMCGs in Lagos State. (ii). to investigate if social media marketing encourages customers' loyalty to FMCGs in Lagos State. Two theories underpinned this study; the theory of TAM and the uses and gratifications theory. The researcher adopted a descriptive research design, using a cross-sectional survey method which involves using a convenient sampling technique to select a sample of 397 respondents. Questionnaires were designed and administered to 397 respondents but only 384 useable copies were returned which represents a 96.7% response rate. Results revealed that mobile marketing and social media marketing have significant relationships with customers' loyalty to FMCGs in Lagos State. Hence, the study concludes that electronic marketing influenced customers' loyalty to Fast Moving Consumer Goods. Based on the findings and conclusion of the study, it was recommended amongst others that online retailers need to invest more in technological development such as mobile marketing and social media marketing to capture the real customers in the internet environment and be up-to-date regarding all available products posted on the website.

Keywords: Customer loyalty, Mobile marketing, Social media Marketing, Fast Moving Consumer Goods (FMCGs).

1.0 Introduction

Marketers of Fast Moving Consumer Goods are facing challenges that make it imperative for them to stay competitive and remain in the business. Staying competitive requires them to adopt modern technologies such as electronic marketing. As technology advanced, the internet has become an integral part of the twenty-first century and the World Wide Web (www) is considered the world's largest information environment for internet users to trade, read and publish information using the world browser, with the web 1.0 being the first to emerge (Ibrahim, 2021). Web 1.0 had static content with minimal interaction and no real communities started in 1993 (Kingsnorth, 2016). Monnappa (2021) asserted that this

Web 1.0 platform only allows for information gathering while users were not allowed to share information. The 21st century brought about the actual recognition of electronic marketing with the launch of Google in April 2004, Facebook (now Meta) in February 2004, and Twitter (now X) in March 2006 by Zuckerberg (Kamal, 2006). Jankowski (2007) described this phase of development brought about communication solutions in both technology and social areas as Web 2.0.

Mannoppa (2021) asserted that Web 2.0 allows for interactions with other users and businesses. However, Internet World Stats (2015) opined that the revolution of social media transformed the internet, customers' behaviour as well as the penetration of the broad brand increased speed, internet usage, and users' expectations. Vermaak (2021) opined that the next direction for web development is Web 3.0 which will improve the intelligence of the internet, processing information through the power of artificial intelligence systems that simulate human intelligence. Vermaak (2021) further asserted that this will allow for the development and channelling of highly personalised content directly to online consumers.

The components of electronic marketing are the Internet, social media, smartphone apps, and other digital communication technologies which are now a part of the daily lives of billions of people all over the world (Dwivedi, Ismagilova, Hughes, Carlson, Filieri, Jacobson, & Wang, 2021). Fast-moving consumer goods (FMCGs) take a considerable percentage of consumers' budgets in all countries and thus attract a lot of interest from consumers and policymakers (Joghee & Pillai, 2013). Similarly, Södergren (2016) asserted that one of the biggest industries in the world is the fast-moving consumer goods sector, which includes different products such as meals, beverages, cosmetics, gadgets, and home goods.

According to Khan and Islam (2017), it is now a major requirement to utilise digital channels in this turbulent and aggressive business environment to develop stronger customer loyalty. Electronic marketing is the use of the Internet and other relevant digital technologies along with traditional communications to accomplish marketing goals (Jenyo & Soyoye, 2015). Electronic marketing involves using electronic media for marketing goods and services, it involves using internet technology creatively, using graphics, multimedia, and text messages in various languages to develop advertisements that are catchy and create electronic shops that allow for product viewing, promotion, and sales (Hooda & Aggarwal, 2012). So, the purpose of this study was to investigate how electronic marketing affects consumer loyalty to fast-moving consumer foods.

The global pandemic has changed the purchasing behaviour of customers who increasingly adopt shopping online as an alternative solution (Putra, Budiantoro, & Haziroh 2020; Hossain, Polas, Rahman, Islam, & Jamadar, 2020). For marketers to stay competitive and survive in this era, they have to be able to maintain their customers' loyalty in the online environment particularly for fast-moving consumer goods which is a key factor in emerging markets and developing countries (Anwar, 2018). Thus, the competitiveness of businesses in this dynamic marketing environment and survival in this era of a post-global pandemic may require an investigation of how electronic marketing influences customer loyalty to fast-moving consumer goods to enable the offering of relevant strategies for organisations in this industry specifically in Lagos State. The objectives of this study are to (i) determine the influence of mobile marketing applications on customers' loyalty to FMCGs in

Lagos State and (ii) investigate if social media marketing encourages customers' loyalty to FMCGs in Lagos State.

2.0 Literature Review

2.1 Concept of electronic marketing

Hooda and Aggarwal (2012) asserted that electronic marketing involves using electronic media for marketing goods and services, it involves using internet technology creatively, using graphics, multimedia and text messages in various languages to develop an advertisement that is catchy and create electronic shops that allow for product viewing, promotion and sales. Sultan, Asif, and Asim (2019) opined that electronic marketing is a major factor in enhancing customer loyalty and inducing them to make repurchase decisions. Bokhare and Metkewar (2014) identified major components of successful electronic marketing as e-mail marketing, mobile marketing, viral marketing, social media marketing, digital marketing, affiliate marketing, content marketing, blog marketing and search engine marketing.

2.2 Concept of Customer Loyalty

Many studies have revealed that long-term business profits can be achieved through customer loyalty which is linked to actual customer purchase behaviour (Lin, Tsai & Chiu 2009). Singh and Khan (2012) describe customer loyalty as customer preference to patronize the goods and services from a company other than from available competitors' brands. Most researchers opined that customer loyalty can be described from two dimensions which are attitudinal and behavioural (Moisescu, 2014; Sundstrom & Hjelm-Lidholm, 2020). Moreover, Saini and Singh (2020) opined that attitudinal loyalty refers to the customer attachment to a firm which makes them frequently patronize the firm ignoring other sellers' offers.

This study is underpinned by two theories; Uses and Gratification (U&G) Theory and Technological Acceptance Theory (TAM).

2.3 Uses and Gratification (U&G) Theory

The uses and gratification theory came into existence in the year 1944 and was then mostly used to elicit the reason why users choose one type of media over the other (Katz et al., cited in Ray, Dhir, Bala, & Kaur, 2019). Similarly, the Uses and Gratification Theory is concerned with how people satisfy or gratify their needs when it relates to content in the usage of media (Korhan, & Ersoy, 2016). Musa, Azmi, and Ismail (2015) opined that U&G theory is the main theory of communication and is considered to be old, however, the emergence of social media has revitalised the ageing theory. Kaur, Chen, Malibari, and Almotairi (2020) explained that previous research shows that the U&G theory has a significant influence on continuation intentions, purchase intention, use intention, and actual user behaviour.

2.4 Technology acceptance model (TAM)

The Technological Acceptance Model (TAM) was propounded by Davis in 1989 to explain the adoption and eventual use of innovation in technologies and its widely applied and empirically tested (Ezeah, Okwumba, Celestine & Joseph, 2019; Ma & Liu, 2004). The focus of TAM aims to discover the factors that influence the adoption and the spread of new technologies within a social system (Nistor, 2011). Ajzen and Fishbein cited in Kalina and Marina (2017) claimed that the Theory of Planned Behavior (TPB), an expansion of the Theory of Reasoned Action (TRA) put forward by Ajzen, serves as the foundation for TAM. According to Nistor (2011),

TAM is one of the most popular models for IT adoption and is built on two perceptions: utility and usability.

2.5 Empirical Review

Zarei, Feiz and Moradi (2020) researched promoting consumer loyalty and resilience to negative information through brand identity sub-components: an empirical investigation in the luxury electronics goods. Using a random cluster sampling method 600 questionnaires were administered to the three clusters with a return rate of 70%. The hypotheses were tested using structural equation modelling. The results reveal that brand loyalty was strongly affected by direct brand attractiveness and that the effect of brand attractiveness on the resilience to negative information was not significant. Results further revealed that resilience to negative information is affected by brand loyalty.

Ebrahim (2020) examined the role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. The study aimed to explore the impact of social media marketing activities (SMM) on brand loyalty via brand trust and brand equity. Based on an online survey of 287 users who follow telecommunications companies on social media located in Egypt, data was collected and analyzed using structural equation modelling. The results revealed that SMM activities comprise only three dimensions; trendiness, customization and word-of-mouth. These attributes of social media marketing directly influence brand loyalty and indirectly influence brand equity mediated by brand trust. The study emphasises the role of trust and provides guidance toward measuring the effectiveness of social media marketing.

3.0 Methodology

The study is based on a descriptive research design. The study employed a cross-sectional survey method which involves using a quantitative approach to gather relevant information from the University of Lagos students to answer the research questions, and also to proffer a better understanding of the topic being studied. The population of the study consists of the University of Lagos students which includes Diploma, Undergraduate, Distance Learning institute, and Post-graduate students of the institution. Therefore, the total targeted population was 57,000 as this represents the estimated population of University of Lagos students (Pocket Statistics, 2020).

The Yamane (1967) formula was used to determine the sample size of 397 respondents as shown below:

$$n = \left(\frac{N}{(1+N(e^2))} \right)$$

Where n= Sample size, N= Population of study, e= Sampling error (0.05)

$$n = \left(\frac{57,000}{(1+57,000(0.05^2))} \right)$$

$$n = \left(\frac{57,000}{(1+ 57,000(0.0025))} \right)$$

= **397 respondents**

A purposive sampling technique was employed in which the researchers chose participants based solely on their judgment (Darzi & Bhat, 2018). A two-part questionnaire was designed to collect data from both undergraduate and postgraduate students of the University of Lagos. In the first section, a nominal scale was used to gather data on the respondents' demographic characteristics, such as their gender,

age, level of education, and previous experience with internet purchasing. Information on electronic marketing and consumer loyalty was gathered in the second section using a five-point Likert scale, with strongly disagreeing (1) being the lowest and strongly agreeing (5) being the highest.

For the constructs of mobile marketing, and social media marketing, both measurements resulted in Cronbach alpha values of 0.831 and 0.816, respectively. The study satisfied the requirement of greater than 0.7, indicating strong internal consistency of the constructs and the variables they are associated with. Construct and content validity adopted for the study. The Statistical Package for the Social Sciences (SPSS) (version 20) was used for data analysis. The demographic variables were analysed using descriptive statistics such as frequency distributions and percentages while the hypotheses were tested using regression analysis and Pearson's Product Moment Correlation Coefficient.

4.0 Data Analysis, Presentation and Discussion of Findings

Table 4.1: Descriptive Results of Respondents' Socio-Demographic Characteristics

VARIABLES		FREQUENCY	PERCENTAGE (%)
GENDER	Male	187	48.7
	Female	197	51.3
	Total	384	100
AGE (YEARS)	16 – 23	95	24.8
	24 – 33	85	23
	34 – 43	102	25.6
	44 – 53	102	25.6
	54 and above	0	0
	Total	384	100
MARITAL STATUS	Single	125	32.6
	Married	153	39.8
	Widowed	101	26.3
	Divorced	5	1.3
	Total	384	100
EDUCATIONAL LEVEL	Undergraduate	168	43.7
	Postgraduate	216	56.3
	Total	384	100

Source: Field survey 2023.

4.1 Response Rate

Table 4.1 shows that 48.69% of the respondents were male while 51.31% of the respondents were female. The result also revealed that 24.8 % of the respondents were between the ages of 16 and 23 years, 23% were between the ages of 24 and 33 years old, 25.6% of respondents were between the ages of 34 and 43 years, 25.6% of the respondents are between the ages of 44 and 53 and none of the respondents is 54 and above. For the marital status of the respondents, the result shows that 32.6% are singles, 39.8% are married, 26.3% are widowed and 1.3% are divorced. With regards to educational level, the result shows that 43.7% are undergraduates while 56.3% are postgraduates.

Research Question 1: What is the influence of mobile marketing applications on customer loyalty to FMCGs in Lagos State?

Table 4.2: Distribution of Respondents according to views on Questionnaire items 5-9

S/N	Statement	Mean	Std Deviation
5.	Mobile marketing applications increase customer patronage of FMCGs.	4.30	0.93
6.	Most FMCG companies have mobile marketing applications on the Google Play Store to create more awareness for their products.	4.38	0.81
7.	FMCG companies' Mobile Marketing applications are easy to download and user-friendly.	4.29	0.72
8.	Mobile marketing applications help customers to purchase conveniently.	4.01	0.74
9.	Mobile marketing applications mostly enhance customer satisfaction with FMCGs.	3.74	1.24

Source: Field survey 2023.

Research Question 2: Does social media marketing encourage customer loyalty to FMCGs in Lagos State?

Table 4.3: Distribution of Respondents according to Views on Questionnaire items 10-11

10.	Social media marketing makes me patronize FMCGs more continuously	4.16	1.16
11.	Social media marketing increases customer loyalty for FMCGs	4.79	0.55

Source: Field survey 2023

From Table 4.3 above, the result of a mean of 4.16 and standard deviation of 1.16 reveals that the respondents agree that social media marketing makes them patronize FMCGs more continuously. Likewise, it was revealed that respondents strongly agree that social media marketing increases customer loyalty for FMCGs.

4.2 Test of Hypotheses

H₀₁: Mobile application marketing has no significant influence on customer loyalty to Fast Moving Consumer goods in Lagos State.

The hypothesis was tested using questionnaire items 5 to 9. Regression analysis was the statistical tool used. The decision rule was to accept the alternate Hypothesis and reject the Null Hypothesis if the regression coefficient is moderately or strongly positive and the p-value is less than 0.05.

Table 4.4 Mobile application marketing vs. customer loyalty

Model Summary						
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	
1		.366 ^a	.134	.131	.54998	
a. Predictors: (Constant), Mobile Application Marketing						
ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14.785	1	14.785	48.880	.000 ^b
	Residual	95.884	317	.302		
	Total	110.669	318			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Mobile Application Marketing						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.505	.212		11.815	.000
	Mobile Application Marketing	.354	.051	.366	6.991	.000
a. Dependent Variable: Customer Loyalty						

Source: SPSS Output, 2023

H₀₂: Social media marketing does not encourage customer loyalty to Fast Moving Consumer Goods in Lagos State.

Table 4.5: Social media marketing vs. customer loyalty

Model Summary						
Model	R		R Square	Adjusted R Square	Std. Error of the Estimate	
1	.629 ^a		.395	.393	.56392	
a. Predictors: (Constant), Social Media Marketing						
ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	65.923	1	65.923	207.300	.000 ^b
	Residual	100.809	317	.318		
	Total	166.732	318			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Social Media Marketing						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.799	.217		3.674	.000
	Social Media Marketing	.747	.052	.629	14.398	.000
a. Dependent Variable: Customer Loyalty						

Source: SPSS Output, 2023

4.3 Discussion of Findings

This study examined electronic marketing and customer loyalty with a focus on fast-moving consumer goods in Lagos State. The two null hypotheses tested were rejected as the p-value was less than the level of significance at 0.05 hence the two alternative hypotheses are accepted. Hypothesis 1 tested shows that mobile application marketing has a significant effect on customer loyalty to fast-moving consumer goods in Lagos State, this finding is in line with the study conducted by Zarei, Feiz, and Moradi, (2020). From the second hypothesis tested, $r = 0.629$ reveals for any changes in the level of social media marketing, there will be the same changes in the level of customer loyalty which shows that there is a significant relationship between social media marketing and customer loyalty of fast-moving consumer goods in Lagos State. This result is in accord with Ebrahim (2020) who revealed that online marketing has a direct influence on loyalty.

5.0 Conclusion, Recommendations and Suggestions for Further Studies

Conclusions were drawn in accordance with the research objectives and the research questions based on the results of the data analysed and hypothesis testing. Based on the fact that all p-values of the hypotheses tested were less than 0.05, the two null hypotheses tested were found to be false. Hence, there is a statistically significant relationship between, mobile marketing and customer loyalty as well as between social media and customer loyalty. These results agree with the study conducted by Zarei, Feiz, and Moradi (2020); Radav and Rahman (2018); and Aji, Nadhila and Sanny (2020). Based on the findings of the study, the following recommendations are made:

- i. Online retailers need to be up-to-date regarding all available products posted on the website and need to ensure that product details are included.
- ii. Management's commitment to providing technological infrastructure should be primary. Hence, there must be 24-hour customer service attending to customers' queries and complaints.
- iii. There should be a control mechanism to differentiate between online community members and actual customers so that more commitment can be devoted to the real customers.

This study is purely a quantitative research design; hence, future researchers may adopt a qualitative or mixed research approach to conduct the same study. Also, future studies can be extended to other categories of goods aside the fast-moving consumer goods.

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