

UTILIZATION OF DIGITAL MARKETING PLATFORMS IN PROMOTING LOCAL BUSINESSES IN NIGERIA: THE REALITIES SO FAR

OGBEMUDIA PETER MICHAEL (PhD)
Lecturer, Department of Mass Communication
Chrisland University, Ogun State, Nigeria
+2348067000666
ogbemudia.michael@chrislanduniversity.edu.ng

OKUH, CLEMENT, IKEME
Department of Mass Communication
University of Nigeria, Nsukka, Enugu State
+2348036847981
ikemeokuh@gmail.com

&

GODWIN OKATAHI ONIWON (PhD)
Lecturer: Department of Mass Communication, The Federal Polytechnic Nasarawa.
speak2okatahi@gmail.com
+2348036467447

Abstract

Nigeria is currently witnessing a massive turn-around with the high volume of sales on the digital platforms. This study evaluates the influence of digital marketing in promoting local businesses in Nigeria. Survey design was applied in this study, with questionnaire as the primary instrument. A sample size of 385 was generated from two states (Lagos and Enugu) using. The multi stage technique was used to select business owners in Lagos and Enugu metropolises. The results revealed that, many of the respondents agreed that, Facebook, WhatsApp, Google, Twitter etc. are the common digital platforms used by local businesses to promote their goods and services. Also, majority of the respondents agreed that digital marketing influences their behaviour towards patronizing those goods and services. In line with these, the study rejected the null hypothesis and adopted the alternate as informed by the Pearson Chi-square value of 0.05 (at $P \leq 0.05$ levels of significance) which indicate that it is significant. The influence of digital marketing platforms in promoting local businesses in Nigeria cannot be overemphasize. Evidences from this study have further reiterated that digital marketing platforms are current being used by business owners to milk opportunities inherent in digital marketing platforms.

Keywords: Digital Marketing, Platforms, Promoting, Local Businesses, Digital Channels, Internet.

Introduction

In recent years, the prevalent use of the internet and its digital platforms has improved the living standards of people, increase visibility of products and services, and have become strong force that brings economic fortunes to millions. For these reasons, digital marketing

has become the fuel that drives the growth of cross-channel marketing (Yu, 2015). This concept goes further than online sales, it also embodies other multimedia platforms, which include; Short Message Services and Multi Media Services (SMS and MMS), social media marketing, display advertising, telemarketing, intranet services and many other forms of digital media (Afrina, Tasneem, and Kaniz, 2015).

Online digital platforms have enabled consumers to have unquantifiable loads of data and information about businesses, products and service any time or any place they want. Buyers are now better informed and possess unlimited information regarding whatever brand or product they are interested in. This has forced companies and businesses to form mutual connection with consumers and have now become more responsive than ever before (Afrina, Tasneem, and Kaniz, 2015).

The term “digital marketing refers to marketing efforts or approach that are carried on internet or multimedia-based platforms deployed to reach widely dispersed publics, with the intention to attract them to a brand, product or service. It can also involve merchandising or promoting products and services using internet based or non-internet multimedia technologies (Afrina, et al, 2015; Financial Times, 2015).

The emergence of digital media has redefined the way marketing is being done and has even affected market relationships between producers, businesses and consumers. Coming to recognize the significant effect of digital technologies as the new normal and a serious means of doing business in the 21st century (Prahalad and Ramaswamy, 2004; Eds.b.ebscohost.com, 2018). One obvious reality in marketing enterprise is the fact that the people have adapted and accepted the online exposure and have come to terms with the new way of transacting business using the new technologies. With these, companies and brands are welcoming the use of multimedia/online platforms as efficient ways to carry our product campaigns and increase brand visibility (Dahlen, 2010).

The preponderant growth of the internet access and application has accelerated the adoptions of many digital marketing platforms in Nigeria, thereby, affording various businesses to take advantage of the many opportunities of digital marketing platforms. In view of this, Okon, et al (2016) says that, online advertising has become a significant sales and marketing force for many companies and brands. Hence, it has gained new surge as viable means of business communication.

Statement of the Problem

The modern society has continued to witness tremendous level of digital marketing efforts to enhance relationships between consumer and brands. It has emerged as a significant milestone in the business of sales maximization, product awareness, brand visibility and loyalty, etc., as many organizations and individuals have not yet tapped into the full potentials of digital marketing platforms, most especially, in Nigeria, where they had to travel far to purchase their goods and services rather than ordering such goods without interfacing with the supplier.

People have become more attuned to ease of buying and selling as propelled by various digital platforms. There is a radical change in the way businesses and seller conduct their activities in response to the current digital revolution in the business space, with internet marketing as the purveyor of these new approach. It was estimated that by in 2017, about a third of advertising expenditures went into the digital advertising. All these now point to the fact that most businesses are now taking advantage of the digital space to carry out massive marketing activities (eMarketer, 2015; Pew Research Centre, 2015).

Though there are studies that have been carried out on digital marketing and other related areas. Available literatures seem to reveal little or no evidence on the relationship between digital marketing platforms and the growth of local businesses. Therefore, this work attempts to evaluate the influence of digital marketing platforms in promoting local businesses in Nigeria, and seeks to provide empirical and theoretical evidences to fill the gap.

Research Questions

1. What digital marketing platforms are commonly used by Local businesses?
2. What are the categories of businesses frequently featured on digital platforms?
3. How do consumers respond to digital marketing Nigeria?
4. Are there challenges that impede the effectiveness of digital marketing efforts?

Hypothesis

Ho1 There is no significant relationship between consumer response to digital marketing and the influence digital marketing platforms have on Nigerian businesses.

Literature Review

Digital marketing has offered new ways and techniques to marketing and sale promotion. New media technologies have ushered in new methods of conducting businesses and have allowed new competition and market contenders to emerge (Järvinen et al., 2012; Liu, Karahanna and Watson, 2011; Rowley, 2008). The emergence of digital technologies have brought about extensive potentials and opportunities to local businesses in creating new markets, reaching highly diverse publics, maximizing profits, ease of entry and providing level ground for competition and competitiveness (Galloway, 2007; Shidelerand Badasyan, 2012; Spurge and Roberts, 2005).

In addition, digital marketing platforms provide SMEs cheap or low-cost access to flexible means of reaching their prospects. In a recent study of 12 SMEs in the UK, it was discovered that web marketing can enhance market operations and optimal performance, as well as posing as a reliable means to reach consumers with credible information (Barnes *et al.*, 2012; Chong and Pervan, 2007; Kaynak et al., 2005; Lohrkeet al., 2006; Bharadwaj andSoni, 2007; Chong and Pervan, 2007; Eriksson, et al, 2008; Kaynak et al., 2005).).

Modern internet technology has revolutionized marketing. Marketers are a now operating in more complex and very dynamic business space where they do not dictate terms or wield absolute control. It has also given rise to new set of consumers that are now considered as more in control, spontaneous, more aware and critical. SMEs have gained strong forte in the use of technologies and have seen how technologies can truly advance businesses (Carroll

andWagar, 2010; Chatzoglouet al., 2010; Dholakia and Kshetri, 2004; Lohrkeet al., 2006; MacGregor andVrazalic, 2005; Parker and Castleman, 2007; Proudlock, 1999)

With many businesses recognizing the importance of online presence, with handful online marketing and digital advertising efforts, Nigerian businesses have continued to utilize available channels on the internet to reach a wide range of consumers and interested markets, to sell, promote and expand their products and services.

The way Nigerian businesses functioned and carried their sales activities in the past decades have significantly changed with the advent of digital sales and promotion platform, which give hundreds of buying and selling information to the consumers may have already been predisposed to the organization's activities based on their online offers. The survey conducted by Wild Fusion Digital Centre and Pan-Atlantic University (2016), established that 82% of Nigerian businesses are vigorously making use of various digital channels to improve their products and services.

This view was clearly expanded by Laudon & Traver (2013), internet based digital platforms have extensively populated market information, which has resulted in the new consumer orientation, elevated to a proportion where they now make critical buying decisions based of available data. For these reasons, consumers now approach the market differently, because they are nowat a vantage before deciding to engage in business deals with such company or brand.

The recent work of Chukwu and Uzoma (2014); Jenyo, and Soyoye, (2015); Olanrewaju, and Deborah, (2015), show that Nigerians make use of digital marketing platforms very often. This simply reveals that digital and online advertising has gained well enough attention worthy of an academic study. In a survey carried out by Wild Fusion Digital Centre and Pan-Atlantic University in 2016, involving more than 400 respondents, constituting business owners and executives which established that more than 82% of Nigeria businesses maintain regular online contents and have posted products and services online for consumers.

Retail business, which mostly has FMCGs as the major drivers of wholesale retail business in Nigeria have grown more sophisticated than ever before because more youths, rich and informed middle-class population have appreciated more online patronage than the open-air shopping that is common in urban areas that often beset by high traffic, security risks and the hassles that go with the physical shopping. Digital marketing and online advertising offer more pleasurable experience than the conventional shopping (Philips Consulting, 2014).

As a result of the new digital awareness, online retail businesses have accumulated increased local expenditure from 50 billion to 78 billion between 2010 and 2012. Some of the online retail giants have also been impacted in recent years. For instance, *Konga and Jumia's* online stores (www.konga.com and www.jumia.com) were adjudged to be the 17th and 19th most visited sites in Nigeria as at 2014, with at least 4.5 and 4 million visits in a month respectively. Others thriving and emerging retails online stores are: *Ajebomarket, Payporte, Yudala, Shopaholic.com, Buyright, Gidimall, Buyam, Taafoo,OLX, Jiji.ng*, etc. (Philips Consulting, 2014).

Beyond cost maximization and providing access for both sellers and buyers, a study conducted by Oladapo, and Gbemisola, (2015), found out that the use of digital platforms have increase competitiveness, patronage, digital exposure through online presence, increased customer satisfaction and help in managing their relationship and customer base. To add to this fact, Slywotzky and Morrison, (2002), in Oladapo, and Gbemisola, (2015), posit that, digital marketing and online advertising add value to products, widen distribution channels and boost sales and have become strong force in to reckon with in digital space. Digital technology has enabled companies to avoidunnecessary waste and helped to efficiently manage their portfolios and optimize their operations effectively.

Another advantage of online marketing on small businesses market is that it can improve their outputs and improve their customer base (Dholekia and Kshetri, 2004). Internet has created unprecedented opportunities for small businesses by providing affordable space and platforms for small and medium nosiness owners to showcase and compete favourably with bigger brands and even to expand their reach.

Businesses make use of online digital platforms to manage their feedback systems, simplify their distribution channels, measure effectiveness across the complex supply chains, increase interactivity, ensure brand personalization, achieve efficient optimization and to cut down cost of research, product launch, corporate communication and even business expansion. Generally, digital marketing expenditure by big companies may have increased by 35 percent in 2016 (Ibrahim, 2015).

In Nigeria, *Jumia* and Kongahave become household e-commerce websites. *Jumia*, for instance, has been described as Nigeria's version of amazon.com. *Jumia* owes its popularity to internet platforms that has enabled its operations to transcend shores of African, which was why *Amazon's* Alexarated it as Nigeria's most visited e-commerce website.

Digital media has come to stay, and the throng of businesses that flood the internet and utilize available multimedia platform with merchandizes and other sales efforts attest to the monumental success of digital marketing so far in Nigeria. The internet does not sleep, neither are consumers restricted, businesses therefore keep awake to continue to serve millions of willing prospects. Beyond all these, the digital marketing platforms have fostered more responsive business environment in Nigeria which ultimately amplified brands and businesses successes in Nigeria (Arjinder, and Gurveen, 2017).

Theoretical Framework

Technology Acceptance Model

This model was developed by Davis 1989 with the intention to determine the use and acceptance of information systems and information technology by individuals (Sacide and Yasemin 2009). This model seeks to predict the adoption and utilization of technology in relation to information systems and organizational contexts. The Technological Acceptance Model theorizes that there are two vital factor that informed the adoption of any technology; that is, the perceived ease of use and perceived usefulness. Venkatesh (2003), assumes that individuals user may decide to use or not to usea technology depending on the operational ease and the overall importance attached to such technology.

Perceived usefulness has to do with the assumption that utilization of a particular information system or information technology will aid in the successful performance of his or her life or job functions. Perceived usefulness is adduced to be the primary factor that indicated intention to appropriate the technology. This is so because users may agree that a particular technology is useful and at the same time difficult to use but if the performance benefits of the utilization is outweighed by the relative use of the technology, then perceived ease of use is premised as influencing usefulness (Sacide and Yasemin, 2009).

This study presupposes that the acceptance and utilization of any technology for news has to primarily be easy to use, address the needs and integrate well into the personal and official requirements of the editors, journalists and other users.

Technology Acceptance Model highlights the following points that any postulation for new media technology/social media use should focus on ease of use, performance enhancement futures (video/audio, clicks and views) and a system for rewarding active participation (interactivity/displaying information on audience feedback) to enhance system utility (benefits for social, business, entertainment etc. purposes) and organisational support (online newspapers structure). Consequently, this will enable perceived ease of use and high system utility invariably attracting individuals to use online mobile platforms.

Methodology

The study adopted the survey design, with 385 sample size drawn from two Nigeria State Capitals; (Lagos-14,368,000 and Enugu- 2,125,068) using the Australian calculator for sampling, a sample size of 385 was derived. Also, the multi stage sampling technique was applied to unbiasedly allot the questionnaire and reach respondents. The instrument used for data collection was questionnaire, comprising 5-point likert scale measurement.

Results

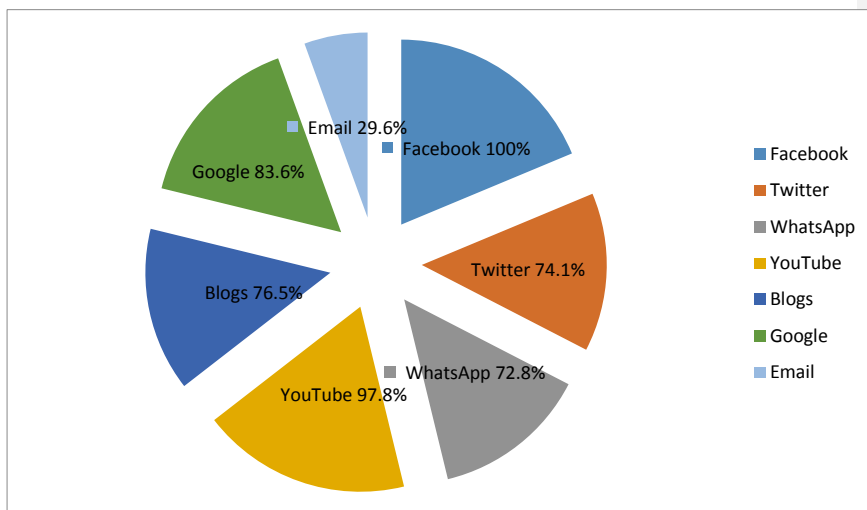
The result which answered “what digital marketing platforms are commonly used by Local businesses” showed that, majority of the respondents declared that, *Facebook, Google, WhatsApp, Blogs, Email, Twitter, YouTube* were the commonly digital platforms commonly used by the local businesses to sell their products online. This in turn, indicates that, they were taking a leading role in the digital world.

As the question posed, “what are the categories of businesses that are frequently featured on digital platforms”? Many of the respondents agreed that, medium scale businesses were often featured on digital marketing platforms. This indicates that, many medium scale businesses in Nigeria are becoming aware of the avenue of digital marketing platforms and its benefits, so they are tapping into it merits and as such, maximizing its potentials.

Majority of the respondents agreed to the fact that, digital ads appeal to them. This have made them believe, that, digital marketing, is accepted and be encouraged to be used as a means of promotion and sales of goods and services.

The majority of the respondents agreed that unchecked activities of online scammers impede the credibility of digital marketing platforms. The results, proves that, businesses and

consumers could easily be vulnerable if online activities are not properly checked and regulated by government agencies, many businesses and consumers might fall prey of fraudsters which could lead to total loss of confidence in digital marketing platforms.



Responses indicating the online platforms, used to promote Nigerian businesses on the internet.

Responses to know whether, medium scale businesses are often featured.

Medium scale businesses are often featured

	Frequency	Percent	Valid Percent	Cumulative Percent
Undecided	4	1.1	1.1	1.1
Strongly Disagree	18	4.9	4.9	5.9
Disagree	65	17.5	17.5	23.5
Valid Agree	215	58.0	58.0	81.4
Strongly Agreed	69	18.6	18.6	100.0
Total	371	100.0	100.0	

Responses to know whether digital ads often appeal to the online consumers
Digital ads often appeal to you

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undecided	5	1.3	1.3	1.3
Disagree	39	10.5	10.5	11.9
Agree	217	58.5	58.5	70.4
Strongly Agreed	110	29.6	29.6	100.0
Total	371	100.0	100.0	

Hypotheses Testing: There is no significant relationship between consumer response to digital marketing and the influence digital marketing platforms have on local businesses.

**Many buying decisions you have made are as a result of your exposure to digital marketing *
 They have improved consumer loyalty and followership Cross-tabulation**
 Count

		They have improved consumer loyalty and followership				Total
		Undecided	Disagree	Agree	Strongly Agreed	
Many buying decisions you have made as a result of your exposure to digital marketing	Strongly Disagree	1	4	35	28	68
	Disagree	1	1	96	38	136
	Agree	0	1	75	39	115
	Strongly Agreed	0	3	34	14	51
Total		2	9	240	119	370

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.197 ^a	9	.063
Likelihood Ratio	16.094	9	.065
Linear-by-Linear Association	.080	1	.777
N of Valid Cases	370		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .28.

Symmetric Measures

	Value	Asymp. Error ^a	Std. T ^b	Approx. Sig.	Approx. Sig.
Phi	.209			.063	

Nominal by Nominal	Cramer's V	.121			.063
Interval by Interval	Pearson's R	-.015	.057	-.283	.777 ^c
Ordinal by Ordinal	Spearman Correlation	-.035	.055	-.678	.498 ^c
N of Valid Cases		370			

The test of hypothesis revealed that there is significant relationship between consumer response to digital marketing and the use of the digital marketing efforts in Nigeria. Hence, we reject the null hypothesis, and adopt the alternate hypothesis, as affirmed by the Pearson Chi-square value of 0.05 (at $P \leq 0.05$ levels of significance) which indicate that it is significant.

Discussion

The findings of this study revealed that Nigerian businesses now make use of digital marketing platforms to promote their businesses, majority of the respondents several platforms where they often feature their products and services. A large percentage agreed unanimously that they use the internet very well. Some research studies have supported the claims in earlier studies, where scholars have found that digital marketing platform or e-marketing have become common in business promotion and with the advent of the Internet, business owners not consider Internet based platforms for the promotion of their products and services (Aker, 2008; Parsons, et al, 2015).

This research also showed that, the medium scale businesses are mostly featured in digital marketing platforms. It was ascertained that e-marketing platforms give unrestricted advantage to sell and market their goods and services across the globe. This fact is in agreement with this research studies of Galloway, (2007); Shideler and Badasyan, (2012); Spurge and Roberts, (2005), that emergence of digital technologies have brought about extensive potentials and opportunities to local businesses in creating new markets, reaching highly diverse publics, maximizing profits, ease of entry and providing level ground for competition and competitiveness. In addition, other researchers, revealed that SMEs have gained strong forte in the use of technologies and have seen how technologies can truly advance businesses (Carroll and Wagar, 2010; Chatzoglou et al., 2010).

To know whether contents featured on digital marketing platforms often appeal to the respondents, 70.4 percent were in agreement with this fact. a study conducted by Oladapo, & Gbemisola, (2015), found out that the use of digital platforms have increase competitiveness, patronage, digital exposure through online presence, increased customer satisfaction and help in managing their relationship and customer base. To add to this fact, Slywotzky and Morrison, (2002), in Oladapo, and Gbemisola, (2015), posit that, digital marketing and online advertising add value to products, widen distribution channels and boost sales and have become strong force in to reckon with in digital space.

Conclusion

The result of this study reaffirmed some of the findings noted in this research, in relations to the influence of digital marketing platforms in promoting local businesses in Nigeria. Many of the respondents were aware of the digital marketing platforms and have fully taken

advantages of the opportunities inherent in digital marketing platforms, by using those platforms to purchase their goods and services, without having to physically visit the shops.

A quite large number of the respondents believed that, digital marketing platform is affordable for companies to promote their goods and services for easy access to the goods, visualization and preference.

It is in this, that the researcher concluded by saying, digital marketing platform, is the future of the open market space with digital presence.

Recommendations

From the findings of this study, the following recommendations are made to address the issues arising from this study.

Digital marketing platforms have become so important in promoting businesses through digital means and as such, demands to be reckon with by all businesses that so desire to make valuable presence and online reach to a very far- and wide-reaching audience across the shores of the globe.

- (1) SME businesses, both multinational and cross nationals, should take advantage of this digital marketing opportunity, to showcase their products and services to the world, at a relatively cheap cost, with good sales and maximum profits.
- (2) Government should also take advantage of digital marketing platforms, as many institutions have already gone digital, by selling forms and others online, government subsidies should also be advertised online and make people apply.
- (3) This recommendation is also for banks, as many people are aware of digital presence in Nigeria and the revolution is on and ever increasing. Most of their products could be done online, if adequate information is available for the customers and a proper guide is given.
- (4) Efforts should also be made to checkmate online scammers and fraudsters, who potentially promote fake products to unsuspecting consumers. In this regard, the government should consider strict cyber laws to reduce cyber-crimes by punishing offenders.

References

- Afrina, Y., Tasneem, S. and Kaniz, F. (2015). Effectiveness of digital marketing in the challenging age: An empirical study. *International Journal of Management Science and Business Administration*, (5) 1, 69-80.
- Akasike, N. (2008). A study of Facebook as an advertising platform among small and medium scale enterprises in Nigeria. *Journal of Management*, 5(2), 341–356.
- Aker, J. C. (2008). Does digital divide or provide? The impact of cell phones on grain markets in Nigeria (October 1, 2008). Center for Global Development Working Paper No. 154. <http://ssrn.com/abstract=1093374>
- Arjinder, K. and Gurveen, S. (2017). Opportunities and challenges to digital marketing in developing countries. *Journal of science technology and management*, (6) 5, 322-327

- Barnes, D., Clear, F., Dyerson, R., Harindranath, G., Harris, L. and Rae, A. (2012), Web 2.0 and micro-businesses: An exploratory investigation", *Journal of Small Business and Enterprise Development*, (19)4, 687-711.
- Bharadwaj, P.N. and Soni, R.G. (2007). E-commerce usage and perception of e-commerce issues among small firms: results and implications from an empirical study. *Journal of Small Business*, 45 (4), 510-521.
- Carroll, W.R. and Wagar, T.H. (2010). Is there a relationship between information technology adoption and human resource management? *Journal of Small Business and Enterprise Development*, 17 (2), 218-229.
- Chatzoglou, P.D., Vraimaki, E., Diamantidis, A., and Sarigiannidis, L. (2010). Computer acceptance in Greek SMEs, *Journal of Small Business and Enterprise Development*, 17(1), 78-101.
- Chong, S., and Pervan, G. (2007). Factors influencing the extent of deployment of electronic commerce for small- and medium sized enterprises, *Journal of Electronic Commerce in Organizations*, 5 (1), 1-29.
- Chukwuemeka B.I and Uzoma I.C (2014). Impact of social media networks on consumer patronage in Nigeria: A study of Jumia and Konga Nigeria, *European Journal of Business and Management*, (6) 30, 63-70
- Dahlen, Michael (2010). *Marketing communications: A brand narrative approach*. Chichester. John Wiley & Sons Ltd.
- Dholakia, R., and Kshetri, N. (2004), Factors affecting the adoption of the internet among SMEs, *Small Business Economics*, 23(4), 311-322.
- eMarketer (2015). Advertisers will spend nearly \$600 billion worldwide in 2015. <http://www.emarketer.com/Article/Advertisers-Will-Spend-Nearly-600-Billion-worldwide-2015/1011691>
- Eriksson, L., Hultman, J., and Naldi, L. (2008). Small business e-commerce development in Sweden – an empirical survey. *Journal of Small Business and Enterprise Development*, 15 (3), 555-570.
- Failte Ireland. (2012). Overview of Internet Marketing. http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_developYour_Business/3_Marketing_Toolkit/3_Market_Your_Business_Online/Choose%20Your%20Internet%20Tools/HowToGuide_IntMrktngOverview_v1-0.pdf
- Galloway, L. (2007). Can broadband access rescue the rural economy? *Journal of Small Business and Enterprise Development*, 14 (4), 641-653.
- Hoge, S. and Cecil, C. (1993). The Electronic Marketing Manual. *ABA Journal*, 22, 175-185.
- Ibrahim, K. (2015). How to maximize revenue and profit through digital marketing in an economic recession: *International Journal of Management Science and Business Administration*, (7) 3, 45-66.
- Järvinen, J., Töllinen, A., Karjaluoto, H., Jayawardhena, C. (2012). Digital and social media marketing usage in B2B industrial sector. *Marketing Management Journal*, 22 (2), 102-117.
- Jenyo K., & Soyoye, M. (2015). Online marketing and consumer purchase behaviour: A study of Nigerian firms. *British Journal of Marketing Studies*, (3) 7, 1-14
- Kaynak, E., Tatoglu, E., Kula, V. (2005), "An analysis of the factors affecting the adoption of electronic commerce by SMEs", *International Marketing Review*, 22 (6), 623-40.

Field Code Changed

- Khan, S & Mahapatra, S. (2009). Service quality evaluation in internet banking: An empirical study in India. *International Journal of Indian Culture and Business Management*, 2 (1), 30-46.
- Laudon K.C and Traver C.G. (2013). *E-commerce, Business Technology Society*; 9th ed. Pearson Education Limited
- Lohrke, F., Franklin, G, and Frownfelter-Lohrke, C. (2006). The internet as an information conduit: a transaction cost analysis model of US SME internet use, *International Small Business Journal*, 24 (2), 159-78.
- MacGregor, R., Vrazalic, L. (2005). A basic model of electronic commerce adoption barriers, *Journal of Small Business and Enterprise Development*, 12 (4), 510-27.
- Okon, S., Akpan J., & Akaninyene, A. (2016). Determinants of online advertising effectiveness in Nigeria: Implications for consumer buying behaviour. *Equatorial Journal of Marketing and Insurance*, 1(1), 146-157
- Parker, C.M., and Castleman, T. (2007). New directions on SME e-business: insights from an analysis of journal articles from 2003 to 2006, *Journal of Information Systems and Small Business*, 1 (1/2), 21-40
- Parsons, A., Zeisser, M., and Waitman, R. (2015). Organizing today for the digital marketing of tomorrow. *Journal of Interactive Marketing*, 12(1), 31-36. [https://doi.org/10.1002/\(SICI\)1520-6653\(199824\)12:1<31::AID-DIR4>3.0.CO;2-X](https://doi.org/10.1002/(SICI)1520-6653(199824)12:1<31::AID-DIR4>3.0.CO;2-X)
- Pew Research Centre (2015). Internet use over time: American adults. <http://www.pewinternet.org/data-trend/internet-use/internet-use-over-time>
- Phillips Consulting, (2014). Phillips Consulting (2014) Online Shopping Survey Report. Retrieved from: <https://phillipsconsulting.net/insights/reports>
- Prahalad, C.K. and Ramaswamy V. (2005). *The future of competition: Co-creating unique value with customers*. Harvard Business School Press.
- Proudlock, M. (1999), "IT adoption strategies: best practice guidelines for professional SMEs", *Journal of Small Business and Enterprise Development*, 6 (3), 240-252.
- Sacide, G. M. and Yasemin, K.U. (2009). *The usage of social networks in educational sciences. World Conference on Adoption of Web 2.0 tools in distance education*. Routledge
- Venkatesh, V.M.D.D. (2003) User acceptance of information technology toward a unified view. *MIS Quarterly*, 27, 425-478.
- Wild Fusion Digital Centre and Pan-Atlantic University (2016). Digital channel effectiveness for marketing: Marketer and consumer perspectives in Nigeria. From: https://www.wildfusions.com/wp-content/uploads/2017/03/Market-Research_Wild-fusion.pdf
- Wymbs, C. (2015). Social media and marketing education: A review of current practices in curriculum development. *Journal of Marketing Education*, 2, 76-87.
- Yu, J. (June, 2015). Digital marketing integration: The impact of cross-channel and content. *International Journal of Management Science*. (5), 23-34.