



**DIGITAL MARKETING STRATEGIES AND CONSUMERS' PURCHASE BEHAVIOUR IN
SELECTED ONLINE SHOPS IN ABUJA METROPOLIS**

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Abstract

Technological growth and development have brought an era of e-commerce in goods, and services mostly via the internet in every economy, leading to the growth of online shopping. Despite the rapid evolution of online shopping, the lack of comprehensive insights into the specific consumer purchase behaviour. Hence, this study investigated the effect of digital marketing strategies on consumer purchase behaviour in selected online shops in FCT, Nigeria. The survey research design was adopted. The population comprised 8 million Federal Capital Territory (FCT, Abuja) online buyers with a sample size of 1384 using Krejcie and Morgan (1970) table. Data was collected using a valid and reliable questionnaire with a Cronbach alpha coefficient ranging from 0.820 to 0.942. Data were analysed using both descriptive and inferential statistics. Findings revealed that digital marketing strategies had a significant effect on consumer purchase behaviour of selected online shops in FCT, Nigeria. The study concluded that digital marketing strategies had a significant influence on consumer purchase behaviour in FCT, Nigeria. The study therefore recommended that the management of online shops in FCT, Nigeria should go into building a strong online brand presence and engagement to drive consumer purchasing behavior and the utilization of data analytics to understand consumer behavior and optimize digital marketing efforts.

Keywords: Digital Marketing, Purchase Behaviour, Purchase Loyalty, Purchase Attitude, Purchase Motive.

Introduction

Digital marketing is vital for businesses, most especially when it comes to the challenges of brand awareness. As the world develops and increases, an increasing number of businesses now have websites or web applications. And when they don't, they at least have a social media presence or digital advertising strategies. This study seeks to launch an academic inquiry into the inability of online marketing companies to tap fully into the potential appropriated in information and communication technology (ICT) when it comes to the advertisement of their range of products and services. marketing strategies can significantly impact the daily lives of consumers. They act as a source of information for new products and services that are introduced in the market. The strategies also influence the way people perceive things, their thoughts, attitude, beliefs, and finally their buying decisions. There are several ways by which a customer is exposed to various promotional and marketing tactics every day. TV alone accounts for more than six hours of commercials each week. Besides TV, customers can get information from other mass media like newspapers, magazines, radio, etc. What method the company adopts will depend upon the marketing strategy but the focus of this body of research would be on marketing and consumer behavior relating to online marketing (Jain & Sankaran, 2022).

Online marketing and shopping are becoming very popular in Nigeria due to its relative convenience and the reasonable prices. Digital marketing strategies help marketers define goals, target an audience and develop a digital marketing plan that best reaches that audience. These strategies provide direction for a given campaign or program and a framework for evaluating outcomes. Today, everything is digital, and digital marketing has been integrated into almost every aspect of business, fundamentally changing how companies communicate with and deliver value to customers. From the inbox to social networks—and across laptops, tablets, and smartphones—today's consumers move seamlessly and fully expect the brand to be there with them, providing a seamless, integrated experience. (Jain & Sankaran, 2022).

Digital marketing agencies that work with small businesses are dedicated to producing the highest quality results on a modest budget, without losing the quality to be gotten from an enterprise-level digital marketing agency. Digital marketing for small business includes website design, social media, online advertising, email advertising, SEO, and more. This can be extremely confusing to small business owners simply looking to attract more visitors to their website. Online marketing companies that want to be successful must consider buyer behavior when developing their marketing mix. Actions people take with regard to buying and using products are very important to businesses in Nigeria because of the digital age and marketers must try to understand buyer behavior, such as how raising or lowering prices will affect the buyer's perception of the product and therefore create a fluctuation in sales, or how a specific review on social media can create an entirely new direction for the marketing based on the comments (buyer behavior/input) of the target market. Research has shown that online advertising is effective in providing higher reach and creating awareness of products or brands (Nielson Report, 2010).

Despite the significant increase of Internet shopping in the past, fewer people than anticipated actually purchase electronically. In reality, people increasingly use the medium to obtain information but not for purchasing products. Ayo (2011) asserted that in spite of the growth rate of internet marketing, consumers still assess business website only to source for information but yet make their purchases traditionally. There is still a growth expectancy in Internet marketing in Nigeria. Notwithstanding, the increase in online marketing would be sporadic and much better. A major issue with internet commerce in Nigeria is because of the reluctance of Nigerians to embrace the online community as a result of trust. Online shopping in Nigeria is not as advanced as it is in the UK and other developed countries of the world. Although Nigerians engage in online banking (e-banking), most of them are still not open to the idea of shopping online and prefer to carry out their transactions in person.

Previous researches on the slow adoption of e-commerce and online shopping have identified various issues as inhibiting factors. One of such factors is accessibility to the Internet because a majority of the Nigerian population do not have access to the Internet. Another factor affecting the use of e-commerce for online shopping in Nigeria “is the lack of a nationally acceptable payment method for online goods and services” (Ajayi, 2008). He suggests that the low level of e-Payment infrastructure in the country, serves as a hindrance to public participation in e-commerce. From previous research carried out on e-payment in Nigeria, it is evident that the Automated Teller Machine (ATM) is the most prominent method of payment in Nigeria (Jain & Sankaran, 2022).

Many online shoppers in Nigeria do so from foreign online vendors like Amazon, Walmart, Asus and eBay because there are very few credible online vendors in Nigeria. However, shopping from these foreign vendors can be discouraging due to high shipping costs and the slow processing of most orders. Nigeria has had a negative reputation for years as one of the world's most corrupt countries engaging in wide scale Internet fraud. Hence, most online vendors paranoid when dealing with online businesses or platforms from Nigeria for fear of being defrauded. It was also observed that, the few online vendors that exist do not have a “structured way of presenting information (product categories) to users and besides, they offered little assistance in helping customers find appropriate products” (Jain & Sankaran, 2022). Previous studies have been carried out on digital marketing and consumer purchase decision all over the world but those regarding the scenario on Nigerian digital or online marketing are few and far between. Therefore, this study is an attempt to address such gap in terms of investigating the nexus between digital marketing operations and consumer purchase decisions regarding their patronage using some notable online shops in the country. The objective of the study is to evaluate the effect of digital marketing on consumer purchase decision in selected online shops in Nigeria. The specific objectives of this research are to:

- i. examine the effect of email marketing on consumer purchase behaviour in selected online shops in Nigeria.

- ii. evaluate the effect of social media marketing on consumer purchase behaviour in selected online shops in Nigeria.
- iii. determine the effect of Search engine marketing on consumer purchase behaviour in selected online shops in Nigeria.
- iv. investigate the effect of mobile marketing on consumer purchase behaviour in selected online shops in Nigeria.
- v. examine the effect of influencer marketing on consumer purchase behaviour in selected online shops in Nigeria.

Based on the objectives, the following null hypotheses were raised for the study:

- H₀1: Email marketing have no significant effect on consumer purchase behaviour in selected online shops in Nigeria.
- H₀2: Social media marketing has no significant effect on consumer purchase behaviour in selected online shops in Nigeria.
- H₀3: Search engine marketing has no significant effect on consumer purchase behaviour in selected online shops in Nigeria.
- H₀4: Mobile marketing has no significant effect on consumer purchase behaviour in selected online shops in Nigeria.
- H₀5: Influencer marketing has no significant effect on consumer purchase behaviour in selected online shops in Nigeria.

Literature Review

Concept of Digital marketing (DM)

DM is defined as a set of techniques developed on the Internet with the aim to persuade users to buy a product or service (Avery, Steenburgh, Deighton, & Caravella, 2012). It encompasses all marketing efforts that use an electronic device or internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective

customers. This can also be referred as 'online marketing', 'internet marketing' or 'web marketing'. Digital marketing is defined by use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. From website to business's online branding assets - digital advertising, email marketing, online brochures, and beyond -- there's spectrum of tactics falling under the umbrella of "digital marketing."

Digital marketing is an application of the internet and is related to digital technology which is related to traditional communication to achieve marketing goals (Chaffey & Chadwick, 2016). In doing digital marketing, of course there are strategies that can be carried out by business people or businesses, namely: 1) Digital assets development; 2) Increase website visits; 3) Optimization of social media accounts; 4) Active email marketing; and 5) Broadcast messages. Digital and online public relations (Mahaputra & Saputra, 2021). "Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium."

Concept of Email marketing

The e-mail is considered the most recent reliable means in the marketing and electronic commerce. This means represents the speediest method of exchange of digital messages on the internet (Foued Sabbagh, 2021). As well, it may be to book the messages received in the boxes of the receipt of the users to see when they want to. Considering that the operation of marketing by electronic mail among the best methods and the oldest and the most effective never have seen the light of day where he is emerged with the increase in the use of networks on the internet, including the sites of E-mail, the most important being Yahoo, Google Gmail. The Email marketing is increasingly recognized as an effective internet-marketing tool (Rettie R (2002).

Mobile marketing is the delivery of messages with personal information to a specific target using mobile devices as the promotion medium (Ünal, Erciş, & Keser, 2011). In another context, Mobile

Marketing Association (MMA) (2017) defined mobile advertising as a form of advertisement communicated to customers using the handset. It is different from traditional advertising media in terms of speed, easiness, cost, and effectivity. One of the types of mobile advertising is Short Messaging Services (SMS). Even though SMS is the most traditional way, it is still used due to the efficient cost. SMS allows marketers to rely on messages to mass targets in a short time (Beneke, Cumming, Stevens, & Versfeld 2010).

Influencer Marketing: Influencer marketing is a marketing strategy that uses the services of influencers or influential people on social media such as Instagram. Influencer marketing is an effective way of promotion in the digital era because consumers have started to abandon traditional advertising. Influencers consist of people who have quite a lot of followers (followers) on their social media and they have a strong influence on their followers, such as artists, celebrities, bloggers and youtubers(Hayes, 2008). Influencer Marketing has been widely studied by previous researchers including: (F. Saputra, 2021), (Shadrina & Sulistyanto, 2022), (Mahaputra & Saputra, 2022), (Suharyono & Ali, 2015). In this era YouTube has proven to be the desired social media platform by millenials. For social media influencers, YouTube becomes such a unique media platform as YouTube gives an influencer the opportunity to create and share videos that can make them get closer to the audiences and their lives (Jalilvand & Samiei, 2012). For social media influencer's whose focus is on lifestyle branding, authenticity is key (Glucksman, 2017)..

Social media marketing: Social media marketing is a system that allows marketers to engage, collaborate, interact and take advantage of the intelligence of the people who participate in it for marketing purposes (Tsitsi, 2013:366). Social media marketing is a form of direct or indirect marketing used to build awareness, recognition, memory and action for brands, businesses, products, people and to use tools from the social web, such as blogging, microblogging, social networking, social bookmarking, and content (Genelius, 2011:10). Social media marketing is measured with 3 dimensions, namely: entertainment, interaction and trendiness (Kim and Ko, 2012:1485). Social media is a low-

cost, easy to use, platform offering a direct link for a brand to its consumers. Social media is a great source of direct contact with customers to grow product awareness level and to maintain brand loyalty (Komalpreet, Arya & Malik 2021). It can be done on any or all social media channels such as LinkedIn, Facebook, Instagram, Twitter, Google, and YouTube.

Search Engine Marketing (SEM) or programmatic advertising, i.e. strategies to sponsor ads in search engines or in advertising space on banners in websites (Jose Saura, 2021). SEM is a broader discipline that encompasses SEO (Search Engine Optimisation). SEM includes both paid search results and organic search results (Nabout & Skiera, 2012; Yao & Mela, 2009). Over the years, it has been recognized that SE have become gatekeepers of information and affect the decision making of consumers (Vogl & Barrett, 2010). SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings and increase the Call to action (CTA) on the website. SEM is the comprehensive strategy to drive traffic to your business, primarily through paid efforts. (Madhu Bala, 2018)

Concept of Consumer Purchase Behaviour

The decision to shop is a situation where consumers want to participate in online transactions (Kwek, Tan, & Lau, 2010). Traditional shopping places (offline) and online shopping have the advantages and benefits of each of these things that are seen from the perspective of today's consumers (Liu et al., 2012). Online transactions are transactions that do not occur due to face-to-face, therefore consumers need information that is reliable and useful to better understand the product and further support their purchasing decisions (Hsu, Lin, & Chiang, 2013). Besides that, online shopping has advantages and benefits (Kim, Ferrin, & Rao, 2009). Consumer behavior is the process by which individuals or groups choose, buy and use goods, services, ideas or experiences to satisfy their needs and desires (Solomon, 2018). In this case, the behavior of consumers choosing a place of shopping

can only utilize all functions for online and offline information sources as a complement before deciding to buy (Tagashira & Minami, 2016). Consumers who are influenced by advertisement shift their interests to the other brand which is advertised on the marketing tools (Hashim & Muhammad, 2013).

Empirical Review

Mahalaxmi & Ranjith (2016) studied the impact of digital marketing on customer's purchase decision in the geographical territory of India. The study was initialized with the motive of the already established, well-reputable digital marketing existence from the customers' viewpoint. Thereby, the researchers used a qualitative research approach to gather digital marketing data on the customer purchase decision. Chi-square test was applied to clear the data obtained from surveying 50 respondents, and hence results were dictated. Respondents were very open & imperative about digital marketing. They find it more convenient and easier to use with less hustle and accessible than traditional marketing means (selling & purchasing).

Nizam et al. (2018) conducted a study in Malacca, Malaysia, to study online adverts' impact on the customers' purchase decision. The researchers showed a mediating role of marketing strategy towards affecting the customers' purchase decision and proposed study accordingly. Two hundred respondents were chosen to survey to gather their views & preferences on the ability to recall online ads and their likeliness to click that broadcasted ad. Through quantitative means of data analysis, it was found that the ability to recall ads & likeliness to click that ad has the most influence over a customer's psychic to purchase or be influenced by that advertisement which impacts positively on the consumer's buying pattern.

Rudresha, C. E., Manjunatha, H. R. & Chandrashekarappa, (2018): The sample size was 100 and random sampling methods have been adopted to collect the data. The study suggested that most of the people don't shop online due to fear of quality of goods, afraid to give out their card details and also, they find out that the conventional methods are more enjoyable. But it also suggests the fact

that large number of people are getting attracted towards online shopping creates a basis for tremendous prospects for marketers of today and tomorrow. The study concluded on a note that online shopping will take over as the prime marketing and selling channel in India in near future.

Jenyo, and Kolapo, (2015): The research study revealed that the important factors in predicting online buying behavior mostly includes the looks and availability for product's information online and ability to recently place the order from a catalog. The objective of the study was to give information related to what extent the functionality of the infrastructure of the internet has impacted consumer purchase behavior in Nigeria and to what extent the internet security issues bothers them. The paper concluded that there is a major relationship in Nigeria between the customer's buying decisions and the internet infrastructure.

Rahman et al. (2018): The research location is the Dhaka City located in Bangladesh. It talks about the consumer behavior is impacted while making a purchase online. The study was done through a self-designed questionnaire and the sample size was 160. The survey revealed that the consumers shop online just to save time, and for varieties of products and services. The research concluded that both the genders have the same type of behavior towards the liking and the disliking factors.

Nekatibeb, (2012) indicated that effectiveness in digital marketing in attracting customers and allow them to interact with the brand through digital media. 150 firms were studied, and 50 executives were randomly selected, the collected data was analyzed using correlation analysis. Results review that digital marketing shows positive correlation on sales, they concluded that mobile adverts, email, social media and search engine shows positive effect on sales.

Komalpreet, Arya, Rajnikant and Viney (2020) made it abundantly clear that there is a connection between e-marketing and consumer purchasing patterns. If the internet platform is used wisely while considering all of the important variables, the company will profit the most from it. Given that a company's primary objective is to make more money, this strategy is obviously crucial

for branding and promoting the products. It would provide good revenue and lower balance sheet expenditures for advertising, sales, and promotion if tools like Google Analytics, Google AdSense, Web Analytics, social network promotions, Twilio, etc., were used strategically.

Mulikat A. & Egun O. (2021) investigated the influence of social media sites on consumer buying behaviour in Shoprite Nigeria and the result reveals that improving the use of Twitter, Facebook, and YouTube and their features will positively impact consumer buying behaviour in Shoprite Nigeria Limited. YouTube, Twitter, and Facebook are strong social media sites that Shoprite Nigeria Limited should consider. It is connected to the usage of the provided features by each site. Consumers interact with businesses or brands via social media, for getting discounts or coupons, reading reviews as part of purchasing process as customers research product information before deciding to transact (Rajshri Singh, 2022). An increase in the use of YouTube, Twitter, and Facebook will better influence consumer's buying behaviour. Based on the research, social media sites, such as Twitter, Facebook, and YouTube, significantly and influence consumer buying habit.

Theoretical Review

This section of the review provided the basic theoretical assumptions for this study. It focused on relevant theories that were applied to the variables and concepts in order to come up with a logical linkage between the variables. Theories have been suggested by different authors in relation to Digital marketing and consumer purchase decision. This study will be anchored on the **Consumer price perception theory**.

The decision and act of a person is influenced by his/her own perception of the situation (Kotler & Armstrong, 2012). According to Johns and Saks (1983), Perception is a process to provide order and meaning for the environment by interpreting the messages of their (a person) senses. Meanwhile, Strydom (2005) refer perception as an entire process of an individual to become more conscious about their environment and interprets it so that it could fit into his/her own frame of reference. It means every individual interprets their environment into different meaning according to their own

opinions. According to Kotler & Armstrong (2012) Perception is a process of selecting, organizing, and interpreting information in order to form a meaningful picture of the world. People could perceive things by learning from the flow of information through our five senses: hearing, smell, sight, taste and touch.

Price perception is a customer perception about what a customer should sacrifice in order to obtain products or services. It means that no matter how expensive or cheap the products or services price is, as long as it can give benefit to the customer, then the customer will sacrifice their money to purchase the products or services (Zeithaml, 1988). Price perception could also define as a codified price by the customer. Generally, a customer tends to interpret a price based on their subjective perceptions and transfer them as a concept of expensive or cheap on their memory. However, price perception is not the products or services the real monetary price (Kashyap & Bojanic, 2000). Consumer perception theory is one of the best methods of analyzing and explaining consumer behavior. This theory helps in interpreting various perceptions by different people. As perception differs from person to person so, the purchase decisions. With digital marketing, the ease of purchase and time saving features are also perceived to imply reasonable prices which brings about purchase motive, loyalty, positive habit and attitude towards the product or brand.

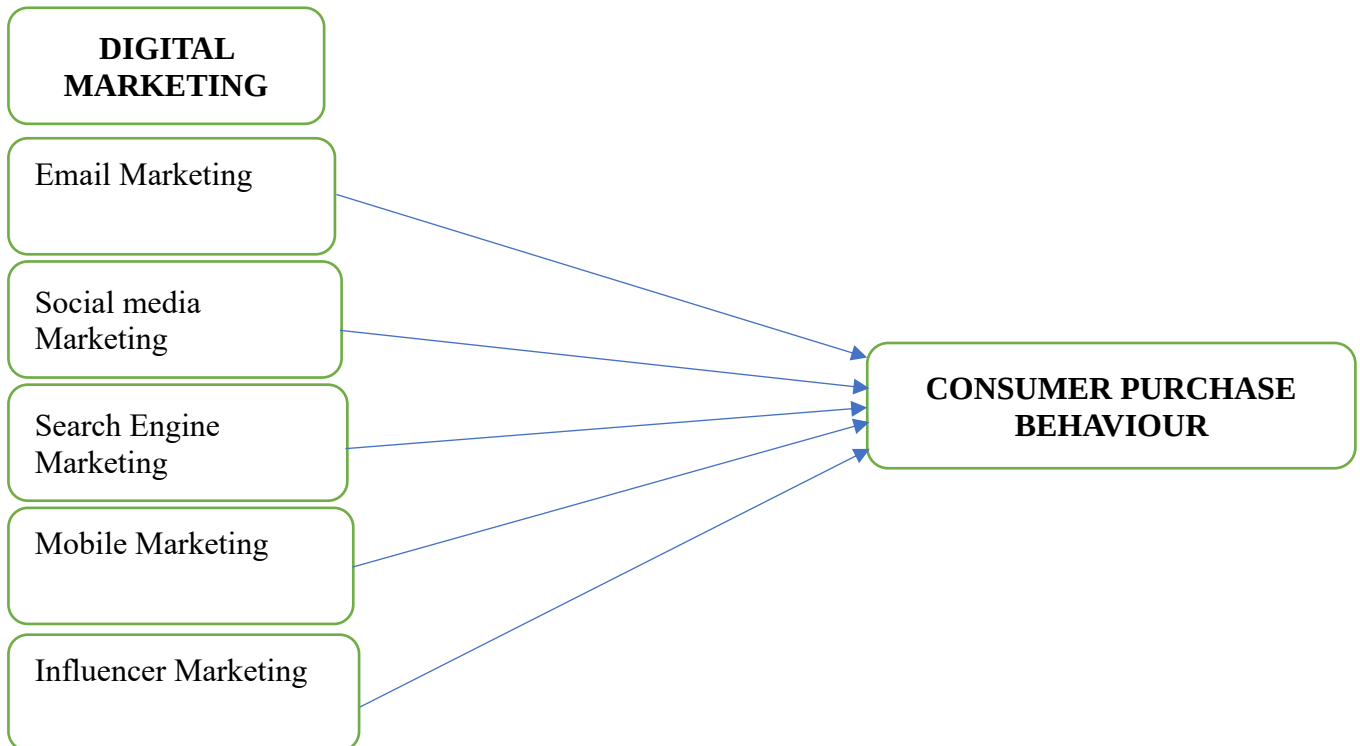
Methodology

This study adopted the survey research design. The population of this study will comprise the residents of the Federal Capital Territory (FCT, Abuja), who are online buyers. The sample size will be calculated using Krejcie and Morgan sample size table to better evaluate the impact of digital marketing on customer purchase decisions. This informs the choice of K&M sample size determination as the table of determining sample size has all the provisions you require to arrive at your sample size. For this research, the sample size is 1384. Data was collected using closed-ended research questionnaire (Story & Tait, 2019). Multiple linear regression analysis was used to determine the impact of dimensions of digital marketing on consumer purchase decision as well as to estimate the equation

respectively. The justification for using a multiple linear regression approach because it helps to objectively assess the degree and character of the effect of dimensions of digital marketing on purchase decision (Jeon, 2015).

Research Model

The research model of the study linked digital marketing variables with different dimensions of consumer purchase decision.



The functional relationship of digital marketing (Independent variable) and consumer purchase decision (Dependent variable) in FCT is operationalized as:

$$CPB = f (EM, SM, SEM, MM, IM)$$

$$CPB = \beta_0 + \beta_1EM + \beta_2SM + \beta_3SEM + \beta_4MM + \beta_5IM + e_i \dots \dots \dots \text{eq. (vi)}$$

Where: CPB= Dependent Variables (consumer purchase Behaviour); EM = Email Marketing; SM = social media Marketing; SEM = Search Engine Marketing; MM = Mobile Marketing; IM = Influencer Marketing

Data Analysis

This section employs regression analysis to rigorously investigate the impact of various digital marketing dimensions on distinct facets of consumer decision within selected online marketing companies in Nigeria. In this subsection, the study employs a multiple regression analysis to examine the impact of various digital marketing dimensions—Email Marketing (EM), Social Media Marketing (SM), Search Engine Marketing (SEM), Mobile Marketing (MM), and Influencer Marketing (IM). The objective is to unravel the relationships between these dimensions and consumer attitudes while critically assessing their statistical significance. Additionally, the overall fit of the model is scrutinized through key metrics such as the F-statistic, R-squared, Adjusted R-squared, and standard error.

Multiple Regression Result - Effect of Digital marketing dimensions on Consumer Purchase Attitude

Model 3	Coefficients		T	Sig.
	B	Std. Error		
(Constant)	0.823	0.101	8.149	0.000
Email marketing (EM)	0.184	0.052	3.556	0.000
Social media marketing (SM)	0.081	0.030	2.678	0.008
Search Engine Marketing (SEM)	0.255	0.033	7.818	0.000
Mobile Marketing (MM)	0.229	0.034	6.695	0.000
Influencer marketing (IM)	0.077	0.034	2.285	0.023
F – Statistic [Sig.]			319.668 [0.000]	
R – Square			0.809	
Adjusted R - Square			0.806	
Std. Error			0.367	

Source: Field survey (2023), **Note:** Dependent Variable: Consumer purchase attitude (CA)

$$CA = 0.823 + 0.185EM + 0.081SM + 0.225SEM + 0.229MM + 0.077IM$$

Where: CA = Consumer purchase attitude, EM = Email marketing, SM = Social media marketing, SEM = Search Engine Marketing, MM = Mobile Marketing and IM = Influencer marketing

Overall Model Fit

The F-statistic further validates the overall significance of the model. With an F-statistic of 319.668 and a significance level of 0.000, the model as a whole is deemed statistically significant. This implies that at least one of the explanatory variables has a significant effect on Consumer Purchase Attitude. The goodness-of-fit statistics provide insights into how well the model explains the variability in Consumer Purchase Attitude. The R-squared value of 0.809 indicates that approximately 80.9% of the variation in Consumer Purchase Attitude can be explained by the included digital marketing dimensions. This high R-squared value attests to the model's efficacy in capturing the complexity of consumer attitudes in the context of digital marketing. The Adjusted R-squared, accounting for the number of predictors, is 0.806. This value, close to the R-squared, signifies a robust model with a high level of explanatory power, ensuring that the model's effectiveness is not overly influenced by the number of variables included. The standard error of 0.367 represents the average deviation of observed values from predicted values. A lower standard error indicates a better fit of the model. In this case, the relatively low standard error suggests that the model provides a precise prediction of Consumer Purchase Attitude based on the chosen digital marketing dimensions.

Coefficients and Statistical Significance

The coefficients reported in the table above offer insights into the influence of each digital marketing dimension on Consumer Purchase Attitude. Examining the individual coefficients, Email Marketing (EM) emerges as a significant driver of Consumer Purchase Attitude, with a positive coefficient of 0.184 ($t = 3.556$, $p = 0.000$). This suggests that a one-unit increase in Email Marketing is associated with a 0.184-unit increase in Consumer Purchase Attitude. The positive sign indicates that effective Email Marketing contributes positively to shaping consumer attitudes.

Social Media Marketing (SM) also exhibits a positive impact on Consumer Purchase Attitude, supported by a coefficient of 0.081 ($t = 2.678$, $p = 0.008$). This implies that a one-unit increase in Social Media Marketing is associated with a 0.081-unit increase in Consumer Purchase Attitude.

While the coefficient is smaller than that of Email Marketing, its statistical significance underscores the role of social media in influencing and shaping consumer attitudes.

Search Engine Marketing (SEM) demonstrates a robust positive relationship with Consumer Purchase Attitude, as evidenced by its substantial coefficient of 0.255 ($t = 7.818$, $p = 0.000$). This implies that businesses investing in Search Engine Marketing are likely to witness a notable increase in consumer attitudes related to purchases. The statistical significance of the coefficient reinforces the importance of visibility in search engine results for influencing consumer attitudes.

Mobile Marketing (MM) reveals a significant positive relationship with Consumer Purchase Attitude, as indicated by its coefficient of 0.229 ($t = 6.695$, $p = 0.000$). This implies that companies implementing effective mobile marketing strategies are poised to impact and shape consumer attitudes positively. The statistical significance of the coefficient enhances the credibility of this relationship.

Influencer Marketing (IM) exhibits a positive coefficient of 0.077 ($t = 2.285$, $p = 0.023$), indicating a statistically significant impact on Consumer Purchase Attitude. This suggests that collaboration with influencers has the potential to positively influence and shape consumer attitudes towards purchases. While the coefficient is smaller than others, its statistical significance highlights its relevance in the context of consumer attitudes.

Discussion of Findings

The findings of on digital marketing strategies on consumer purchase attitude of selected online shops in Abuja metropolis reveals a significant impact of digital marketing strategies on consumer purchase attitude of selected online shops in Abuja metropolis. This finding is in conformity with the findings of Nekatibeb (2022) and Ajax Persaud & Irfan Azhar (2012) which revealed that digital marketing is successful in drawing clients and enabling them to communicate with the company via digital media. 50 CEOs were chosen at random from among 150 companies under study, and correlation analysis was used to examine the data that was gathered. According to the results,

there is a favourable association between digital marketing and sales. Mobile advertisements, email, social media, and search engines all have a beneficial impact on sales. Furthermore, using the theory of planned behaviour (henceforth referred to as TPB) (Ajzen, 1991) and social learning theory by Bandura and Walters (1963) as part of the qualitative research to identify key factors of digital marketing that impact consumer behaviour, the current study sheds light on various aspects of TPB and how it drives consumer behaviour.

Conclusion and Recommendations

This study investigated the effect of digital marketing strategies on consumer behaviour of some selected online shops in FCT, Abuja, Nigeria. The study found that digital marketing strategies (email marketing, social media marketing, Search engine marketing, mobile marketing, and influencer marketing) had a significant impact on consumer behavior as measured using of some selected online shops in FCT, Abuja, Nigeria. Digital marketing strategies are important in enhancing consumer purchase decisions. Overall, digital marketing strategies advance the need of the entire stakeholders, be it consumer marketing or industrial marketing, in evolving customers' needs, amplifying competitors' pressures with rapid technological advancements to increase purchase intention and actual purchase.

Based on findings of the study, the following recommendations were made:

- i. The management of online shops in FCT, should create innovative marketing strategies to bring about brand loyalty in the face of rising consumer expectations, convenience and digitalization.
- ii. Online shop businesses should constantly examine the internal and external business environment to identify factors that are key and strategically relevant for improving the buying behavior to bring about an enduring purchasing experience that is straightforward and without problems. These factors are needed to align with consumer purchase behaviour and enhance the effectiveness of digital marketing efforts across various strategies.

- iii. Managers of online shops should articulate a solid, fact-based, valuable initiative that stands on its own merits and develop superior strategies that will positively influence consumer purchase attitudes across various digital marketing dimensions. These superior strategies could involve personalization of marketing messages, building trust through transparent communication, engagement of active participants and convenience by simplifying the purchase process.
- iv. Marketers and sales force of online shops should make more research to understand better the internal state that drives people to identify and buy products/services that fulfill conscious and unconscious needs or desires. Some of these actions that could facilitate the consumer's purchase motive journey include seamless and integrated experience and clear communication of the value proposition of the products or service across all digital marketing channels.
- v. Online shop businesses implement a more effective and impactful marketing strategies such as retargeting strategies to re-engage consumers who have shown interest in specific products or services within the digital marketing landscape, ultimately improving purchase decision.

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