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SOCIAL MEDIA ENGAGEMENT AND CUSTOMER LOYALTY IN BENIN CITY: EVIDENCES FROM JUMIA NIGERIA

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ABSTRACT
This study investigated the influence of social media engagement on consumer behaviour in the Nigerian e-commerce sector, with a specific focus on Jumia Nigeria. The objective was to examine how four key social media activities customization, trendiness, word-of-mouth, and interaction affect customer loyalty and purchasing behaviour in the digital marketplace. The study responds to the increasing relevance of social media as a strategic marketing tool within Nigeria's growing e-commerce environment. A descriptive survey research design was employed, targeting 93 staff members at Jumia Nigeria's Benin-City Pick-up Station. Data were collected via structured questionnaires and analyzed using regression analysis. The results revealed statistically significant positive relationships between all four social media activities and consumer behaviour. Customization, word-of-mouth, interaction, and trendiness were found to strongly influence customer engagement, purchase intent, and loyalty, with the regression model explaining over 71% of the variation in consumer behaviour. The study recommends that e-commerce firms like Jumia should invest in personalized social media content, actively engage in trending topics, foster customer interaction, and leverage customer testimonials. Doing so can significantly enhance customer loyalty and improve competitive positioning in Nigeria's dynamic digital marketplace.

Key words: *Customization, E-Commerce, Social media marketing, Trendiness, Word-of-mouth.*

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INTRODUCTION

Social media has become a near-universal phenomenon, with almost 90% of internet users engaging on various platforms (Osho et al., 2016). Its evolution from the early, highly technical and limited platforms (Onikoyi et al., 2022) to today's user-friendly networks marked a shift from passive consumption to active participation in content creation, dissemination, and collaboration (Jeklin, 2016; Gabriel & Kolapo, 2015). Platforms such as Facebook, Twitter, LinkedIn, YouTube, and Google+ have since emerged as critical channels for interpersonal interaction and business engagement, enabling companies to drive website traffic, advertise, and build reputations through digital word-of-mouth (Boßerhoff & Von Der Decken, 2022; Tirpude, 2022; Lalwani et al., 2021). This transformation has strongly influenced consumer behaviour, which concerns how products, services, and ideas are selected, used, and disposed of (Raorane & Kulkarni, 2021). Social media enhances customer

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relationship management by fostering loyalty through repeated patronage and long-term trust (Abhishek, 2019), while diversifying consumer activities to include blogging, chatting, and gaming. Firms worldwide increasingly rely on these platforms to engage customers and market products effectively (Ola & Reem, 2018; Trattner & Kappe, 2022; Deis & Hensel, 2021).

In parallel, e-commerce defined as the online buying and selling of goods and services has revolutionised business globally, including in Nigeria, where adoption has grown significantly since the early 2000s despite initial constraints such as poor internet penetration, weak infrastructure, and fraud concerns (Okpighe & Ogundare, 2020). Nigerian platforms such as Jumia, Konga, Dealdey, 3Stiches, Taafoo, and Buyright.bz now provide diverse products nationwide, mirroring global leaders like Amazon. However, scepticism persists among consumers who remain wary of fraudulent practices such as "Yahoo-Yahoo" scams, leading to hesitation in trusting online vendors despite innovations like cash-on-delivery (Gabriel & Kolapo, 2015; Boßerhoff & Von Der Decken, 2022). These challenges highlight the need to further explore the role of social media in shaping consumer behaviour within Nigerian e-commerce, particularly with reference to Jumia Nigeria.Additionally, limited research exists examining the relationship between social media and business success within the Nigerian context.

Objectives

This study therefore aims to investigate social media's impact on consumer behaviour in Nigerian e-commerce, using Jumia Nigeria as a case study. Specifically, the study intends to:

1. assess the impact of social media activities of customization on Customer Behaviour.
2. evaluate the impact of social media activities of trendiness on Customer Behaviour.
3. Determine how social media activities of word-of-mouth impact on Customer Behaviour.
4. Evaluate the impact of social media activities of Interaction on Customer Behaviour.

Research Questions

The study seeks to answer the following questions.

a. How does social media activities of customization impact Customer Behaviour?
b. How does social media activities of trendiness impact on Customer Behaviour?
c. How does social media activities of word-of-mouth impact on Customer Behaviour?
d. How does social media activities of Interaction impact on Customer Behaviour?

LITERATURE REVIEW

Social Media

The rise of social media, marked by platforms like MySpace and Facebook, revolutionized digital communication by enabling interactive communities supported by Web 2.0 technologies (Thompson & Anderson, 2019). Defined as web-based platforms built on participatory principles, social media facilitates the creation and distribution of user-generated content (UGC), encompassing diverse forms of digital media across platforms such as Wikipedia, YouTube, and Facebook (Mitchell & Garcia, 2020). Conceptualized alternatively as "consumer media," these platforms function as collaborative information ecosystems where individuals share knowledge on topics of mutual interest. By 2013, global adoption had surpassed 1.7 billion users, with forecasts projecting exponential growth (Richardson & Kumar, 2018). From a commercial standpoint, social media represents a paradigm shift in marketing, replacing one-way promotional strategies with consumer-driven brand narratives, where engagement metrics and collaborative content shape visibility and influence (Anderson & Lee, 2021).

Consumer Behaviour

Consumer behaviour research rests on the principle that individuals respond differently to specific contexts and concepts. Contemporary scholarship defines it as the sequential process of selecting, acquiring, using, or discontinuing goods, services, ideas, or experiences to meet personal needs (Thompson & Richardson, 2023). An alternative perspective emphasizes it as a multidimensional interaction of emotions, cognition, actions, and situational factors that shape transactional life (Martinez & Chen, 2019). Over time, research trajectories have shifted from focusing primarily on purchase motivations to examining the methods and frameworks of transactions (Anderson, 2020). A central analytical tool is market segmentation, which groups consumers with similar needs and preferences into identifiable clusters. Segmentation approaches draw on demographic factors such as age and gender, geographic distinctions at regional and national levels, lifestyle-based attributes linked to personal values and routines, and behavioural tendencies in consumption (Williams et al., 2022). Consumer purchasing behaviour encapsulates the motivations, aspirations, and decisions guiding the procurement of products and services, with analyses of acquisition patterns offering insights into present and future consumer tendencies (Peterson, 2021). Such inquiry allows firms to interpret product choice rationales and service-use frameworks more effectively (Roberts & Chang, 2023). A key construct in this area is purchase intention, understood as the cognitive and deliberate commitment of consumers to acquire goods or services. This intention reflects the

convergence of psychological readiness and decision-making processes, positioning it as a vital indicator in understanding and predicting consumer buying behaviour.

E-Commerce

Electronic commerce (e-commerce) refers to the digital exchange of goods and services through internet-based platforms and has emerged as a transformative force in modern business, reshaping transactional processes and customer engagement patterns (Lalwani et al., 2021; Voramontri & Klieb, 2019). Globally, e-commerce has expanded online retailing by enabling firms to overcome geographical constraints and reach wider markets. In Nigeria, the sector has grown substantially, driven by rising internet penetration, smartphone diffusion, and increasing digital literacy (Onikoyi et al., 2022). Platforms such as Jumia, Konga, and Dealdey have established strong market positions through diverse product portfolios and efficient distribution networks. Despite this progress, challenges such as consumer skepticism toward online transactions, infrastructural bottlenecks, and cybersecurity risks persist (Boßerhoff & Von Der Decken, 2022). Nonetheless, improvements in digital infrastructure, payment security, and logistics have strengthened consumer confidence and accelerated adoption. A unique feature of Nigerian e-commerce is its emphasis on localized service delivery, particularly domestic doorstep delivery systems, which enhance convenience and align with consumer preferences (Okpighe & Ogundare, 2020)

Empirical Review

Ikechukwu et al. (2022) analyzed online marketing approaches, communication strategies, and delivery systems across three retail establishments in Owerri, finding that digital marketing significantly affects visitation and engagement. Similarly, Gabriel and Kolapo (2015) demonstrated that digital marketing initiatives in Lagos strongly influence consumer purchasing behaviour, highlighting the role of digital infrastructure and security in transaction decisions. Okpighe and Ogundare (2020) investigated social media's role in consumer decision-making among Delta State University participants, showing that blogs, networking platforms, and trust significantly affect purchasing patterns. Lalwani et al. (2021) reinforced these findings in Lagos, showing social media marketing channels as key mediators of consumer buying behaviour across major platforms. Tirpude (2022) further identified perceived ease of use, usefulness, and trust as primary factors influencing consumer purchase patterns among Anambra State students. Onikoyi et al. (2022) explored e-commerce adoption in Lagos, finding strong positive effects of promotional activities, customer support, and order processing on non-financial performance indicators, particularly for Jumia and Konga. Jeklin

(2016) examined Konga Nigeria and found that active and engagement-focused social media strategies significantly improved online retail performance. Voramontri and Klieb (2019) emphasized that social media repositions consumers at the center of commercial operations, reshaping marketing strategies. Their findings align with Nigerian-focused research by showing that consumer-driven interactions now dominate organizational market positioning efforts.

Theoretical Review

Technology Acceptability Model

The Technology Acceptance Model (TAM) was developed by Davis, Bagozzi, and Warshaw (1989), building on the Theory of Reasoned Action (Fishbein & Ajzen, 1975), as a robust analytical framework for explaining individual acceptance and utilization of new information technologies. TAM's core objective is to identify and explain the fundamental determinants of user adoption, providing both scholars and practitioners with a predictive tool for evaluating the implementation and acceptance of emerging systems (Davis, 1989). At the heart of TAM are two primary constructs, Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). PU refers to the degree to which an individual believes that using a particular system enhances job or task performance, while PEOU denotes the degree to which an individual perceives the system as effortless to use. These constructs shape users' attitudes toward use, which in turn influence their behavioural intentions, ultimately predicting actual system usage (Davis et al., 1989). Later extensions of TAM also recognized external variables, such as trust, social influence, and facilitating conditions, as mediating adoption behaviours. Critiques and Extensions: Despite its widespread adoption, TAM has faced criticism for being too simplistic and for neglecting contextual and cultural dimensions of technology adoption (Legris et al., 2003). To address such limitations, subsequent models such as TAM2, TAM3, and the Unified Theory of Acceptance and Use of Technology (UTAUT) have incorporated factors like subjective norms, facilitating conditions, and hedonic motivations. Nonetheless,

TAM remains a widely applied baseline model in information system studies, particularly in contexts involving internet technologies and consumer behaviour. Relevance to the Current Study: Within the context of social media and e-commerce adoption in Nigeria, TAM provides a compelling theoretical foundation. Social media platforms represent technological innovations that consumers adopt primarily based on their perceived usefulness (e.g., access to information, convenience, product variety) and ease of use (user-friendly interfaces,

accessibility via smartphones). In this study, TAM explains how Nigerian consumers adopt social media as part of their purchasing processes, reducing the need for physical store interactions. Additional factors such as trust also play a crucial role in shaping perceptions of usefulness and adoption, especially given widespread concerns about online fraud in Nigeria (Asemah, 2021). By anchoring this research in TAM, the study systematically examines how social media adoption driven by usefulness, ease of use, and trust influences consumer purchasing behaviour in Nigerian e-commerce platforms such as Jumia and Konga. This application underscores TAM's explanatory power in analyzing consumer behaviour within rapidly evolving digital marketplaces.

MATERIALS AND METHOD

The design for this study was survey research design. Thus, the researcher employed the design to evaluate the relationship between social media and consumer behaviour for a Nigerian e-commerce business. The researcher believed that the study's approach was acceptable since it allowed for an examination of the relationship between social media and consumer behaviour for a Nigerian e-commerce business. The study's target population consist of 121 staff members at Jumia Nigeria Limited's Benin-City Pick up station which include sales representatives, messengers, security personnel, administrative staffs and sales attendants. The population figure was sourced directly from the secretary's office at Jumia Nigeria Limited's Benin-City Pick up station. The sample size for the study was determined to be 93 using Taro Yarmane formular.

To examine the impact of social media activities on consumer behaviour, this study employed a multiple linear regression model. The model specification is as follows:

$CB = \beta_0 + \beta_1 SMC + {}_{\beta}2SMT + \beta_3 SMWM + \beta_4 SMI + \varepsilon$ …… Eqn 1.

Where:

CB = Consumer Behaviour (dependent variable)

B_0 = Constant term (intercept)

β_1, β_2, β_3, and β_4 = Regression coefficients of the independent variables

SMC = Social Media Customization

SMT = Social Media Trendiness

SMWM = Social Media Word-of-Mouth

SMI = Social Media Interaction

ε = Error term

The responses obtained from respondents' staff members at Jumia Nigeria Limited's Benin-City Pick up station formed the data. Data processing followed systematic procedures aligned with research questions established within this investigation. Analytical methodologies incorporated tabular presentation and percentage calculation techniques for research question examination, while chi-square analytical procedures facilitated hypothesis evaluation utilizing SPSS version 23 computational platforms.

RESU.T AND DISCUSSIONS

Table 1 Questionnaire Distribution

Option	**Response**	**Percentage (%)**
Numbered Returned	89	95.70
Numbered Not Returned	4	4.30
Total	93	100

Source: Researcher Survey, (2024)

Table 1 presents the distribution of questionnaires and the responses from the respondents. Out of the total 93 questionnaires distributed, 89 (95.70%) were returned, indicating an exceptionally high response rate. However, 4 (4.30%) questionnaires were not returned by the respondents. The very high response rate suggests a strong interest and engagement from the target population, significantly enhancing the reliability and representativeness of the data collected.

Demographic Characteristics

Table 2: Demographic Characteristics

Characteristics	Frequency	Percentage (%)
Gender		
Male	52	58.43
Female	37	41.57
Marital Status		
Single	41	46.07
Married	43	48.31
Widowed	3	3.37
Divorced	2	2.25
Age		
Below 30 years	38	42.70
31 - 40 years	35	39.33
41 - 50 years	12	13.48
51 years and above	4	4.49
Educational Qualification		
WASC/GCE	8	8.99
B.Sc./HND	52	58.43
M.Sc./MBA	26	29.21
Ph.D./Others	3	3.37
Length of Service		
Less than 2 years	28	31.46
2-5 years	42	47.19

6-10 years	15	16.85
More than 10 years	4	4.49
Total	89	100

Source: Researcher Survey, (2024)

Table 2 presents the distribution of respondents based on various demographic characteristics. The table highlights a gender distribution among the respondents, with 52 males (58.43%) and 37 females (41.57%). The higher representation of male respondents could potentially lead to gender biases in the survey outcomes, potentially overlooking valuable insights from female participants. However, the presence of a significant proportion of female respondents helps mitigate this concern to some extent. The majority of respondents are married (48.31%), followed by single (46.07%), widowed (3.37%), and divorced (2.25%). This distribution suggests a workforce with diverse personal commitments and responsibilities, which could influence their perspectives on social media marketing and consumer behaviour. The age distribution shows that the majority of respondents are in the below 30 years age group (42.70%), followed by the 31-40 years age group (39.33%). The age groups of 41-50 years (13.48%) and 51 years and above (4.49%) have relatively lower representations. The predominance of respondents under 40 years suggests a workforce that is likely to be very familiar with social media platforms and digital marketing strategies, potentially offering valuable insights into social media's impact on consumer behaviour.

Educational Qualification: The data indicates that the most prevalent educational qualification among respondents is B.Sc./HND (58.43%), followed by M.Sc./MBA (29.21%), WASC/GCE (8.99%), and Ph.D./Others (3.37%). The high representation of tertiary education qualifications highlights the importance of formal education in the e-commerce sector, while the presence of postgraduate qualifications (M.Sc./MBA and Ph.D.) emphasizes the value of advanced education. This diverse representation of educational backgrounds ensures a well-rounded perspective on social media marketing and consumer behaviour.

Length of Service: Regarding the length of service, the majority of respondents have been with Jumia for 2-5 years (47.19%). The second-largest group comprises those with less than 2 years of service (31.46%), followed by 6-10 years (16.85%) and more than 10 years (4.49%). The substantial representation of respondents with 2-5 years of service suggests a balance between experience and fresh perspectives, potentially offering valuable insights into the company's social media marketing practices and their impact on consumer behaviour over a significant period of time.

Social Media Customization

Table 3 Social Media Customization Activities

Rating	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Jumia provides personalized product recommendations through social media	78 (32.58%)	124 (43.82%)	25 (8.99%)	32 (11.24%)	9 (3.37%)
The company's social media content is tailored to customer preferences	69 (28.09%)	132 (44.94%)	31 (11.24%)	35 (12.36%)	10 (3.37%)
Social media advertisements are customized based on browsing history	82 (33.71%)	129 (42.70%)	28 (10.11%)	29 (10.11%)	9 (3.37%)
Customer feedback on social media influences product offerings	74 (30.34%)	127 (43.82%)	33 (11.24%)	31 (11.24%)	12 (3.37%)

Source: Researcher Survey, (2024)

Table 3 presents the respondents' perspectives on social media customization activities at Jumia. A significant majority of respondents (76.40%) either strongly agreed (32.58%) or agreed (43.82%) that Jumia provides personalized product recommendations through social media. This high level of agreement suggests that the company effectively utilizes customer data to deliver targeted recommendations. However, 14.61% disagreed or strongly disagreed, while 8.99% were undecided, indicating that there might be room for improvement in the personalization algorithms. Regarding the company's social media content being tailored to customer preferences, 73.03% of respondents either strongly agreed (28.09%) or agreed (44.94%). This suggests that Jumia's social media strategy effectively addresses customer interests. However, 15.73% disagreed or strongly disagreed, while 11.24% were undecided, indicating that there might be opportunities to enhance content personalization strategies. Customized Advertisements: On the customization of social media advertisements based on browsing history, 76.41% of respondents either strongly agreed (33.71%) or agreed (42.70%). This indicates strong implementation of targeted advertising strategies. However, 13.48% disagreed or strongly disagreed, while 10.11% were undecided, suggesting that there might be room for improvement in advertisement targeting mechanisms. Customer Feedback Integration: A significant majority of respondents (74.16%) either strongly agreed (30.34%) or agreed (43.82%) that customer feedback on social media influences product offerings. This suggests effective integration of customer input into product decisions. However, 14.61% disagreed or strongly disagreed, while 11.24% were undecided, indicating potential opportunities to enhance feedback incorporation processes.

Social Media Trendiness

Table 4 Social Media Trendiness Activities

Rating	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Jumia regularly shares trending content on social media	85 (35.96%)	128 (43.82%)	22 (7.87%)	28 (9.55%)	8 (2.81%)
The company actively participates in social media trends and challenges	76 (31.46%)	134 (46.07%)	29 (10.11%)	27 (9.55%)	8 (2.81%)
Social media content reflects current market trends	89 (37.08%)	126 (42.70%)	24 (8.99%)	26 (8.99%)	6 (2.25%)
The company's social media presence is consistently up-to-date	82 (34.83%)	131 (44.94%)	27 (8.99%)	25 (8.99%)	6 (2.25%)

Source: Researcher Survey, (2024)

Table 4 presents the respondents' perspectives on social media trendiness activities at Jumia. A significant majority of respondents (79.78%) either strongly agreed (35.96%) or agreed (43.82%) that Jumia regularly shares trending content on social media. This suggests effective monitoring and participation in social media trends. However, 12.36% disagreed or strongly disagreed, while 7.87% were undecided, indicating some room for improvement in trend engagement. Trend Participation: Regarding active participation in social media trends and challenges, 77.53% of respondents either strongly agreed (31.46%) or agreed (46.07%). This high level of agreement suggests strong engagement with current social media movements. However, 12.36% disagreed or strongly disagreed, while 10.11% were undecided, indicating potential opportunities to enhance trend participation. Market Trend Reflection: On the reflection of current market trends in social media content, 79.78% of respondents either strongly agreed (37.08%) or agreed (42.70%). This indicates effective market trend monitoring and content alignment. However, 11.24% disagreed or strongly disagreed, while 8.99% were undecided, suggesting some room for improvement in market trend integration. A significant majority of respondents (79.77%) either strongly agreed (34.83%) or agreed (44.94%) that the company maintains an up-to-date social media presence. This suggests effective social media management practices. However, 11.24% disagreed or strongly disagreed, while 8.99% were undecided, indicating potential areas for enhancement in content currency.

Social Media Word-of-Mouth

Table 5: Social Media Word-of-Mouth Activities

Rating	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Customers actively share their Jumia experiences on social media	92 (37.08%)	135 (44.94%)	21 (7.87%)	24 (7.87%)	6 (2.25%)
The company effectively manages customer reviews on social platforms	87 (34.83%)	138 (46.07%)	23 (8.99%)	19 (7.87%)	6 (2.25%)
Social media recommendations influence purchase decisions	83 (33.71%)	142 (47.19%)	26 (8.99%)	22 (7.87%)	6 (2.25%)
Customer testimonials are regularly featured on social media	85 (34.83%)	137 (46.07%)	24 (8.99%)	23 (7.87%)	6 (2.25%)

Source: Researcher Survey, (2024)

Table 5 presents the respondents' perspectives on social media word-of-mouth activities at Jumia. A significant majority of respondents (82.02%) either strongly agreed (37.08%) or agreed (44.94%) that customers actively share their Jumia experiences on social media. This high level of agreement suggests strong customer engagement and organic content generation. However, 10.12% disagreed or strongly disagreed, while 7.87% were undecided, indicating that there might be opportunities to further encourage customer sharing. Review Management: Regarding the company's management of customer reviews on social platforms, 80.90% of respondents either strongly agreed (34.83%) or agreed (46.07%). This high level of agreement indicates effective review management practices. However, 10.12% disagreed or strongly disagreed, while 8.99% were undecided, suggesting some room for improvement in review handling processes. Purchase Decision Influence: On the influence of social media recommendations on purchase decisions, 80.90% of respondents either strongly agreed (33.71%) or agreed (47.19%). This suggests strong impact of social proof on consumer behaviour. However, 10.12% disagreed or strongly disagreed, while 8.99% were undecided, indicating potential opportunities to enhance the effectiveness of social recommendations. A significant majority of respondents (80.90%) either strongly agreed (34.83%) or agreed (46.07%) that customer testimonials are regularly featured on social media. This suggests effective use of social proof in marketing. However, 10.12% disagreed or strongly disagreed, while 8.99% were undecided, indicating possible room for improvement in testimonial utilization.

Social Media Interaction

Table 6: Social Media Interaction Activities

Rating	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Jumia actively engages with customers on social media	88 (35.96%)	133 (44.94%)	23 (7.87%)	26 (8.99%)	6 (2.25%)
Customer inquiries on social media receive timely responses	82 (33.71%)	136 (46.07%)	25 (8.99%)	27 (9.55%)	6 (2.25%)
The company encourages social media discussions and interactions	86 (34.83%)	134 (45.96%)	24 (8.99%)	25 (8.99%)	7 (2.25%)
Social media platforms facilitate effective customer service	84 (33.71%)	138 (47.19%)	22 (7.87%)	26 (8.99%)	6 (2.25%)

Source: Researcher Survey, (2024)

Table 6 presents the respondents' perspectives on social media interaction activities at Jumia. Majority of respondents (80.90%) either strongly agreed (35.96%) or agreed (44.94%) that Jumia actively engages with customers on social media. This suggests effective customer engagement strategies. However, 11.24% disagreed or strongly disagreed, while 7.87% were undecided, indicating some room for improvement in engagement practices. Regarding timely responses to customer inquiries on social media, 79.78% of respondents either strongly agreed (33.71%) or agreed (46.07%). This indicates effective response management. However, 11.80% disagreed or strongly disagreed, while 8.99% were undecided, suggesting potential opportunities to enhance response times. On encouraging social media discussions and interactions, 80.79% of respondents either strongly agreed (34.83%) or agreed (45.96%). This suggests strong community building efforts. However, 11.24% disagreed or strongly disagreed, while 8.99% were undecided, indicating possible room for improvement in facilitating discussions. Furthermore, a significant majority of respondents (80.90%) either strongly agreed (33.71%) or agreed (47.19%) that social media platforms facilitate effective customer service. This suggests successful integration of social media into customer service operations. However, 11.24% disagreed or strongly disagreed, while 7.87% were undecided, indicating potential areas for enhancement in social media customer service.

Regression Analysis

Table 7: Regression Analysis for Impact of Social Media Activities on Consumer Behaviour

Variable	Coefficient	t-Statistic	p-value
(Constant)	0.682	2.876	0.004
Social Media Customization	0.312	4.965	0.000
Social Media Trendiness	0.287	4.723	0.000
Social Media Word-of-Mouth	0.334	5.231	0.000
Social Media Interaction	0.295	4.842	0.000
R-squared: 0.712			
F-statistic: 68.453			

Source: Researcher Compilation, (2024)

The regression analysis in Table 7 examines the impact of the independent variables (social media customization, trendiness, word-of-mouth, and interaction) on consumer behaviour at Jumia. The model exhibits a strong explanatory power, with an R-squared of 0.712, indicating that approximately 71.2% of the variation in consumer behaviour can be attributed to the independent variables included in the model. The positive and statistically significant coefficient for social media customization (0.312, p-value = 0.000) suggests that an increase in the effectiveness of customization activities is associated with a positive impact on consumer behaviour. This finding aligns with the theoretical expectation that personalized social media engagement can enhance customer response and behaviour. Similarly, the positive and significant coefficient for social media trendiness (0.287, p-value = 0.000) implies that improvement in trend engagement practices is associated with an enhancement in consumer behaviour. This finding supports the notion that staying current with social media trends is crucial for influencing customer behaviour. The positive and significant coefficient for social media word-of-mouth (0.334, p-value = 0.000) indicates that an increase in the effectiveness of word-of-mouth activities is associated with a positive impact on consumer behaviour. This suggests that customer testimonials and reviews significantly influence purchasing decisions. The positive and significant coefficient for social media interaction (0.295, p-value = 0.000) shows that enhanced interaction practices are associated with improved consumer behaviour. This finding emphasizes the importance of active engagement with customers on social media platforms. The F-statistic (68.453) with a p-value of 0.000 suggests that the overall model is statistically significant, and at least one of the independent variables has a significant effect on consumer behaviour.

Test of Hypotheses

Hypothesis One

H_{01}: Social media customization implementations demonstrate no statistically significant impact on consumer behavioural patterns.

H_{i1}: Social media customization implementations demonstrate statistically significant impact on consumer behavioural patterns.

The comprehensive regression analytical findings presented within Table 7 provide systematic examination regarding social media customization influences on consumer behavioural manifestations. The statistical coefficient regarding social media customization demonstrates a value of 0.312 with corresponding p-value of 0.000, indicating statistically significant relationships between customization implementations and consumer behavioural patterns. Given that the calculated p-value (0.000) demonstrates values below established significance thresholds of 0.05, the proposed null hypothesis (H_{01}) warrants rejection. The empirical evidence derived through regression analytical procedures supports the conclusion that social media customization implementations demonstrate substantial impact on consumer behavioural patterns within Jumia's operational framework.

This suggests that an increase in the effectiveness of personalization is associated with a positive impact on consumer behaviour. This finding aligns with the theoretical underpinnings of social media marketing, which posit that personalized content and recommendations are crucial for customer engagement (Kim & Ko, 2012). Recent empirical evidence supports this theoretical perspective. For instance, Zhang et al. (2021) found that customized social media content positively influences consumer purchase decisions in e-commerce platforms, which shares similarities with Jumia's business model.

Hypothesis Two

H_{02}: Social media trendiness manifestations demonstrate no statistically significant impact on consumer behavioural patterns.

H_{i2}: Social media trendiness manifestations demonstrates statistically significant impact on consumer behavioural patterns.

The systematic regression analytical findings presented within Table 7 provide detailed examination regarding social media trendiness influences on consumer behavioural manifestations. The statistical coefficient regarding social media trendiness demonstrates a value of 0.287 with corresponding p-value of 0.000, indicating statistically significant

relationships between trendiness manifestations and consumer behavioural patterns. Given that the calculated p-value (0.000) demonstrates values below established significance thresholds of 0.05, the proposed null hypothesis ($H_0$2) warrants rejection. The empirical evidence derived through regression analytical procedures supports the conclusion that social media trendiness manifestations demonstrate substantial impact on consumer behavioural patterns within Jumia's operational framework.

This implies that more effective trend engagement is associated with improved consumer behaviour. This finding resonates with the contemporary marketing literature, which emphasizes the importance of staying relevant and current in social media communications (Lee & Hong, 2016). Recent studies on social media marketing in the e-commerce sector support this finding. For example, Wang & Yu (2020) highlighted the importance of trend participation in enhancing consumer engagement and purchase intentions.

Hypothesis Three

H_{03}: Social media word-of-mouth dissemination demonstrates no statistically significant impact on consumer behavioural patterns.

H_{i3}: Social media word-of-mouth dissemination demonstrates statistically significant impact on consumer behavioural patterns.

The detailed regression analytical findings presented within Table 7 provide systematic examination regarding social media word-of-mouth influences on consumer behavioural manifestations. The statistical coefficient regarding social media word-of-mouth demonstrates a value of 0.334 with corresponding p-value of 0.000, indicating statistically significant relationships between word-of-mouth dissemination and consumer behavioural patterns. Given that the calculated p-value (0.000) demonstrates values below established significance thresholds of 0.05, the proposed null hypothesis ($H_0$3) warrants rejection. The empirical evidence derived through regression analytical procedures supports the conclusion that social media word-of-mouth dissemination demonstrates substantial impact on consumer behavioural patterns within Jumia's operational framework.

This indicates that robust word-of-mouth activities are associated with positive impacts on consumer behaviour. This finding aligns with the theoretical perspectives of social proof in marketing, which emphasizes the importance of customer testimonials and reviews in shaping purchase decisions (Cheung & Thadani, 2012). Recent literature on electronic word-of-mouth in e-commerce supports this finding. Liu et al. (2019) emphasized the potential of effective

social media word-of-mouth in improving consumer trust and purchase behaviour in online retail platforms.

Hypothesis Four

$H_0$4: Social media interaction processes demonstrate no statistically significant impact on consumer behavioural patterns.

H_i4: Social media interaction processes demonstrates statistically significant impact on consumer behavioural patterns.

The comprehensive regression analytical findings presented within Table 7 provide systematic examination regarding social media interaction influences on consumer behavioural manifestations. The statistical coefficient regarding social media interaction demonstrates a value of 0.295 with corresponding p-value of 0.000, indicating statistically significant relationships between interaction processes and consumer behavioural patterns. Given that the calculated p-value (0.000) demonstrates values below established significance thresholds of 0.05, the proposed null hypothesis (H_{04}) warrants rejection. The empirical evidence derived through regression analytical procedures supports the conclusion that social media interaction processes demonstrate substantial impact on consumer behavioural patterns within Jumia's operational framework.

This demonstrates that enhanced interaction practices are associated with improved consumer behaviour. This finding supports the relationship marketing theory, which emphasizes the importance of building and maintaining customer relationships through active engagement (Morgan & Hunt, 1994). Recent studies on social media engagement in e-commerce contexts validate this finding, with Chen & Lin (2019) highlighting how interactive social media practices can enhance customer loyalty and purchase behaviour.

These findings collectively suggest that the implementation of comprehensive social media marketing practices at Jumia can lead to significant improvements in consumer behaviour. The strong explanatory power of the regression model (R-squared = 0.712) indicates that social media activities play a crucial role in shaping consumer behaviour at Jumia. However, it's important to note that while the benefits of social media marketing are clear, the successful implementation and utilization of these practices may require significant investments in content creation, community management, and alignment of social media strategies with overall marketing objectives.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research findings, this study concludes that social media activities have a significant impact on consumer behaviour at Jumia Nigeria Limited. Specifically, social media customization was found to significantly influence consumer behaviour, enhancing customer engagement and purchase decisions. Social media trendiness was observed to significantly affect consumer behaviour, with more effective trend engagement associated with improved customer response. Furthermore, social media word-of-mouth and interaction demonstrated significant impacts on consumer behaviour, suggesting that when Jumia leverages robust social media engagement mechanisms, they can achieve better overall consumer response outcomes. Hence, to enhance consumer behaviour, Jumia should actively invest in and improve its social media customization practices. The management should provide support and resources to facilitate the development and implementation of personalized content and recommendations, particularly ensuring that customer preferences are effectively captured and utilized in social media marketing. Also, Jumia should focus on strengthening its social media trendiness practices to support its marketing operations. This could include providing more resources for trend monitoring and engagement, ensuring timely participation in relevant social media trends, and maintaining an up-to-date social media presence. Furthermore, the organization should prioritize the enhancement of its social media word-of-mouth mechanisms. This will create more efficient processes for managing customer reviews, showcasing testimonials, and leveraging social proof to influence consumer behaviour positively. Finally, the company should invest in improving its social media interaction practices. This includes ensuring timely responses to customer inquiries, facilitating meaningful discussions, and maintaining active engagement with customers across social media platforms.

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