



Jumia Internet Advertising and Product Patronage among Port Harcourt Residents

Ukaegbu, Michael Ibe, (PhD.); Ejuh, Victoria Chioma;
Hannah, Alali Godpower

Ignatius Ajuru University of Education, Department of English and Communication Art, Port Harcourt, Rivers State.

Email: michaelibe22@gmail.com, visaokechi@gmail.com, alalihannah183@gmail.com

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*Corresponding Author

Ukaegbu Michael Ibe

E-mail: michaelibe22@gmail.com

Phone: 08135804251

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ABSTRACT

The study investigates Jumia internet advertising and product patronage by Port Harcourt residents. The objectives of the study include; investigate the level of exposure of Port Harcourt residents to Jumia internet advertisement; identify the influence of internet advertising of Jumia products on Port Harcourt residents and to determine the challenges of Jumia internet advertisement and product patronage among Port Harcourt residents. The study was anchored on Uses and Gratification and Technological Determinism theories. It employs survey research design with the population of 3, 171, 000 and adopted Krejcie and Morgan (1970) sample size to select a sample size of 384 using the multi stage and purposive sampling technique with the questionnaire as the instrument of data collection. The study found that Port Harcourt residents are significantly exposed to Jumia internet advertising. Port Harcourt residents were influenced by discount and promise placed on Jumia products advertised online. The search for required products and payment of Jumia products as a result of network failure and the problem of internet connections were the major challenges of Jumia internet advertising and patronage of products among Port Harcourt residents. It concludes that internet advertising of Jumia products influenced Port Harcourt residents and recommends that Port Harcourt residents should compare the quality of other products in the market with that of Jumia products displayed for them online for exposure, influence and patronage.

INTRODUCTION

Advertising is one of the communication components that use symbols, music, drama, fliers, audio, visual mass media and internet to create awareness to the audience. The awareness in most cases leads customers to like and purchase the products for their satisfaction. Ukaegbu (2019, p.1) on the other hand sees advertising as a kind of communication about a product, service or idea that is goal oriented. Without advertising according to Abati (2016), "buyers would not be aware of the existence of products and services". It majorly promotes goods and services through signs, symbols, face-to-face, mass media and internet. This is done through designed communication strategies to sell and promote companies' products and services (Edegoh & Nze, 2017).

However, the effectiveness of every advertisement is dependent on consumers which constitute the audience in the media. These audiences flood various markets with divergent level of exposure, interests, economic status, cultural background which appear to determine the level of influence in the purchasing habits and patronage of the consumers. This means that advertising stimulates consumers to products' values and norms leading to satisfaction, brand loyalty, economic development and mass consumption. Mass consumption according to Abati (2106) 'requires mass production which in turn requires advertising to mass market through mass media', the internet is one of such medium.

Jumia advertising online oriented and is the current system that creates awareness and allows consumers to make purchase on the products online. The most frequently used form of internet advertising is online display adverts which is known as banner ads, such ads contains text and graphical images presented on web sites (Ajaero et al 2017).

Similarly, advertisers target consumers' right from where they are at the right moment when they are considering making a purchase. This has raised the habit purchase of online products. Nelson et al (2019) posits internet products span almost communities even though they are not at the same level of penetration in reaching customers and products priority. This agrees with the position of Ekhareafu & Akoseogasimhe (2015) that online advertising enables manufacturers to wisely reach a large number of people who tend not to be interested on their products. This turmoil of changes today through internet advertising has influence the perception, preference and consumers' consumption of products. Lim (2015), Yu et al (2017), Martins et al (2018), Nelson et al (2019) regard internet advertising as potent promotional tool for creating, building and managing a brand, Jumia products can be seen as such brand.

Jumia products and advertisements are electronic commercial platform responsible for the sales of all kinds of brands like electronics, fashion,

household equipment, toys, furniture, babies, shoes, accessories computers, phones etc. The internet platform enables Jumia connect online with consumers who pay for product(s) and they are shipped or delivered to him/her through a delivery man. This is done with the aid of social network from different web sites with different names; some call it online shopping, others see it as online buying or internet buying (Ekwueme & Akagwu 2017). The consumers are said to be the end users of Jumia products that is why Akwasi (2014) argues that consumers keep the production circle moving and contribute significant part in the economic development of a nation. The ubiquitous access of these online products no doubt has democratized the economic activities and engagement in marketing.

Consequently, there seem to be challenges confronting the activities of Jumia products and this may affect the perception and the patronage of their consumers in Port Harcourt. Such challenges include insecurity; there is no doubt that African countries especially Nigeria have experienced several security threats, for example, Boko Haram, Bandits, unknown Gunmen, Kidnappers and Herdsmen are wreaking havoc and killing citizens in Northern part of Nigeria, militancy, kidnappers are ravaging the Eastern and Southern part of Nigeria, this has not only adversely affected the growth of Jumia markets but has threatened the peace and affected the economic fortune of Nigeria. Hence, may influence the habits of consumers on any online products especially Jumia since it is based on internet exposure, purchase and deliver. For instance, a Jumia delivery man, Mr. Chukwuma Eleje who was said to be delivering two iPhones to Jumia customers who ordered for them through internet advertising on Saturday 28, 2017 and was killed in a house on Ada-Goerge road, Port Harcourt, Rivers State, Nigeria. Mr. Chukwuma was attacked and killed and his corpse was dumped in a septic tank. This may be the reason Okolo & Nwafor (2013) note that consumers of online products have become more passive about internet messages and products.

Again, lack of trust and confidence in digital payment capabilities in Nigeria: All the transaction of Jumia products are done online as such, online transactions fail on daily bases, efforts to confirm or reverse the money, takes a lot of time and energy. Most of the payments made for Jumia products are not received by Jumia and customers are debited. As a result of this, customers face a lot of challenges in the bank to get back their monies. This affects the perception and patronage of Jumia product by customers. It could also be the major reason New York Stock Exchange (NYSE) in 2019 announced according to Olaoluwa (2019) that "Africa's e-commerce giant, Jumia faced challenges to survive several troubles that have threatened to bring its knees down.

These competitions in online markets seem to have changed the Jumia's pattern of advertisements to intensive and strategic one hence; it promises price reduction, interaction with customers, quick delivery and satisfaction. Thus; "Shop online with great ease at Jumia". "Enjoy the best price, doorstep deliver, genuine items and a large selection". "Shop on the Jumia app today, enjoy 15% off your order". "With Jumia, you open door to savings and convenience". "Enjoy the best offers on over 14 million products, all your shopping needs are covered in Jumia". Jumia, Nigeria is number 1 online shopping destination with the largest collection of electronics, smart phones, groceries, and computers.

In the light of the insecurity, killings especially in Port Harcourt, failed online bank transactions, delay in delivery, competition in online products and persuasive internet advertising of Jumia products, how does Port Harcourt residents patronize Jumia product? It is on these bases that the study seeks to investigate Jumia advertising and product patronage among Port Harcourt residents in Rivers State.

Statement of Problem

Any society without effective and efficient consumers' demand for goods and services faces information and economic crises. There is a remarkable paradigm shift in the media communication and advertising around the world, this according to Okolo, et al (2018) "is made possible by the evolution of internet advertising". Internet is proven to be the right oracle for attention driven of products. Jumia is an electronic platform that target over 12 African countries to sell all forms of goods and services. It uses its online adverts display and texts to provide and persuade customers to interact, make choice, purchase and products delivered to their comfort zone with less cost. This makes it effective and reliable, Okolo et al (2018) buttress the reliability of internet advertising as interactive platform whose feedback mechanism allows the audience to make their complaints and contribute to advertising information adjustments leading to the improvement of the products and services.

Again, Port Harcourt is one of the state capitals in Nigeria with large population, hence, the sale of Jumia products is inevitable. However, consumers in Port Harcourt seem not to give adequate patronage to Jumia products after exposure to their internet advertising following the killing of Mr. Chukwuma Eleje at Ada-Goerge road. Not only that Jumia's nonchalant concerns to customers' whose transaction failed in the bank and delay in delivery of products may also result in low patronage of Jumia products. It is based on these that the study seeks to investigate Jumia advertising and product patronage among Port Harcourt residents, Rivers State, Nigeria.

Objectives of the study

The following are the objectives of the study which are to;

1. Investigate the level of exposure of Port Harcourt residents to Jumia internet advertising.
2. Identify the influence of Jumia internet product advertising on Port Harcourt residents.
3. Determine the challenges of Jumia internet advertisement and product patronage among Port Harcourt residents.

Research questions

1. What is the level of Port Harcourt residents exposure to Jumia internet advertising?
2. What is the influence of Jumia internet product advertising on Port Harcourt residents?
3. What are the challenges of Jumia internet advertisement and product patronage among Port Harcourt residents?

Conceptual Review

Internet Advertising

Among all the media of advertising, internet is the most emerging media; this is because of its convenient, interactivity and unlimited line of operation. According to Ohiagu (2012) internet is an abridge usage of the name international network of millions of computer networks, worldwide. Internet according to Hasan (2016) is information superhighway that uses internet and world wide in order to deliver marketing message and attract customers. It has changed the way people think, act and feel, in fact, it is the turning point in the history of communication.

O'Guim, Allen and Semenik (2006) observe that:

the internet will not be replaced by other forms of advertising. Nor is it even likely that many activities will use the internet as the main method of communicating with a target audience. But like Pepsi and BMW, advertisers are discovering ways to use the internet as a key component of integrated brand promotions... we will come to a better understanding of how to use the internet as part of an effective overall advertising and integrated promotion effort (p.561).

The internet has the capacity of educating, informing, entertaining and influencing customers with a special quality of being contagious and outreaching influence which traditional media lack (Asogwa & Samuel, 2017). The crux of internet advertising is to target group's positive ideas about an entire organization's products or

service in a bid to persuade them to patronize them (Ohiagu, 2012). Little wonder people move from a predominated individual's lifestyle and are instigated by the new wave of social experience which McLuhm earlier called global village where people are connected worldwide through participation in smaller communities (Asemah, Nwammuo & Uwaoma, 2017, p.229).

Usually, internet advertising has an online display of products on a web page. Hasan (2016) avers that it combines colours imagery, page layout and other elements to attract prospective consumers attention. Okunna & Omenugha (2012) see internet advertising as websites displays of information about a company product and idea advertisement and services that consumers (audience) oriented. One remarkable thing about internet advertising is the immediacy of the information. Internet advertising has revolutionised the processes of communication into interactive dialogue among individuals, organization and countries. This is done through blogs, websites, videos, pictures and user generated media (Asogwa & Samuel 2017).

These allow consumers with options and choices about what they can use as a starting page when they access the internet. This supposed why Okunna et al (2012) call internet advertising a "pull model" as consumers pull and patronize only the information about a product they want. These information are contextual advertising on search engine result pages, like banners ads, advertising networks and e-mail marketing which are limited to time, space and location. (Hasan, 2016). These marketing environments are the driving force of the dynamism in advertising and promotion of products. Belch & Belch (2001); Ekharefo & Ajala (2017) proclaim that the advances in the have led to dramatic growth of communication through interaction media particularly the internet. This affirms Asemah et al (2017) position that internet advertising has improve human interactions and created social change.

Audience Patronage of Jumia Products.

Products users patronage and brands are said to differ according to the consumers level of interaction and exposure on the media. Research generate classification of checking the extent of consumers' patronage by building brands image as they like and share the idea of the products online. This encourages the consumers to participate hence, making them to like and patronage the products. This complete involvement is usual without considerable stimulus. It favours analytical precision and sequential ordering as they are usually abhor linear and logical through sense of sight, sound and text about the products (Akpan, 2010). Palvou & Steward (2009) argue that consumers' perception and patronage on products are based on the advantage of interaction and change them learn from internet. Again, the effectiveness, credibility and reliability of Jumia internet advertising makes customers

to feel and express concern and likeness for the products.

Corroborating (Ekharefo'setal (2017) views, consumers now experience new marketing environment which has changed and revolutionised their purchase habits. This is affected by the degree of amusements and information awareness which internet offers to its audiences. Users and consumers usually have the opportunity to interact actively with the advertisers on their page allowing them to like, share adverts and view who else like or shared such adverts (Logan, Bright & Gangaharbatta, 2012). It is the internet advertising that initiated this and spread the brand of attractions. This advancement in internet communication predicted by Marshall McLuhm has changes collective cognitive process of society at (Asemah et al (2017).

Jumia products are patronized in over 30 African countries and its market is about 100% internet, hence, building a digital Africa, connecting Africans with each other bringing consumers goods, ideas and services to all in one point at the comfort of one's home. The giant stride is achieved through the internet advertising. This is why Akpan (2010) notes that every communication activity has to flow with trend in information and communication technology world to achieve meaningful results in a global society.

Empirical Review

Akpan and Epepe (2019) examined "The Awareness and Usage of Online Advertising Channels by Small Business Owners in Select Cities in Nigeria". The aim was to find out the level of online advertising awareness among small business owners/managers in Nigeria. The study adopted survey research design with a population of 2,809 business listed on V-connect in Delta, Lagos, Taraba and Anambra states. It employed 281 sample size and adopted questionnaire as the instrument of data collection. The study found that there is relative low online advertising awareness level in small business.

Okpanachi, Ezeji and Asemah (2017) investigated "The Determinants of Brand Loyalty Among Residents of Jos, Nigeria. The study adopted survey research design with the 1,008,447 population with the sample size of 432. The study employed questionnaire as the instrument of data collection. The study found that consumers are loyal to a particular brand of products. This is because the products were able to use certain techniques to arrest the attention of the consumer and they become loyal to such product. This is because the product advertisement was able to use certain techniques to arrest the attention of the consumers and they become loyal to such a product.

Nyekwere, Okoro & Azubuike (2014) examined the "Assessment of the Use of Social Media as Advertising Vehicles in Nigeria: A Study of Face book and Twitter". The aim is to identify if social media sites such as face book and twitter are utilized for advertising in Nigeria. They adopted survey research design and

used questionnaire as the instrument of data collection. The study revealed that face book and twitter are actually used as advertising vehicles in Nigeria and that companies use the sites mostly to post their news about products and their uses.

Chukwu and Uzoma (2014) investigated 'The Impact of Social Media Networks on Consumer Patronage in Enugu, Nigeria. A study of Jumia and Konga limited. The study adopted survey research design with the population of 15, 555,155 and sample size of 400 using Yamane's sample size determination. Chukwu and Uzoma (2014) found that there is a significant difference in the perception of the entire consumers and the consumers' patronage of online retailers' business.

Akharefo and Ajala, (2017) examined "The Influence of Promotional Strategies on the Patronage of Indomie and Dangate Noodles". The researchers adopted survey research design with sample size of 400, they equally employed questionnaire as instrument of data collection. The study revealed that indomie promotional strategies are more effective than Dangote noodles in the area of the study. The study further shows that the various promotional tools when used appropriately often influence desired response from consumers.

Akagwu and Nehemiah (2017) investigated "The Influence of Online Marketing of Jumia and Konga Consumer Purchasing Behaviour Among Kogi State Residents of Nigeria". The study employed survey research design with a sample size of 364. The researchers adopted questionnaire as the instrument of data collection. The study found that a lot of individuals are aware of online marketing, especially the youths. It further revealed that people shop online majorly because of the convenient and time saving.

Ajaero, Uzodinma, Nwachukwu & Odikpo (2017) studied "The Influence of Online Display Advertising on Students' Patronage of Products in Selected Universities in Enugu State". The researchers employed survey research design with a sample size of 380 students of Univeristy of Nigeria, Nsukka, Enugu State University of Science and Technology and Godfrey Okoye University in Enugu State. It adopted questionnaire as the instrument of data collection. The study found that students are aware of internet advertising and significant amount of patronage on the products exist as a result of the awareness of the adverts.

Owolabi (2011) examined "The Customer Attitude Towards Internet Advertising and Online sales: A Study of MTN, Nigeria". Owolabi (2011) adopted survey research design and questionnaire as the major instrument for data collection. The study found that there is significant relationship between perfect knowledge (entry and exist) about market situation concerning internet facilities and exact information on consumers' behaviour on e-commerce. It also revealed that high cost of providing information scientifically through internet adverts affect customer behaviour

especially in the local communities where more illiterate consumers reside.

Nwakwu, Nwankwo & Nwafor (2017) studied "The Knowledge and Patronage of Online Advertising Products among Social Media Users in South-East Nigeria ". The researchers employed 385 sample size and used questionnaire as the major instrument of data collection. The finding of the study shows that advertising and patronage among social media users in South-East, Nigeria is dependent on their social media use and that their level of knowledge about online advertising is not significantly dependent on the actual patronage of the advertised products and services.

Nyeruda (2016) studied the consumer perception, attitude and patronage towards the purchase of imported versus locally-produced apparel in Nairobi, Kenya. The study adopted survey research design and found that local apparel and imported clothing are perceived in more or less the same standard by the consumers. There was a common relationship between consumer ethnocentrism and attitude towards locally made apparel and imported clothes.

Okolo, Okafor, Obikeze & Nduka (2018) investigated "The Influence of Online Advertising on Consumer Brand Awareness and Patronage of Financial Institutions in Enugu: A study of United Bank for Africa (UBA)." The study adopted questionnaire as the major instrument of data collection and found that online advertising has much influence on customer brand awareness of UBA products. It further revealed that online advertising has no significant influence on consumer purpose behaviour.

In the study of Evans (2009), 'Online Advertising Industry: Economic, Evolution and Privacy'. He employed survey research design and found that every advertising website attract viewers for potential inventory. The internet users often generate video site like YouTube, social network site like blogs that offer advertising space to brand products for display to attract consumers.

Akwasi (2014) investigated "The Effects of Advertising on Consumer Buying Behaviour with Reference to Demand for Cosmetics Products in Bangalore, India" with a sample size of 100. The finding of the study revealed that advertising significantly affect the expenses customers incurred on cosmetics products but much influence on the purchase of cosmetics products results from ones income or pocket money that is available and that factors like price of products, the brand and other people's recommendation concerning the product play important role.

Theoretical framework

Uses and Gratifications Theory

Uses and Gratification Theory is one of the limited effects theories propounded by Elihu Kats in 1974 when

he tries to come up with the notion that audience members use the media to their benefits. Although, Asemah et al (2017) posit that the theory was later expanded by Katz and his friends; Jay Blumler and Micheal Gurevict in 1989.

Uses and Gratifications theory is said to originate from the functionalist perspective on mass media communication. Uses and Gratifications theory is used to prove that audience members are no longer passive but active users of media contents. This supposed that every audience or media user has motives for exposing or using one medium instead of the others. It seeks to understand why people actively seek to go after certain forms of media to seek specific need (Asemah et al (2017). It explains the function a particular kind of media content serve a particular audience at a particular circumstance. This is why Wimmer&Domick (2000) view Uses and Gratifications theory as media consumer which points the benefits people seek and derive from their media behaviour.

In most cases the consumers choose media content like the internet advertising, they make meaning of the contents and act on it by way of buying. This means that consumers active and independent. This implies that consumers of Jumia products who expose themselves to internet advertising have benefits they derive from such exposure. This allows the consumers to participate and interact with the advertisers on one-on-one bases thereby expanding their business scope and interest in certain products. According to Okon (2001), audience members have various gratifications from media use. One can infer that those who shop online compare products prices and decide on what products to shop. Corroborating Kur's (2003,p. 34) view, audience members do not passively wait for media messages to arrive, but actively and deliberately seek out forms of content that provide them with information that they need, like and use them.

RESEARCH METHODOLOGY

Research design

This study adopted the survey research design, with the questionnaire as instrument of data collection. According to Ohaja (2003, p.11) survey is the characteristics of a sample through questioning. The questioning helps the researcher to make generalizations concerning the population of interest. The use of survey research design in this study is necessary because the design is used to investigate respondents on the information required to assist the researchers draw conclusions from the sampled elements in the population.

Population

The population of this study comprised residents of Port Harcourt, River's state. Port Harcourt has two local

government areas; Port Harcourt City and Obio/Akpor local government areas. However, Port Harcourt has a total of 3, 171 000 at annual growth rate of 5.00% in 2021 according to National Population Census (NPC) in 2021 <http://www.macrotrends.net>. Therefore, the population of the study is 3, 171, 000.

Sample size: To determine the sample size of the study, Krejcie and Morgan (1970) sample size template was used. Given that the population of the study is 3, 171, 000, the corresponding value in the table is 384. The sample size is therefore, 384.

Sampling techniques: The multi-stage sampling technique was used be to get respondents for the survey. The purposive sampling was used to select participants who were aware of Jumia internet advertising and use Jumia products. In view of this, therefore, the stages of sampling for this study were thus:

Stage one: The study focuses on; Port Harcourt City and Obio/Akpor.

Stage two: From each of the two local government areas, communities were purposively selected from each of them. In Port Harcourt City, we have Diobu, Oroworokwo, Port Harcourt town, Rebisi and Amadi-Ama/Abuloma. In Obio/Akpor local government area, we have, Akpor, Aboh, Rumueme, Okoronugu, Rumuokorosi. The selected communities have a total of 193, 135 residents. The reason for selecting them was born out the fact that these communities have more residents with.

Stage three: At this final stage, respondents were selected using the simple random sampling technique. Respondents were selected at an every interval of three of the streets in the communities selected.

Also, the proportionate sampling technique was used to administer the questionnaire to the various streets in each of the communities selected. A total of 384 representation of the proportionate distribution of copies of the questionnaire to respondents based on population distribution in the study. And out of the 384 administered questionnaire, 381 were retrieved and considered for the study. These respondents were Jumia products customers like public servants, bankers, students, pensioners, stock brokers, housewives, businessmen, etc.

Measuring instrument

The study adopted questionnaire as the measuring instrument. It has 20 well structured items administered directly to the consumers of Jumia products in Obio/Akpor and Port Harcourt city local government areas. The items on the instrument were constructed into two parts. The first part contains the bio data of the

consumers while the second part interrogated the consumers exposure on Jumia products and patronage.

The instrument consists of nine items on a modified likert scale of Strongly Agree (A)= 4, Agree (A)=3, Disagree (D)=2 and Strongly Disagree (SD)=1. To arrive at the decision of respondents on each of the questionnaire item, the decision rule adopted is taken as: $4 + 3+2+1=10/4=2.5$. This implies that responses on any questionnaire item ranging from 2.5 above shows that all respondents agreed a particular statement is

true. It has two items on yes and no., one item on exposure and no exposure, one item on access to internet and no access to internet. One item what product that captures attention most. The instrument has one item on like and no like, one item on patronage and no patronage, two items on very often, often and never. The instrument equally has one interview item to customers' experiences and views about Jumia products in Port Harcourt.

Data presentation

Table 1: The Level of exposure of Port Harcourt residents to Jumia internet advertising

| Option | Frequency | Percentage |
|-----------------|------------|------------|
| Two times daily | 367 | 96 |
| Daily | 8 | 2 |
| Twice weekly | 5 | 1 |
| Weekly | 1 | 1 |
| Total | 381 | 100 |

The data on table 1 indicates that the residents of Port Harcourt were significantly exposed to Jumia internet advertising.

Table 2: Influence of Jumia internet product advertising on Port Harcourt residents

| Statement | SA 4 | A 3 | D 2 | SD 1 | TOTAL 1 | WMS | RMK |
|--|---------|--------|--------|---------|------------|-----|----------|
| Jumia products are patronized on the account of displace and promise of ad on the internet | 131 | 98 | 87 | 65 | 1057/381 | 2.8 | Accepted |
| Jumia products are patronized on the account of testimonies . | 59 | 41 | 124 | 157 | 765/381 | 2.0 | Rejected |
| Juma products are patronized on the of account of likeness of the products | 39 | 77 | 101 | 167 | 756/381 | 2.0 | Rejected |
| Jumia products are patronized on the account of the high patronage by others. | 43 | 59 | 123 | 156 | 751/381 | 2.0 | Rejected |

Figure 7 indicates that Jumia products are patronized on the account of display and promise of ad on the internet. This is because 2.5 which is above the decision level was obtained.

Table 3: Challenges of Jumia internet advertisement and product patronage among Port Harcourt residents

| Statement | SA 4 | A 3 | D 2 | SD 1 | TOTAL 1 | WMS | RMK |
|--|---------|--------|--------|---------|------------|-----|----------|
| Encounter challenges on search of and payment of Jumia products as a result of network failure | 131 | 98 | 87 | 65 | 1057/381 | 2.8 | Accepted |
| Encounter challenges connecting to the internet and Jumia site | 107 | 161 | 69 | 44 | 1093/381 | 2.9 | Accepted |
| Delay in delivery of Jumia products is a problem | 39 | 77 | 101 | 167 | 756/381 | 2.0 | Rejected |
| Encounter challenges using Jumia products | 43 | 59 | 123 | 156 | 751/381 | 2.0 | Rejected |

Table 3 shows that Port Harcourt residents encounter challenges on the search and payment of Jumia products as a result of network failure and internet connections.

FINDINGS AND DISCUSSION

The study explores Jumia internet advertising and Product Patronage among Port Harcourt Residents, Rivers State. It adopted survey research design. It found that Port Harcourt residents significantly exposed themselves to Jumia internet advertising. The respondents' sample in the study, agreed they adequately exposed themselves to Jumia product internet advertising.

This answers the research question one (RQ1): what is the level of Port Harcourt resident's exposure to Jumia internet advertising? The finding is similar to the finding of Awolabi (2011) and Anayanwu, Abiodun & Ilma (2018). Awolabi (2011) had examined the customer attitude towards internet advertising and online sales: A study of MTN, Nigeria. He found that there is significant relationship between perfect knowledge (entry and exist) about market situation concerning internet facilities and exact information on consumers' behaviour on e-commerce. This is because of the exposure gotten from the products online. Anyanwu, Abiodun & Ilma (2018) studied the online advertising influence for promoting preference for E-shopping in Lagos, Nigeria: A study of Jumia.

The study found that there is a significant number of the respondents exposed themselves to online adverts of brands on online shops. Nyekwere, Okoro & Azubiike (2014) examined the 'assessment of the use of social media as advertising vehicles in Nigeria: A study of Facebook and twitter'. The study revealed that Facebook and twitter are actually used as advertising vehicles in Nigeria and that companies use the sites mostly to post their news about products and uses.

To answer research question two (RQ2): What is the influence of Jumia advertisement and product patronage among Port Harcourt residents? The study found that the Port Harcourt residents are influenced on displays of discount and promise placed on Jumia products on Jumia advertising. Significant numbers of the respondents agreed that Jumia products are patronized on the account of discount and promise on Jumia advertising. The finding is very much in line with the finding of Okolo et al (2018), Akhareafo & Ajala, (2017) Okpanachi, Ezeji & Asemah (2017) and Okolo, Okafor et al (2018) investigated the influence of online advertising on consumer brand awareness and patronage of financial institutions in Enugu: A study of United Bank for Africa (UBA). They found that online advertising has much influence on customer brand awareness of UBA products.

Akhareafo & Ajala, (2017) examined the Influence of Promotional Strategies on the Patronage of Indomie and Dangate Noodles. The study revealed that indomie promotional strategies are more effective than

Dangote noodles in the area of the study. The study further shows that the various promotional tools when used appropriately often influence desired response from consumers. Okpanachi, Ezeji & Asemah (2017) investigated the determinants of brand loyalty among residents of Jos, Nigeria. They found that consumers are loyal to particular brand of products. This is because the producers were able to use certain techniques to arrest the attention of consumers to become loyal to such products. Akwasi (2014) investigated the effects of advertising on consumer buying behaviour with reference to demand for cosmetics products in Bangalore, India. He found that the advertising significantly affects the expenses customers incurred on cosmetics products but much influence on the purchase of cosmetics products results from ones income or pocket money that is available and that factors like price of products, the brand and other people's recommendation concerning the product play important role.

To answer research question three (RQ3): What are the challenges of Jumia internet advertisement and patronage of Jumia products among Port Harcourt residents? It was found that the search for required products and payment of Jumia products as a result of network failure and challenges in internet connections are the major problems of internet advertising and patronage of products among Port Harcourt residents. This is related to the findings of other scholars. Owolabi (2011) examined the customer attitude towards internet advertising and online sales: A Study of MTN, Nigeria. He found that high cost of providing information scientifically through internet adverts affects customers behaviour especially in the local communities where more illiterate consumers reside.

CONCLUSION

This study investigated Jumia internet advertising and product patronage among Port Harcourt residents. The study confirmed that Port Harcourt residents are influenced by the displays of discount and promise placed on Jumia products online. This means that information about Jumia products advertised online influence Port Harcourt residents who exposed themselves to Jumia products. This is where the Uses and Gratification takes effect. Port Harcourt residents significantly choose and exposed themselves to the Jumia products adverts online because they believe it serves the purpose of their needs.

It is therefore important to note that, in every market environment, the media like the internet helps to shape and influence customers' patronage on products especially when products are available and promises discount on every purchase. Jumia internet advertising of products therefore significantly influence Port Harcourt residents.

Recommendations

1. Port Harcourt residents should be mindful of the contents of internet advertising of Jumia products.
2. Port Harcourt residents should compare the quality of other products from the markets with that of the Jumia products display to them on the internet for awareness.
3. Jumia should work on its sites to facilitate the easy online payment and ensure quick delivery of its products to the customers

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