



# International Journal of Multidisciplinary Research and Growth Evaluation.

## Impact of Internet Marketing on Brand Choice of Smartphones: Empirical Evidence from Nigeria

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### Article Info

**ISSN (online):** 2582-7138

**Volume:** 05

**Issue:** 06

**Novembar-December** 2024

**Received:** 29-09-2024

**Accepted:** 30-10-2024

**Page No:** 749-756

### Abstract

This study aimed to evaluate the impact of internet marketing on the choice of smartphones in Enugu metropolis. The study aimed to achieve the following objectives: Ascertain the extent to which social media marketing impacts customers' choice of smartphone in Enugu metropolis. Determine the extent to which e-mail marketing impacts customers' choice of smartphone in Enugu metropolis. Ascertain the extent to which online advertising impacts customers' choice of Smartphone in Enugu metropolis. Three hypotheses were formulated in line with the objectives. The research design employed was descriptive survey research. The data used for the study was obtained from the primary source of data collection through the use of questionnaire which was distributed to the 399 respondents for data collection. The hypotheses were tested using logistic regression. The findings of the study indicate that Social media marketing has a significant impact on customer's choice of smartphone. E-mail marketing has a significant impact on customers' choice of smartphones in Enugu metropolis. Online advertising has a significant impact on customers' choice of smartphone in Enugu metropolis. Therefore, the study recommended that smartphone marketers should adopt some measures to ensure the effective utilization of social media as a strategic marketing tool in their daily operations. Smartphone marketers should intensify efforts to create awareness of brands and their features as this will increase the volume of sales made through Internet marketing.

**DOI:** <https://doi.org/10.54660/IJMRGE.2024.5.6.749-756>

**Keywords:** Internet Marketing, Brand Choice, Social Media, E-Mail Marketing, Online Advertising, Smartphones, Nigeria

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### Introduction

Advancements in the use of the Internet have changed the rules of doing business globally and marketing practitioners have no way but to adhere to it (Scott, 2009) <sup>[31]</sup>. Marketing is one of numerous fields that have been substantially revolutionized by internet-based technological innovations. Information and communication technology, as it is now known, has come to play a key role in all elements of the marketing mix, and the new term recognizes the importance of communication in the interface between a business and its customers.

Companies face a high rate of competition in the world market as businesses move from analogue to digital, and smartphone companies operating in Nigeria are no exception to the high competition witnessed in the market. The aim of a well-conceived marketing orientation is a strong customer relationship and customer base. There must be a symbiotic relationship between the marketer and the customer. This relationship is enhanced by information and communication technology. However, E-commerce or internet marketing according to Kotler and Armstrong (2010) <sup>[21]</sup>, involves the facilitation or transaction of business online, mainly through online sites. E-commerce has given rise in turn to e-purchase and e-marketing. E-marketing is defined by Porter (2001) <sup>[29]</sup> as a company's effort in using internet-based marketing systems to create awareness, demand, and feedback, and to gauge responsiveness for the market acceptance of products and services online.

The most prominent point regarding the advent of the Internet to the centre stage of commerce and marketing is that the Internet is not considered merely a new channel of promotion, a new type among other traditional, pre-Internet types of marketing goods and services. Quite contrary, it has brought about a turning point, a complete shift to a new business model, which results in an inevitable reconceptualization of the very nature of marketing (Deighton 1997) <sup>[8]</sup>. This new understanding is inevitable since new communication technologies have fostered a new dynamic environment in which a marketer-oriented, top-to-down, unilateral approach gives its place to a customer-oriented, bottom-to-up, reciprocal process.

The ubiquitous nature of the Internet and its wide global access have made it an extremely effective mode of communication between smartphone companies and customers. Additionally, international communications generated by the Internet are likely to result in greater levels of satisfaction for smartphone customers (Kleindle and Burrow, 2005) <sup>[20]</sup>. The Internet provides opportunities for an organization to enhance its effectiveness and efficiency. That is, the Internet can be used to conduct marketing research, reach new markets, serve customers better, distribute products faster, solve customer problems, and communicate more efficiently with business partners. There is a broad range of products marketed on the Internet that range from digital photographs, internet marketing, repair services, online promotions and online bill paying. The effects of internet marketing on businesses, particularly on SMEs are under-researched.

Therefore, this study seeks to evaluate the impact of internet marketing on the brand choice of smartphones in Enugu metropolis. The specific objectives are to ascertain the extent to which social media marketing impacts customers' choice of smartphone in Enugu metropolis; determine the extent to which e-mail marketing impacts customers' choice of smartphone in Enugu metropolis; and ascertain the extent to which online advertising impacts on customers' choice of smartphone in Enugu metropolis.

### Review of Related Literature

This section contains a review of related literature to the topic under study. Existing conceptual and theoretical literature on the topic are reviewed as well as empirical works by scholars on the topic.

#### Internet marketing

Strauss and Frost, (2001) <sup>[36]</sup> conceptualised Internet marketing as the use of electronic data and applications for planning and executing the conception, distribution, promotion, and pricing of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. It affects traditional marketing by increasing efficiency in traditional marketing functions, and the technology of marketing transforms many marketing strategies. According to Gbadeyan and Akinyosoye (2011) <sup>[11]</sup>, E-marketing is described as the achievement of marketing objectives through the use of electronic communications technology. It is further identified that the key success factor in e-marketing is achieving customer satisfaction through the electronic channel in terms of ease of use, performance and quality of service. This idea of the e-marketing concept is seen as broader in scope. An alternative perspective was provided on e-marketing by Chaffey *et al.*

By the term "Internet Marketing"; which they described as the "Application of the Internet and related digital technologies to achieving marketing objectives". Digital marketing is another term which has a similar meaning to "electronic marketing" and is now increasingly used by specialist Marketing Agencies.

The Internet is considered like a network that is going to link a lot of other networks with end users around the world. This network cannot be completely owned by anyone (Nyheim, McFadden & Connolly, 2005). According to (Kotler & Armstrong, 2008; Kotler *et al.*, 2010: 493) <sup>[22]</sup>, online marketing consists of measures and activities to promote products and services and build relationships with customers over the Internet. Burrett (2008) <sup>[2]</sup> understands online marketing as carefully targeting users and getting them to interact with you while they're engaged with the most personal, intimate medium ever invented (44). The most comprehensive definition has been articulated by Chaffey he defines online marketing as applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitability acquisition and retention of customers (within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behaviour, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs". As this relationship concept definitions show online marketing revolves around interaction and building relationships with customers, a point which discriminates it from traditional, offline marketing.

### Some Methods of Internet Marketing

#### 1. Social Media Marketing

Social media has changed every aspect of our lives dramatically. In fact, it has become "the method of statement in the 21st century, enabling us to express our belief, ideas and manner in an absolutely new way". Beyond changing our way of conducting social life, social media provides a world of marketing with unprecedented opportunities and "also have a huge impact on corporation, where they have to realize that without a correct plan and social media strategy they have no chance to stand out in the rapidly changing digital freedom".

Social Media marketing, thus, has become increasingly a priority without taking into consideration marketing cannot realize its objectives. Social media especially is promising for small businesses because increases their competitive edge. This new rewarding type of marketing, social media marketing, can be easily defined as "a term used to describe the process of boosting website traffic, or brand awareness, through the use of social media networking sites...most social media marketing programs usually revolve around creating unique content that attracts attention and encourages the viewer to share it with their friends and contacts on social networks. Your business message spreads from one user to another and impacts the user more strongly because it appears to originate from a trusted source, as opposed to the brand, business or company itself".

As is apparent from the above citation the key element of social media marketing involves users of social networks. If users/readers come across the right and relevant content the likelihood of sharing it with other people in their social networks increases. So if a marketing body succeeds in

making social media users share its promotional content with people in their network that means that it has gained support from a trusted source and possibly will be regarded highly by the recipient. Clearly, promotional content shared by a close friend has much more impact than content directed from the part of a marketing party. The impact of content shared by social network members is high due to the fact they are originally kind of a "word of mouth" circulating in the online environment. Concerning pillars of social media it should be noted that "social media comes in many forms [such as] blogs, microblogs (Twitter), social networks (Facebook, Link), media-sharing sites (YouTube, Flickr), social bookmarking and voting sites (Digg, Reddit), review sites (Yelp), forums, and virtual worlds (Second Life)".

Hence we hypothesise that:

**H<sub>01</sub>:** *Social media marketing does not significantly impact customers' choice of smartphone in Enugu metropolis.*

### Email-marketing

E-mail marketing, using e-mail for sending promotional messages to Internet users, has been considered one of the more effective methods of Internet marketing. Several researchers have shed light upon the privileges of conducting internet marketing this way (Jackson & DeCormier, 1999) [16]. In this regard, Peppers and Rodgers among its benefits point to "high response rates" and "low costs" of email marketing and believe that this advantage "is rapidly turning email marketing into an invaluable tool".

Despite these benefits email marketing suffers from deficiencies. One of these problems is that online customers can easily ignore the received advertisements and even some email clients would decide to put them in the spam folder. So some measures should be taken to overcome the possibility of ignoring promotional emails on the part of customers. One of the solutions is to not solely rely on email marketing. Marketers should employ different channels and methods of marketing to increase their chances of success.

Another measure to transcend problems of email marketing is permission email marketing. "Permission marketing" has been coined by Godin. In this method, recipients are asked for their permission to receive marketing messages from commercial marketers. So unless the recipients have not expressed their consent, they will not send commercial emails. We therefore hypothesise that:

**H<sub>02</sub>:** *E-mail marketing does not significantly impact customers' choice of smartphone in Enugu metropolis.*

### Online Advertising

The most well-known technique of Internet marketing is online advertising. In this method, virtual space is used to put marketing messages on websites to attract internet users. Just similar to methods of offline marketing and other types of online marketing, the major objective of online advertising is to increase sales and build brand awareness. Online advertising involves using of the Internet to display promotional messages on computer screens (Duguay, 2012) [9] and refers to "deliberate messages placed on third-party websites search engines and directories available through Internet access".

Online advertising similar to TV ads uses the element of interruption. But it uses it in a much more creative. Contrary to TV advertisements, online advertisements do not force the

recipient to pay attention to the promotional peace, but they try to persuade or attract them to do so because instead of coming in intervals it is placed along or among other non-marketing content. The now empowered internet recipient still has the power to ignore the advertisement and it is totally up to her/him to click or not.

Online advertising, sometimes called display advertising, uses different methods to display a marketing message online. Needless to say with the progress of technology, new ways of practising the art of online advertisement is developed. In addition to images, pictures, logos etc, other different methods are now used in this field including interstitial banners, pop-ups and pop-unders, map adverts, floating adverts, and banner adverts (Stokes, 2009: 30) [35]. Therefore, we hypothesise that:

**H<sub>03</sub>:** *Online advertising does not significantly impact customers' choice of smartphone in Enugu metropolis.*

### Impacts of the Internet on Marketing Mix

Although there has been a trend toward the new marketing approaches used in e-commerce, this is not to say that traditional marketing concepts cannot be applied. The conventional four Ps of marketing, product, price, promotion and place, are as relevant to online businesses as offline ones. However, e-commerce brings new issues that must be considered and may require a rethinking of the existing marketing mix. E-commerce technologies offer new products/services and new placing options as well as new pricing strategies. However, one of the biggest effects has been on promotion Chen, S. (2005) [5].

**Product:** The primary reason people purchase from smartphones is directly related to its products. (Kleindle and Burrow, 2005) [20] Product characteristics play a major role in the successful marketing of a product on the Internet. The form of some products is modified with the use of the internet. E-tickets and online bill paying are examples of changes in the form of traditional products. Some consumers find the new forms more satisfying while others prefer the products in their original forms (Kleindle and Burrow, 2005) [20]. There is a broad range of products marketed on the Internet that range from consumable goods to durable goods. Services marketed on the Internet also range from online newspapers to business-wide consultations.

**Digital Products:** Digital technology has allowed businesses to develop a new generation of products. Companies develop and market a variety of digital products. Those products are designed for both business and consumer markets. Two categories of digital products are content and technology. Digital content consists of information in digital format including video, audio, text, and graphics. The content is converted to business and consumer products such as newspapers, magazines, online games, photos, graphics, and videos. Digital technology is the equipment used by businesses and consumers to develop, store, distribute, and use digital content. The technology ranges from digital video and audio equipment to cellular telephones, personal digital assistants (PDAs), and computer software (Kleindle and Burrow, 2005) [20].

**Digital Services:** Just as services are a major offering of traditional businesses, digital services are equally important in e-commerce. Digital services are developed and marketed to both businesses and final consumers. Categories of digital services are business-support services, consumer services,

and digital communications services. Business-support services are the activities that support businesses in developing and delivering digital products and services. Business support services include web design, website hosting and management services, and digital content production (such as video, audio, and multimedia development). Consumer services are the activities that support consumer access to and use of internet resources and digital information. Common consumer services are internet service providers (ISPs), information portals, and media distributors such as digital television and radio stations. Digital communications services provide management of the technology and procedures that support business and consumer virtual communications (Kleindle and Burrow, 2005) [20].

### Theoretical Review

This study is based Technology Acceptance Model (TAM). This model relates the customers' behavioural intentions and his/her ICT use. It is suggested that the actual behaviour of a person is determined by his behavioural intention to use, which is in turn influenced by the user's attitude toward and perceived usefulness of the technology. The TAM posits that a user's adoption of a new information system is determined by that user's intention to use the system, which in turn is determined by the user's beliefs about the system. Adopting the TAM model requires an understanding of end-users requirements concerning usefulness and user-friendliness. From this model, user-friendliness and usefulness affect users' attitudes towards any service (ibid.). Thus suggests that it is important to value user requirements based on perceived usefulness and the user-friendliness of the technology rather than other objective measures. Critiques of this model are directed to its inclination to the technological/technical aspects of the technology in question ignoring other factors such as the social aspect of the users.

According to the Technology Acceptance Model (TAM), perceived ease of use and perceived usefulness indicators are claimed to be fundamental in firmly deciding the acceptance and use of various information technologies (IT). These claims may not fully explain the user's behaviour toward recently emerging IT, such as internet marketing. Using the TAM as a theoretical framework, Wang *et al.* (2003) introduced "perceived credibility" as a new indicator that reflects the user's (customer) privacy and security concerns in the acceptance of the Internet.

The internet marketing strategy adopted by transport companies should be geared towards motivations to use the services provided by the companies at maximum use. This is where effective and efficient customer service is needed to direct customers on how easy and convenient the Internet makes transactions.

### Related Empirical Studies

Many researchers have attempted to evaluate the impact of internet marketing for example the work of Ogu, Kumar & Cullen Advances the ICT adoption discourse to explore ICT mechanism use, adaptation and contextual influences on management strategies in Africa. A polar-type multiple case studies approach is used to guide empirical data collection across 10 individual cases. 21 interviews were conducted with top executives and these were corroborated with over 30 hours of non-participant observations and archival documentation from these cases. Using a tripartite coding

frame, thematic and content analyses were performed to identify patterns and themes in the collected data. The findings of this study evidence ICT use at the firm level with significant links to local contextual factors. Additionally, whilst affirming relationships between size and adoption, the findings also suggest an inverted parallel between both variables Clayton and Waldron in a study of one-commerce adoption and business impact, found that businesses maintaining higher levels of new and improved product sales relative to turnover achieve above sector-average rates of sales growth, that is, they increase market share.

Varadarajan and Yadav indicate that the Internet enhances the effectiveness and efficiency of the marketing mix element (4P) except for the actual distribution of non-digital products focusing on the shift of the traditional physical marketplace to the hybrid one that encompasses both physical and electronic marketplace non considering the competitive strategy of pure-Internet firms. On the other hand, Kalyanam and McIntyre present the e-marketing mix as compared to the conventional marketing mix. Their e-marketing mix contains seven extra elements thought to be essential for e-marketing, including personalization, customer service, privacy, site, community, security and sales promotion. According to Kalyanam and McIntyre e-marketing mix has more overlapping elements and the integration of those elements is more common as compared to the traditional one.

Ayuba & Aliyu, examine the impact of Internet marketing on banking services in Nigeria. The main objective is to investigate how the adoption of Internet marketing enhances banking services in Nigeria. A study is a survey approach with a sample of 180 respondents (employees & customers) drawn from four-generation banks in the country, representing 65 per cent of the total population (280). The data was analyzed using Descriptive Statistics and Chi-square to test the formulated hypotheses which revealed that the adoption of internet marketing has significantly enhanced customers' banking services in Nigeria, particularly in the areas of improved patronage, on-time (effective) service delivery and reduced marketing costs. The study also found that Internet marketing has created exciting new and cheaper ways to learn about and track customers, create products and services tailored to meet customer needs, distribute products more efficiently and communicate with potential customers effectively.

Mehdi studied the Impact and Benefits of the Internet on Marketing Mix. The main objective of this article is nothing but to understand the impact of the Internet on different marketing areas such as product development and service provision, promotion, pricing and distribution channels. In the article, it is demonstrated that when manufacturers connect directly with consumers and shorten the distribution channels, inefficiencies can be eliminated, product delivery time can be decreased, and manufacturers can build closer relationships with consumers. Consumers use the Internet to reduce costs, find products otherwise unavailable, or increase their shopping convenience. Online consumers expect easy, understandable, and secure ordering and payment systems. Customers want assurance that orders will be filled immediately. E-commerce creates value for customers in many ways. Customers are treated as a market of one. They can access a greater variety of products, often at lower prices. Oshai's Study focused on the role of the Internet in effective marketing in an organization-a case study of virgin Nigeria.

A survey research design was employed, and questionnaires (which were the major research instruments of the study) were administered to selected staff. Thus, a simple random probability sampling technique was adopted while the response rate was Ninety per cent (90%) for the administered questionnaires. The study made use of statistical tools such as simple frequency distribution, tables, percentages and chi-square (X<sup>2</sup>) for data analysis. From the analysis, the following findings were made, the disposition of Nigerian consumers/organizations towards internet marketing or online sales is favourable, environmental factors to a very high extent affect the adoption of the internet as a means of doing business (i.e. effective marketing) in Nigeria, marketing mix variable (price, products, place, promotion, people and process) through internet adds value to consumers/organizations in Nigeria.

Investigated the factors which make commercial web pages popular. They found that a high daily hit rate is strongly influenced by the number of updates made to the website in the preceding three-month period. The number of links to other websites was also found to attract visitor traffic. Providing a feedback section for customers will lead to higher sales.

In another study, Jarvenpaa *et al* tested a model of consumer attitude towards specific web-based stores in which perceptions of the store's reputation and size were assumed to affect consumer trust in the retailer. The level of trust was positively related to the attitude towards the store and is inversely related to the perception of the risks involved in buying from that store. Jarvenpaa *et al* concluded that the attitude and the risk perception affected the consumer's intention to buy from the store. Consumers' perceived risks associated with online shopping have a critical effect on their decision-making.

Wheeler also found that the existence of value-added information on a commercial website can be an important incentive for people to shop online, and provides a key source of diversity. The explosive growth in usage of the Internet provides a great number of potential consumers to E-marketers. The studies are related in designs and methods but differ from the present in scope, subject and location.

However, none of them focused on the impact of internet marketing on the choice of smartphones in Nigeria specifically in Enugu metropolis.

### Methodology

This study used a descriptive research design and survey method of data collection. It is considered appropriate because it deals with a large population of people/respondents with different characteristics. The method is also relevant because the data collected will be largely quantitative in nature and related to individual attitudes, which could not be observed but could be better tapped through self-reports.

The target population of the study consists of adults living in Enugu metropolis. The sample size is 399. The instrument for data collection in this study was the questionnaire. It was designed in a 5-point Likert scale format.

In this research, content validity was established by pre-testing the survey instrument, and rephrasing wordings for clarity and coverage of variables in the study objectives to assure adequacy, appropriateness, inclusiveness and relevance of the instrument to the subject under study. In testing the reliability of the research instrument, a pilot study was conducted on 30 respondents in the study area. The Cronbach's Alpha was then applied. The coefficient of 0.82 was obtained which is above the popularly accepted level of 0.70. The hypotheses were tested using ordinal logistic regression. This is justified by the fact that ordinal logistic regression is used to predict an ordinal dependent variable given one or more independent variables.

### Data Presentation, Analysis and Results

The biodata were presented descriptively using frequency and percentage tables. Later on, the hypotheses formulated earlier on were tested.

Table 1 shows that 16 (6.3%) of the respondents are below 20 years, 232(91.3%) of the respondents are between the ages of 21 and 30 years, 5(2%) of the respondents are between the ages of 31 and 40years, while only 1(0.4%) is above 40years. This indicates that the majority of the students who are respondents are between the ages of 21 and 30 years.

**Table 1:** Age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 years	16	6.3	6.3	6.3
	21-30 years	232	91.3	91.3	97.6
	31-40 years	5	2.0	2.0	99.6
	Above 40 years	1	.4	.4	100.0
	Total	254	100.0	100.0	

Source: Field survey, 2024

Table 2 shows that 153(60%) of the respondents were female while 101(39%) of the respondents were male. This indicates

that there are more female respondents than the male which is in line with the population of the students on campus today.

**Table 2:** Gender of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	153	60.2	60.2	60.2
	Male	101	39.8	39.8	100.0
	Total	254	100.0	100.0	

Source: Field survey, 2024

Table 3 indicates that 234(92.1%) of the respondents are single, while 20(7%) of the respondents are married. The

marital status composition was dominated by single respondents.

**Table 3:** Marital status of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	234	92.1	92.1	92.1
	Married	20	7.9	7.9	100.0
	Total	254	100.0	100.0	

Source: Field survey, 2024

**Test of Hypothesis**

In this section, we tested the three hypotheses formulated earlier. Since these hypotheses have to do with the impact of internet marketing activities on the choice of customers, we

employed the regression analysis to test the three hypotheses. Specifically, we used ordinal regression to test the hypotheses.

**Table 4:** Test of Hypothesis One

Parameter Estimates								
		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[CT1 = 1.00]	2.923	.522	31.365	1	.000	1.900	3.946
	[CT1 = 2.00]	4.945	.575	73.976	1	.000	3.818	6.072
	[CT1 = 3.00]	5.944	.609	95.325	1	.000	4.751	7.137
	[CT1 = 4.00]	8.101	.689	138.109	1	.000	6.750	9.452
Location	SMM	1.488	.162	84.541	1	.000	1.171	1.805

Link function: Logit.

Hypothesis one states that Social media marketing does not significantly impact customers' choice of smartphone in Enugu metropolis. This hypothesis was tested at a 0.05 significant level. The table above indicates that the p-value of

0.000 is below 0.05 hence we reject null hypothesis one and therefore, conclude that social media marketing significantly impacts customers' choice of smartphone in Enugu metropolis.

**Table 5:** Test of Hypothesis Two

Parameter Estimates								
		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[CT2 = 1.00]	2.592	.456	32.374	1	.000	1.699	3.485
	[CT2 = 2.00]	5.227	.498	110.304	1	.000	4.252	6.203
	[CT2 = 3.00]	7.383	.607	147.999	1	.000	6.193	8.572
	[CT2 = 4.00]	10.133	.770	173.004	1	.000	8.623	11.643
Location	EM	2.270	.195	135.361	1	.000	1.888	2.653

Link function: Logit.

Hypothesis two states that E-mail marketing does not significantly impact customers' choice of smartphone in Enugu metropolis. The hypothesis was tested at a 5% level of significance. The table above shows that the p-value of 0.000

is below 0.05 hence we reject the null hypothesis and therefore, conclude that e-mail marketing significantly impacts customers' choice of smartphone in Enugu metropolis.

**Table 6:** Test of Hypothesis Three

Parameter Estimates								
		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[CT3 = 1.00]	.577	.549	1.105	1	.293	-.499	1.652
	[CT3 = 2.00]	2.507	.504	24.702	1	.000	1.518	3.496
	[CT3 = 3.00]	3.382	.521	42.111	1	.000	2.361	4.404
	[CT3 = 4.00]	6.705	.657	104.205	1	.000	5.418	7.992
Location	OA	1.388	.169	67.386	1	.000	1.056	1.719

Link function: Logit.

Hypothesis three states that online advertising does not significantly impact customers' choice of smartphone in Enugu metropolis. The hypothesis was tested at a 5% level of significance. The table above shows that the p-value of 0.000 is below 0.05 hence we reject the null hypothesis. Therefore, online advertising has a significant impact on customers' choice of smartphone in Enugu metropolis.

**Discussion of Findings**

Objective One: Ascertain the extent to which social media marketing impacts customers' choice of smartphone in Enugu metropolis. The result showed that social media marketing significantly impacts customer's choice of smartphone. This implies that the more smartphones marketing companies engage in social media marketing, the

more patronage the companies stand to get. This is in line with the study of Oshai who found that; the disposition of Nigerian consumers/organizations towards internet marketing or online sales is favourable.

Objective Two: Determine the extent to which e-mail marketing impacts customers' choice of smartphone in Enugu metropolis. The result showed that e-mail marketing significantly impacts customers' choice of smartphone in Enugu metropolis. This implies that more smartphones marketing companies utilize e-mail marketing, the more the companies make sales. The finding is similar to that of Ayuba and Aliyu, who found that internet marketing has created exciting new and cheaper ways to learn about and track customers, create products and services tailored to meet customer needs, distribute products more efficiently and communicate with potential customers effectively.

Objective Three: Ascertain the extent to which online advertising impacts customers' choice of smartphones in Enugu metropolis. The result showed that online advertising has a significant impact on customers' choice of smartphones in Enugu metropolis. This implies that online advertising encourages customer patronage and this finding supports the Ayuba and Aliyu's finding earlier stated.

### Conclusion

This study explored the impact of internet marketing on the choice of smartphones in Enugu metropolis. The findings show that the determinants of the choice of smartphones include social media, e-mail and online advertising. From the findings, the study concluded that the more smartphone companies engage in internet marketing, the more patronage the companies stand to get.

### Recommendations/Managerial Implication

In line with the specific objectives of this study, the study recommends as follows:

1. Smartphone companies should adopt some measures to ensure the effective utilization of internet marketing as a strategic marketing tool in their daily operations.
2. Barriers to effective internet marketing adoption such as poor network connectivity, inadequate computers and ICT infrastructure, as well as cyber-crimes which constitute serious threats to the overall success of operations, should be well managed.
3. Considering the immense benefit they stand to derive from effective online advertising, smartphone companies should intensify efforts to create this awareness as this will increase the number of their marketing companies adopting effective internet marketing.

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