

Appraisal of Cyber Marketing as a Catalyst for Development of Online Firms in Nigeria - A Review

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ABSTRACT

This study investigated cyber marketing as a catalyst for development in online firms in Nigeria. It examined the extent to which the cyber marketing helps in promoting the development of emerging online market firms in terms of sales volume and overall firms' growth. The study was narrowed to two selected online shopping firms (Konga and Jumia) located in Ibadan metropolis. Descriptive research design was used in gathering data from employees in the firms and out of one hundred and fifty (150) questionnaires that were distributed, 128 were received and only 122 fully filled were used in data analysis with the use of Average Mean Score, standard deviation and Z test statistical tool. The results showed that; cyber marketing has a significant impact on sales volume of online market firms with ($Z_{cal} (10.36) > Z_{tab}(1.645)$ at significant level (0.05)) and also, cyber marketing adoption strategies significantly improve the overall growth and development of the online firms in Nigeria with ($Z_{cal} (11.05) > Z_{tab}(1.645)$ at significant level (0.05)). It was recommended that more cyber marketing promoting policies should be established to enhanced the level of its adoption in Nigeria and also to boost the overall growth of Nigerian economy.

Keywords: *Cyber marketing, online firms, Sales volume, firms' growth*

INTRODUCTION

Cyber marketing is a concept used by modern businesses. Firms are increasingly using this medium to market their products and services and sharing new products ideas and information. Firms and businesses are adopting information technology and internet to market their products and has gained the attention of researchers, practitioners and policy makers (Gohary, 2012). Businesses and firms are using internet and electronic media as support to their marketing efforts and as a result, cyber marketing is growing at very rapid pace. In other way we can say that IT revolution has changed the way of doing businesses altogether.

As we enter into 21st century, we can see that ways of doing businesses has changed completely and internet is responsible for such change (Ainin and Ismawati, 2003). It has provided numerous opportunities to both individuals and companies, like now consumers can purchase from a wide variety of goods and services and they can compare the prices offered by different suppliers for same products or services. So, now consumers can choose and buy more easily and readily. On the other hand, firms are having opportunity to expand their current markets and enter into new ones, introduce new products& services and compete even in global environments.

Nowadays, internet and other related computer devices like smart phones, mobile phones, and emails are in the reach of most of the people and even people log on to social networking sites on daily basis (Raad et al., 2010). This phenomenon has unfolded an important fact that Internet presence is essential for firm's growth and even for its survival (Ya-Ping, 2012).

Cyber marketing profitably reinforces the concepts of marketing with the power of internet. Thus, it strengthens the existing delivery of marketing outputs and also opens newer avenues of marketing which were not possible to achieve before the arrival of internet. For example, a marketer today can keep track of millions of customers simultaneously, segment them online, offer customised products to individual customers, fix different prices, provide varying contents and styles of information and deliver the products through appropriate modes of



distribution to each of these customers. The details of such transactions and the characteristics of each of these customers can be stored for their dynamic utilisation in future marketing opportunities with the customers.

STATEMENT OF THE PROBLEM

Despite the adoption of cyber marketing as a catalyst for development by most online firms to induce business performance, the resultant effect in terms of sales volume and overall firms growth is unpredictable. Due to the fact that most firms using cyber marketing in advertising their products and services are faced with business competition which are getting tougher in this era of globalization. Most of this business organizations are not very much aware the fact that cyber marketing strategies play a significant role to acquire customers globally. Thus, It requires firms to re - organized its business strategy and tactics in order to survive in the present conditions surrounding the world of online marketing.

More also, the relationship between cyber marketing and development in online firms has remained largely unexplored; particularly in Nigeria hence this study. This study therefore investigates cyber marketing as a catalyst for development in online firms in Nigeria. Specifically, this study examined the extent to which the cyber marketing helps in promoting the development of emerging online market firms in terms of sales volume and overall firms' growth with special reference to Jumia and Konga located in Ibadan Metropolis.

CONCEPTUAL REVIEW

Concept of Cyber marketing

Cyber marketing can be summed as use of digital technologies that form channels to market and attain business objectives by achieving and surpassing clients' needs more than the competitors. The term digital marketing, e-marketing and internet marketing can be used interchangeably. Digital marketing is founded on the pillars of immediacy, personalization, interaction, and relevance of the messages (Rowley, 2011).

Sedlacek, (2006) observed that cyber marketing is a new trend in marketing communication and its efforts to create a positive image has considerable potential. Desktops, tablets, mobile phones, and smart phones are condensed to form cyber channels platforms. Cyber marketing provides consistent and personalized client messaging which is cost effective compared to traditional marketing of direct mail, print, and television. Access to websites, social media and mobile applications allow firms to launch campaigns that are global and region specific (Raghunadan & Parimal 2014).

It is important for the Internet marketer to attract the existing consumers in the highly competitive internet marketplace and evaluate the size of the target market (Haqueet ,2006). Since, generally, in traditional market environment is tangible and permanent form of communication is needed for a transaction process between a buyer and seller (Kaur, 2005). Then again, Internet marketing is an electronic form where a computer is able to recognize, reproduce and store means that business could now be conducted in a paperless environment (Haqueet, 2006). That means cyber marketing is an application of business-to-consumer electronic commerce which can be further broken down into internet shopping and internet purchasing or buying. Internet marketing environments which allow vendors to create retail interfaces with highly interactive features. According to Haubl and Trifts, (2000) interactivity from a consumer perspective is the implementation of sophisticated tools to assist shoppers in their purchase decisions by customizing Internet shopping environment to their individual preferences. That means in Internet marketing environment consumers are able to tailor the web content according to their need and liking. This gives consumer the same power as the content provider.

Hence, from above discussion we can say that in Internet marketing environment a distinction has been made between person interactivity and machine interactivity (Habul and Trifts, 2000). Environmental factors can influence the use of technology, including Internet shopping (Pratibha, 2003). According to Man, (2005) some technology adoption concerns are more psychological than technical.

Cyber Marketing Platforms and Strategies

Digital Platform is set of components used in common by several stakeholders and whose functionality can be supported by third parties. Platforms are the foundational building blocks upon which network of firms develop



complementary product technologies and services (Gawer, 2009). Parker and Alstyne, (2011), add that digital platforms are characterized by network effects and include Desktops, PDAs, network Switches, Multimedia, and mobile devices like smartphones and ERP systems to link the demand side to the supply side of businesses. Cyber marketing is characterized by various strategies which all operates electronically. Online advertising is a very significant portion of cyber marketing through which companies convey messages about their products or services (Ryan & Jones, 2009). Social networking sites such as Twitter, LinkedIn, Myspace and Facebook have proved to be popular online activities in relation to time spent (Nielsen, 2010). According to (Pradiptarini, 2011), Facebook is the most common social media site followed by Twitter, LinkedIn, MySpace and YouTube in popularity. Social media which is user-generated communication represents a widespread source of information (Michaelidou, 2011) and create empowered clients who are more influenced by other clients than by advertising (Leefflang et al., 2014). The following are the cyber marketing strategies;

Social media: This has changed the strategies and tools firms use to communicate, emphasizing that information control lies with the clients rather than the seller (Mangold & Faulds, 2009). Social media also generates incredible increase in client insights, including how they interrelate with each other and the products and services they consume. The widespread acceptance of digital marketing practices have greatly contributed to the personalization of marketing where commercial entities progressively links with individual clients and users and gaining feedback on a one-to-one basis. Social media has therefore, become significant as a means of internet marketing given its wider adoption.

The effectiveness of social media marketing is highly subjective to content quality; involvement; and integration with the other media platforms (Pradiptarini, 2011) and there is mixed indications of correlation between a company's social media activities and its performances.

Mobile application: Mobile application for marketing implies the use of the portable media as a means of marketing communications (Bauer, Barnes, Reichardt & Neumann 2005). Mobile applications offer several networks to reach customers through various strategies ranging from short messaging services, pictures, videos and multimedia messaging service to the mobile Internet with short messaging being the most popular and highly effective for generating brand awareness. Mobile applications are designed for quick messaging and are used for reminders, updates and confirmations

Websites: This generates new ways of communication, cooperation and content sharing (Enders, Denker, Hungenberg & Mauch 2008). Most organizations have websites that define their core business activities and detailing the products and services they offer. However, the numerous websites on the internet make it challenging to market products on the websites and therefore SEO strategy is extensively used to improve the visibility and thus the volume and quality of traffic to a firm's website (Khraim 2015). Effectiveness of a primary website in attracting visitors is improved by supplementary activities like social network activities, frequent actualization of website and creation of secondary websites linked to it (Khraim 2015).

E-mail: This appears as one of the exciting innovative strategies facilitating interactive marketing. Kinnard, (2000) define e-mail marketing as the act of conveying marketing communication to recipients who primarily request for it while Roberts and Berger, (1999) define e-mail marketing as information that focused on interpersonal marketing practice that takes place in a context of accountability for the privacy of the customers. These definitions showed a clear difference between permission based, focused e-mail marketing and spontaneous, and untargeted mass mailings.

Email Marketing involves transmitting product information via email to the existing and potential customers. It involves use of email to send advertisements and request for sales while building trust and loyalty with current customers to encourage repeat business and also acquiring new customers. E-mail marketing is a form of direct and interactive marketing strategy which is used in acquiring and retaining customers analyzing individual customers (Tapp, 2000).

Drivers of Adoption of Cyber Marketing

Cyber marketing is growing rapidly and is significantly impacting customer and business market behaviour. Organizations are increasingly developing online marketing strategies by utilizing existing and emerging communications as well as data networks (Sheth et al, 2005). This imparts personalized and uninterrupted communication between organizations and customers which in the end provide value above application of traditional networks on their own (Dann & Dann, 2011). Harridge-March (2004) suggests that interactive technologies are doing away with the need for people to visit shops as time spent by home web users is also increasing because they are searching for and using websites more often than ever.

Internet shopping is credited with delivery of greater convenience, more and better product information and lower prices due to customers' ability to compare prices on line before committing to purchases. Cyber marketing has also made it easier for organizations to trade across borders thereby breaking geographic barriers as consumers are able to access products and services by a single press of a button. Cyber marketing, in this case, allows firms to reach customers that may not be easily accessible due to temporal and locational limitations of existing distribution channels (Harridge-March, 2004). The primary advantage of cyber marketing is reducing costs and enhancing reach. Smith and Zook (2011) posit that the cost of an e-marketing platform is normally lower than other marketing platforms such as face-to-face contacts made by sales people or middlemen/distributors.

Banerjee and Dash, (2011) maintain that e-mail marketing campaigns, web banners, online directory adverts, telephone marketing and other interactive marketing technologies produce approximately twice the return on marketing investment compared with other main forms of traditional marketing techniques. The web is also being widely used as a research tool by organizations and individuals. Organizations that are reluctant to adopt e-marketing are more likely to loose out to those that have readily adopted the concept (Ellis-Chadwick & Doherty, 2012).

Cyber marketing has real benefits that include faster cycle time, higher response rates, global reach, access to the market at an affordable rate, more conversion rates, 24 hour marketing as well as trackable and measurable communication campaigns (Ellis-Chadwick and Doherty, 2012). Krishnamurthy and Singh (2005) add that Cyber marketing is opening new markets for existing businesses; it is creating new business models such as the virtual organizations while providing users with an easier, more convenient screen-to-face interactions. Harridge-March (2004) maintains that cyber marketing enables organizations to achieve increased effectiveness and efficiency through communicating with customers. Notably, companies that have websites and have adopted cyber marketing strategy have the potential of giving information, entertaining and being interactive with their customers.

Barriers to Adoption of Cyber Marketing

Adoption of cyber marketing depends to a great extent on technology and literacy of users with the literacy of the users being measured in terms of their ability to interact with and use technology effectively (Otieno, 2006). Areas with lower literacy levels pose barriers to adoption of cyber marketing. Internet security is equally a major concern to individuals and marketing organizations alike. The speed with which computer viruses spread and the growing expertise of hackers and cyber criminals who seek to steal from or damage the organization pause security concerns (Olson & Boyer, 2002). Marketing organizations adopting cyber marketing have to invest in proper security procedures to guard all forms of internet marketing practices – both online and offline activities.

A country's infrastructure development which includes roads, telecommunications, legislative bodies, open and free justice systems; affect the level of adoption of e-marketing (Sheth & Sharma, 2005). Telecommunication density, broadband access, data processing devices - including personal computers and mobile phones, address the issues of availability and access to the tools necessary for e-marketing utilization (Krishnamurthy & Singh, 2005).

Weak legal and legislative infrastructure increases transaction governance costs and adaptation requirements. Lack of a well-developed infrastructure has a negative influence on cyber marketing adoption.



Olson and Boyer, (2003) contend that the main impediments to consumer adoption of cyber marketing strategies are not the technical issues associated with network security and bandwidth but various complaints by customers that online activities especially the web is hard to navigate; it is difficult to find specific items and offerings of organizations and that individual sites are too limited due to lack of variety to choose from. Customers are also often disappointed by the customer service due to lack of personal service, entertainment and social interactions experienced with traditional marketing activities. Raofi, (2012) however refutes this and maintains that the cyber marketing provides enormous potential benefits to consumers globally by offering a wider choice and range in products at lower prices and by availing entirely new products and many product categories such as books, CDs and travel packages to consumers who are physically far away from the world's centers of traditional commerce.

Otieno, (2006) identified three barriers to cyber marketing adoption as being the organization itself, trust in the system and legal support issues. He contends that although market conditions are changing very fast, for fear of the unknown, organizations find it harder to adapt and deal with these changes at the same pace as they occur. Raofi (2012) holds the same sentiments and adds that lack of trust affects consumer engagement with internet stores and that consumers are unlikely to patronize internet stores that fail to create a sense of trust. In this case, trust can only exist if the consumer believes that the seller has both the ability and the motivation to deliver goods and services of the quality expected by the consumer.

Olson and Boyer, (2003) suggest that much of the internet activity by retailers is experimentation and that overall internet involvement is quite low mainly due to the high set-up costs with high risk of potential failure which prevents many firms from fully embracing the concept. Adoption of e-marketing has also been slowed down by misalignment between the ICT and marketing strategies of different firms, inability to leverage the ICT infrastructure to the marketing functions, lack of innovative application of e-marketing capabilities and poor interpersonal relationship between ICT and marketing personnel (Gachiri, 2008). This disconnect hinders acceptance and eventual adoption of cyber marketing by organizations.

THEORETICAL REVIEW OF CYBER MARKETING

The study is based on diffusion of innovation theory, technology acceptance model, and unified theory of acceptance to have a wider understanding of cyber marketing and organizational performance.

Diffusion of Innovation Theory

Diffusion of innovation theory by Rodgers (1983), explains how, why and the rate at which new innovation is accepted. DOI sees innovation to be transferred through particular systems using certain channels (Rodgers, 1995). The members of the society are independently involved in the diffusion process which follows a common path of awareness, persuasion, deciding, implementing and confirming the result of the innovation. This model shows that adoption of technology takes a normal distribution curve over time. The adoption process according to DOI theory is divided into 5 stages thus: innovators, early adopters, early majority, late majority and laggards with innovators being the first to adapt and laggards adapt last. At the organization level, the adoption process is influenced by the attitude of the leader towards change, internal structure of the organization and system openness (Rodgers 1995).

Technology Acceptance Model

Technology acceptance model (Davis, 1989), expounds on how users consent and use technology. The model suggests that users will consider the perceived usefulness and perceived ease of use in deciding how and when to use a new technology. Perceived usefulness is defined as the extent to which an individual believed that using a particular system enhances their job quality and output while perceived ease of use is the degree to which a person believes that using a particular system would be free from effort (Davis, 1989). The theory infers, therefore, that users will adopt to technology as long as it is able to perform the task at hand effectively and efficiently. Park (2009) confirms that TAM is a useful theoretical model in helping to understand and explain behavioural intentions in technology use.

Unified Theory of Acceptance and Use of Technology

The Unified Theory of Acceptance and Use of Technology (Venkatesh, Moris, Davis & Davis 2003), proposes



that in adopting technology, the users are guided by performance and effort expectancies. According to this theory adoption of innovation is influenced by four key factors namely: effort expectancy, performance expectancy, social influence and facilitating conditions. Alawadhi & Morris (2008) carried out a study using UTAUT and concluded that performance and effort expectancies, peer influence determine behavioural intentions. In adopting new technology, consumers consider and review many factors at their disposal among them costs of adoption and use (Venkatesh *et al*, 2005).

EMPIRICAL REVIEW

The Internet represents a phenomenal opportunity to stay in regular contact with both your company's prospect and customer base. Internet Marketing is a tool that allows you to stay "top of mind" with them and remind them of why doing business with you is such a rewarding experience. Regular contact through e-mail alerts, newsletters and announcements of the latest innovations pave the way to lasting commercial relationships and are essential elements in any Internet Marketing strategy

Avlonitis and Gounaris (2011) evaluated the effect of the Internet on the performance of tourism marketing, travel agencies and tourism in East Azerbaijan province and concluded a significant positive relationship between electronic marketing and internet, including promotional activities, and trade, tourism database and performance.

Aghazadeh (2008) examined the effect of internet marketing methods on the export performance of export manufacturing firms and finally concluded that the use of the Internet and information technology in marketing activities and export performance has been investigated and founded a significant positive relationship.

As more evidence suggests, the World Wide Web is a platform that presents tremendous possibilities for businesses to acquire customers and triumph in this highly dynamic and competitive business era that is dominated by traditional brick and mortar players. Various references and study material is available about the knowledge to improve definite processes and practices for retailers to enhance their sales (Chong and Shafaghi, 2010).

Aungst and Wilson, (2005) evaluated the internet marketing strategy and online shopping programs are not only the complete solution to attract the consumers for long time and enhance the profitability but also a part of the solution to acquire consumers and enhance profitability.

Results of Asikhia Research (2009) showed that electronic marketing such as market orientation lead to company's high performance. Also, electronic market in adjusts the relationship between marketing capabilities and company performance.

Raghubandan and Parimal, (2014) noted that digital marketing provides consistent and personalized client message which is cost effective and allows firms to launch campaigns which are global and region specific thus improving on its marketing leads. The digital marketing strategies are enabling cut flower firms to expand their client base by reaching out to broader audience and fulfilling the customers' needs.

The research established that the usage of digital marketing strategies has assisted flower firms improve on their financial performance, grow their market share, increase uptake of their products, acquire new markets and attract higher prices. This is consistent with Herath *et al* (2010), which found out that firms adapt to technology in order to gain higher profits, optimize their processes.

METHODOLOGY

The study used survey research design to obtained information on cyber marketing and its impact on sales volume and overall growth on online shopping firms. Data were collected from primary sources through the use of a structured questionnaire distributed to the targeted respondents. The study was conducted and narrowed to two selected online firms (Jumia and konga) located in Ibadan metropolis. The questionnaire survey was designed and respondents were asked to determine the degree of importance of each information using Likert-type four scales, where (1) referred to strongly disagree, (2) Disagree, (3) Agree, and (4) strongly agreed. Out of one hundred and fifty (150) questionnaires that were distributed to the staff and management of the selected firms, 128 were received and 122 that were fully filled were analyzed using descriptive and inferential



statistical tools; Average mean Score, Standard deviation and Z-test in checking objectives and testing formulated hypotheses using Statistical Packages for Social Science (SPSS) 20.0 version. One-sample t-test is used to test the hypotheses formulated with the theoretical mean (μ), size “n”, mean “m” and with standard deviation “S”. This is performed with the formula below:

$$Z_{cal} = \frac{m - \mu}{s / \sqrt{n}}$$

to evaluate whether the difference is statistically significant, z test table should be read through the critical value of z test distribution at significant level (5%). If the absolute value of the Z-test statistics (Z_{cal}) is greater than the critical value (Z_{tab}) then the difference is significant and the null hypothesis should be rejected.

RESULT OF FINDINGS

Table 1: Perception of the respondents on the extent to which cyber marketing enhances sales volume of online firms (Jumia and Konga) located in Ibadan Metropolis.

S/N	Statement		Mean	Std	Rank	Decision
1.	Cyber marketing enables companies to convey messages about their products or services to customers	122	3.41	0.78	2	Agreed
2	Cyber marketing creates empowered clients who are more influenced by other clients than by advertising	122	3.11	0.87	4	Agreed
3	Cyber marketing generates incredible increase in client insights, including how they interrelate with each other and the products and services they consume.	122	3.52	0.70	1	Agreed
4	Internet shopping is credited with delivery of greater convenience, more and better product information and lower prices due to customers' ability.	122	3.23	0.81	3	Agreed
5	Cyber marketing builds trust and loyalty with current customers to encourage repeat business and also acquiring new customers.	122	3.04	0.89	5	Agreed

Source: Field Survey, 2019

Table 1 showed that cyber marketing enhances sales volume of online firms Jumia and konga located in Ibadan Metropolis, based on the fact that the obtained mean score for each statement generated under the perception “The extent to which cyber marketing enhances sales volume of online firms” is greater than cut off mean 2.5.

Table 2: Perception of the respondents on the extent to which the cyber marketing improves overall firms' growth in (Jumia and Konga)

S/N	Statement		Mean	Std	Rank	Decision
1.	Cyber marketing allows firms to reach customers that may not be easily accessible due to temporal and locational limitations of existing distribution channels	122	3.52	0.70	1	Agreed

2	Cyber marketing enables organizations to achieve increased effectiveness and efficiency through communicating with customers	122	3.26	0.81	2	Agreed
3	Brand awareness of the firms’ product is effectively generated by Cyber marketing	122	3.21	0.82	3	Agreed
4	Cyber marketing has made it easier for organizations to trade across borders.	122	3.08	0.92	5	Agreed
5	Cyber marketing is reducing costs and enhancing reach.	122	3.09	0.90	4	Agreed

Source: Field Survey, 2021

Table 2 showed that “cyber marketing always tends to improve overall firms’ growth in Jumia and Konga located in Ibadan Metropolis, based on the fact that the obtained mean score for each statement generated under the perception “The extent to which the cyber marketing improves overall firms’ growth” is greater than cut off mean 2.5.

Test of Hypotheses

H₁: Cyber marketing does not have a significant impact on sales volume of online firms Jumia and Konga located in Ibadan Metropolis,

	Stat. 1	Stat. 2	Stat. 3	Stat. 4	Stat. 5	Total Mean	Average mean
Mean (m)	3.41	3.11	3.52	3.23	3.04	16.31	3.26
Std. (S)	0.78	0.87	0.70	0.81	0.89	4.05	0.81

$$Z_{cal} = \frac{m - \mu}{s \sqrt{n}}$$

$\mu = 2.5, m = 3.26, s = 0.81$ and $n = 122$.

$$Z_{cal} = \frac{3.26 - 2.5}{0.81 \div \sqrt{122}} = 10.36$$

Z tabulated (Z_{tab}) at 5% (0.05) Significant level = 1.645

Result in the figure above showed that the calculated z (10.36) is greater than the critical/tabulated value of z at 0.05 level of significance (1.645). Therefore, the null hypothesis is rejected. This implied that cyber marketing has a significant impact on sales volume of online firms in Jumia and Konga located in Ibadan Metropolis. This result is in agreement with the work of Aungst and Wilson, (2005) which evaluated the internet marketing strategy and online shopping programs are not only the complete solution to attract the consumers for long time and enhance the profitability but also a part of the solution to acquire consumers and enhance profitability.

H₂: Cyber marketing has no significant impact on overall firms’ growth in Jumia and Konga located in Ibadan Metropolis.

	Stat. 1	Stat. 2	Stat. 3	Stat. 4	Stat. 5	Total	Average
Mean (m)	3.52	3.26	3.21	3.08	3.09	16.16	3.23
Std. (s)	0.70	0.81	0.82	0.92	0.90	4.15	0.83

$$Z_{cal} = \frac{m - \mu}{s \sqrt{n}}$$



$$\mu = 2.5, m = 3.23, s = 0.83 \quad \text{and } n = 122.$$

$$z_{\text{cal}} = \frac{3.23 - 2.5}{0.83 \div \sqrt{122}} = 11.05$$

$$0.83 \div \sqrt{122}$$

Z tabulated (Z_{tab}) at 5% (0.05) Significant level = 1.645

Result in the table above showed that the z calculated (11.05) is greater than the critical/tabulated value of z at 0.05 level of significance (1.645). Therefore, the null hypothesis is rejected. This implied that Cyber marketing has a significant impact on overall firms' growth in Jumia and Konga located in Ibadan Metropolis. This finding collaborated with the findings of Hossinpour et. al, (2014) and Trainor et. al, (2011) whose studies have demonstrated a direct link between e-marketing and organizational performance through improved service delivery, sales performance and customer interaction

CONCLUSION

Based on the results of the findings, it can be concluded that cyber marketing as a catalyst for development in online firms in Nigeria has a significant impact on sales volume of Jumia and Konga located in Ibadan Metropolis. Furthermore, the study also established that cyber marketing has a significant impact on overall online firms' growth in Jumia and Konga located in Ibadan. Globalization is a pointer to the bright future of cyber marketing as it enables ease of interaction and integration among people, companies and governments globally. Shopping online has gained acceptance due to the convenience it affords both the customers and organizations. cyber marketing makes it possible for consumers to access products and services globally from the comfort of their homes and offices (Brodie, et. al, 2007).

Cyber marketing as a concept needs more understanding for organizations to gain from the wide benefits it offers. Marketers have acknowledged that the world is a global village and adoption of e-marketing enables organizations to reach the whole world.

RECOMMENDATIONS

Arising from the result of findings, the following recommendations are suggested;

- i. Online firms should introduce comprehensive policies in the field of security and privacy of customer personal information.
- ii. More cyber marketing promoting policies should be established to improve the level of cyber marketing adoption in Nigeria.
- iii. Management of online firms should identify obstacles and factors affecting online marketing and provides appropriate strategies to tackle it.
- iv. Online firms should provide an acceptable quality communications equipment and information in terms of security for customers.
- v. Staff and business managers should understand the value of IT as an asset, enabling business processes and business partner in creating value.
- vi. Companies should clarify company's goals before implementing internet marketing and also ensure that internet marketing program is adjusted considering company's needs.
- vii. Government should provide an enabling environment for e-commerce to triumph in Nigeria.

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