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INTERACTIVE MARKETING AND CONSUMER BUYING BEHAVIOR OF ONLINE JUMIA PRODUCTS IN AKWA IBOM STATE, NIGERIA

By

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ABSTRACT: In the digital business environment, concerns about trust, information credibility, and user experience continue to affect purchase decisions, creating challenges for consumer buying behavior despite the proliferation of online platforms. This study investigated the influence of social media marketing, website interactivity, and online customer reviews on consumer buying behavior. A survey research design was employed, with a sample size of 300 online shoppers selected using stratified and simple random sampling techniques. Primary data were collected through a structured questionnaire administered to the respondents. Data were analyzed using descriptive statistics and hypotheses were tested using simple linear regression model. The simple linear regression analysis results revealed that social media marketing has a significant positive effect on consumer buying behavior with ($R^2 = 0.520$, $F = 150.32$, $\beta = 0.312$, $p < 0.05$), website interactivity has a significant positive effect on consumer buying behavior with ($R^2 = 0.440$, $F = 112.85$, $\beta = 0.285$, $p < 0.05$), online customer reviews and feedback have a significant positive effect and exhibit the highest explanatory power among the variables examine ($R^2 = 0.590$, $F = 195.76$, $\beta = 0.401$, $p < 0.05$). It was concluded that interactive marketing plays a crucial role in shaping consumer behavior with online customer reviews being the most influential factor. It was recommended that Jumia e-commerce platforms should prioritize online customer review systems, intensify social media engagement and optimize website interactivity to enhance trust and improve purchase decisions.

KEYWORDS: Interactive marketing, Social media marketing, Website interactivity, Online customer reviews and feedback, Consumer buying behavior

INTRODUCTION

The global marketing environment has experienced significant transformation due to rapid advancement in information and communication technologies. The widespread adoption of the internet, mobile devices, and digital payment systems has revolutionized how firms interact with consumers and how consumers make purchasing decisions. In Nigeria, these developments have accelerated the

growth of electronic commerce (e-commerce), enabling consumers to access a wide range of products and services through online platforms. Among the leading e-commerce platforms, Jumia Nigeria has emerged as a dominant marketplace, providing consumers with convenient access to products across various regions of the country. The operations of Jumia extend beyond major urban

centres to include states such as Akwa Ibom State, where increasing internet penetration and smartphone usage have encouraged the adoption of online shopping. Consequently, consumers in Akwa Ibom State are increasingly relying on online platforms to search for product information, compare alternatives, and engage in purchase transactions.

In this evolving digital landscape, firms are increasingly adopting interactive marketing strategies to enhance customer engagement and influence consumer decision-making. Interactive marketing refers to marketing activities that facilitate two-way communication and active engagement between firms and consumers through digital platforms (Appel et al., 2020). Unlike traditional one-way communication, interactive marketing enables consumers to participate actively in the marketing process through feedback, real-time interaction, and content engagement.

The relevance of interactive marketing has grown significantly due to the changing expectations of modern consumers, who demand responsiveness, transparency, and personalized experiences. In online environments where consumers cannot physically examine products, interactive marketing plays a critical role in reducing perceived risk, building trust, and improving customer satisfaction (Dwivedi et al., 2021). As a result, organizations that effectively implement interactive marketing strategies are more likely to attract and retain customers in competitive digital markets. Interactive marketing is commonly conceptualized as a multidimensional construct comprising various engagement mechanisms. However, within the context of e-commerce platforms, three key dimensions are particularly important: social media marketing, website interactivity, and online customer reviews and feedback.

Social media marketing refers to the use of social networking platforms such as Facebook, Instagram, and X (formerly Twitter) by firms to promote products, communicate with customers, and enhance brand visibility. In the context of interactive marketing, social media marketing goes beyond mere promotion to include active customer engagement, real-time communication, and relationship building between firms and consumers. Through social media platforms, firms can respond to customer inquiries, share relevant content, and

create interactive experiences, while consumers can provide feedback, share opinions, and influence other users. This interactive nature of social media marketing enhances trust, strengthens customer relationships, and significantly influences consumer buying decisions.

Website interactivity refers to the ability of digital platforms to facilitate user engagement through features such as easy navigation, product search tools, secure payment systems, and real-time updates. Highly interactive websites improve user experience, enhance perceived ease of use, and encourage consumers to complete transactions (McLean & Osei-Frimpong, 2020; Lin & Lekhawipat, 2021). Online customer reviews and feedback represent another important dimension of interactive marketing. These reviews serve as electronic word-of-mouth communication, providing potential buyers with information about product quality and seller credibility. Consumers often rely on these reviews to reduce uncertainty and make informed purchase decisions.

Collectively, these dimensions of interactive marketing play a crucial role in shaping consumer buying behavior, which involves the processes through which individuals search for, evaluate, and purchase products. By facilitating engagement, providing information, and enhancing trust, interactive marketing significantly influences consumer purchase decisions, particularly in e-commerce environments such as Jumia in Akwa Ibom State, Nigeria.

1.2 STATEMENT OF THE PROBLEM

In the digital marketing environment, effective use of interactive marketing strategies such as social media engagement, website interactivity, and online customer reviews is expected to enhance consumer trust, improve user experience, and significantly increase purchase decisions on e-commerce platforms. For a platform like Jumia, the effective deployment of these interactive marketing techniques should lead to higher customer satisfaction, reduced purchase uncertainty, increased conversion rates, and improved customer retention, particularly in emerging markets such as Akwa Ibom State, Nigeria.

However, despite the increasing importance and adoption of e-commerce platforms and the implementation of various interactive marketing strategies by Jumia, many consumers in Akwa Ibom

State still exhibit reluctance toward online purchases. Issues such as lack of trust in online transactions, uncertainty about product quality, concern over payment security, and unsatisfactory user experience persist. Consequently, many consumers engage with online platforms-browsing products, reading reviews, or interacting on social media-yet fail to translate this engagement into actual purchase behavior.

This situation has important implications for both marketers and consumers, as it limits the effectiveness of interactive marketing strategies and reduces the potential benefits of e-commerce adoption. If these challenges are not properly addressed, Jumia may continue to experience low conversion rates and reduced customer loyalty within the region. Furthermore, existing studies have not adequately examined how key dimensions of interactive marketing collectively influence consumer buying behavior within specific contexts such as Akwa Ibom State. Therefore, there is a need for this study to investigate the effect of interactive marketing-particularly social media interaction, website interactivity, and online customer reviews and feedback on consumer buying behavior. This will provide empirical insights that can help improve marketing strategies, enhance consumer trust, and increase online purchase adoption.

1.3 RESEARCH OBJECTIVES

The general objective of this study was to examine the effect of interactive marketing on consumer buying behavior of online Jumia products in Akwa Ibom State, Nigeria. The specific objectives of the study were to:

1. Examine the effect of social media marketing on consumer buying behavior of online Jumia products in Akwa Ibom State.
2. Determine the effect of website interactivity on consumer buying behavior of online Jumia products in Akwa Ibom State.
3. Assess the effect of online customer reviews and feedback on consumer buying behavior of online Jumia products in Akwa Ibom State.

1.4 RESEARCH HYPOTHESES

Based on the objectives of the study, the following null hypotheses were formulated:

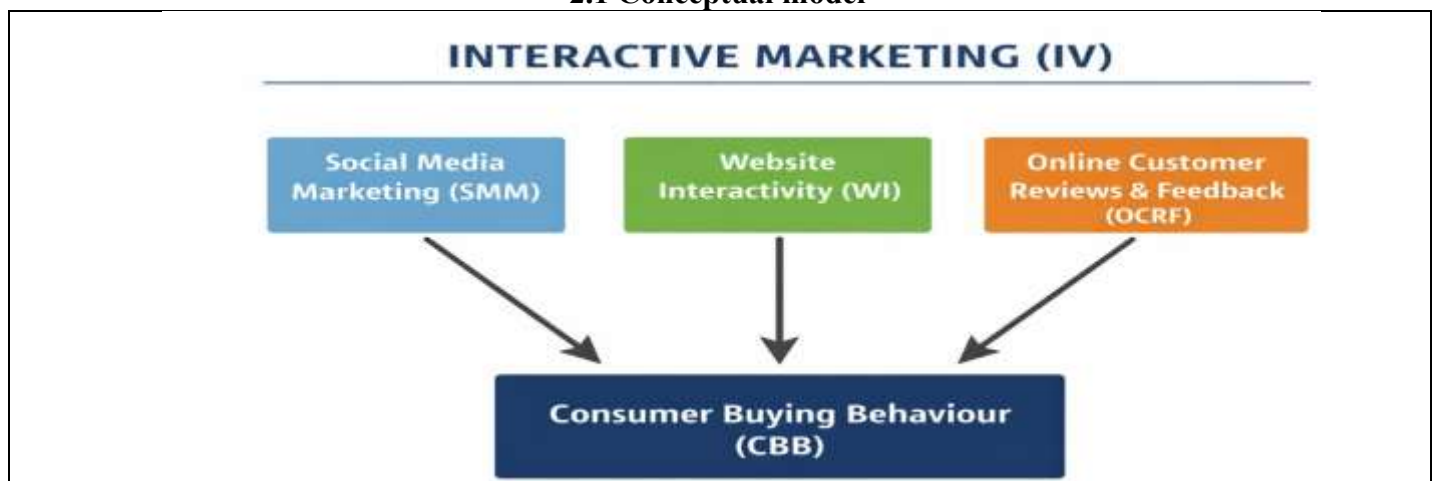
H₀₁: Social media marketing has no significant effect on consumer buying behavior of online Jumia products in Akwa Ibom State.

H₀₂: Website interactivity has no significant effect on consumer buying behavior of online Jumia products in Akwa Ibom State.

H₀₃: Online customer reviews and feedback have no significant effect on consumer buying behavior of online Jumia products in Akwa Ibom State.

2. LITERATURE REVIEW

2.1 Conceptual model



Source: Researcher’s Conceptual Model (2026). Based on the research hypotheses, the conceptual model was developed to determine the relationship

between interactive marketing (independent variable) and consumer buying behavior (dependent variable). The model indicates that consumer

buying behavior is influenced by interactive marketing dimensions-social media marketing, website interactivity and online customer reviews and feedback.

2.2 CONCEPT OF INTERACTIVE MARKETING

Interactive marketing refers to a marketing approach that enables two-way communication and engagement between firms and consumers through digital technologies (Appel et al., 2020). This definition highlights the importance of dialogue and interaction, which allow consumers to actively contribute to the marketing process. Similarly, Dwivedi et al. (2021) described interactive marketing as the use of digital platforms to facilitate real-time interaction, engagement, and relationship-building between organizations and customers. From a technological perspective, Huang and Rust (2021) defined interactive marketing as a data-driven and technology-enabled system that enhances customer experience through personalized and continuous interaction. This view emphasizes the role of artificial intelligence and data analytics in shaping modern marketing interactions. In the same vein, Wirtz et al. (2020) conceptualized interactive marketing as a customer-centric strategy that integrates digital interfaces and service technologies to create dynamic interactions between firms and consumers.

Furthermore, Kotler et al. (2021) asserted that interactive marketing reflects a shift in marketing philosophy where customers are no longer passive recipients of information but active participants who co-create value through engagement and feedback mechanisms. This perspective underscores the importance of customer involvement in shaping brand experiences. Supporting this view, Chaffey and Ellis-Chadwick (2019) defined interactive marketing as the application of digital media and technologies that enable user participation, interaction, and engagement in marketing communication. Overall, interactive marketing represents a shift from transactional marketing to relational marketing, where continuous interaction, engagement, and customer experience are prioritized. It enhances communication efficiency, strengthens customer relationships, and plays a critical role in influencing consumer behavior in digital environments.

2.3 DIMENSIONS OF INTERACTIVE MARKETING

2.3.1 SOCIAL MEDIA MARKETING

Social media marketing refers to the use of social media platforms to deliver marketing messages, build brand awareness, and engage customers (Tafesse & Wien, 2021). This definition highlights both promotional and interactive aspects of social media marketing. Similarly, Appel et al. (2020) defined social media marketing as the use of social platforms to create interactive communication and foster relationships between firms and consumers. Dwivedi et al. (2021) described social media marketing as the strategic utilization of social media technologies to engage consumers, disseminate information, and influence consumer behavior through interaction. This perspective emphasizes the role of engagement and communication in shaping consumer responses. In addition, Chaffey and Ellis-Chadwick (2019) defined it as the use of digital platforms to facilitate customer interaction, participation, and content sharing.

From a broader perspective, Felix et al. (2017) conceptualized social media marketing as a cross-functional business process that uses social media platforms to create, communicate, and deliver value through engagement and collaboration. Kaplan and Haenlein (2010) further described it as the use of internet-based applications that enable the creation and exchange of user-generated content for marketing purposes. In practice, social media marketing allows firms to interact directly with consumers through comments, likes, shares, and messages. These interactions enhance customer engagement, build trust, and influence consumer perceptions. As a result, social media marketing plays a significant role in shaping consumer buying behavior by providing information, fostering relationships, and enabling peer influence.

2.3.2 WEBSITE INTERACTIVITY

Website interactivity refers to the degree to which users can participate in modifying the form and content of a digital environment in real time (McMillan & Hwang, 2002). This definition emphasizes user control and participation in digital interactions. Similarly, Liu and Shrum (2002) defined website interactivity as the perceived ability of users to interact with digital interfaces through responsiveness, control, and real-time feedback. McLean and Osei-Frimpong (2020) described

website interactivity as the extent to which a website facilitates two-way communication, responsiveness, and user engagement during online interactions. This perspective highlights the importance of responsiveness and communication in enhancing user experience. Lin and Lekhawipat (2021) further defined website interactivity as the functionality of online platforms that enables users to search, navigate, and complete transactions efficiently.

Earlier contributions by Ha and James (1998) conceptualized website interactivity as the capacity of a website to provide reciprocal communication and user engagement through technological features, while Jiang and Benbasat (2007) described it as the extent to which users can actively engage with product information to improve decision-making. Website interactivity plays a crucial role in enhancing user experience by making online platforms easy to navigate, responsive, and efficient. Features such as product search tools, secure payment systems, and real-time updates improve perceived ease of use and customer satisfaction. Consequently, website interactivity significantly influences consumer buying behavior by facilitating information search, reducing effort, and encouraging purchase decisions.

2.3.3 ONLINE CUSTOMER REVIEWS AND FEEDBACK

Online customer reviews and feedback refer to consumer-generated evaluations and opinions about products or services shared on digital platforms (Ismagilova et al., 2020). These reviews serve as a major source of information for potential buyers. Rosario et al. (2020) described online reviews as a form of electronic word-of-mouth communication that influences consumer attitudes and purchasing decisions. Hennig-Thurau et al. (2004) defined online feedback as any positive or negative statement made by consumers about a product or company that is made available to a large number of people via the internet. This definition highlights the public and influential nature of online reviews. Filieri (2015) further explained that online reviews act as information cues that reduce uncertainty and support consumer decision-making.

More recent studies, such as Qiu et al. (2024), described online customer reviews as digitally shared consumer opinions that significantly influence purchase intention and trust in online

markets. Chevalier and Mayzlin (2006) also viewed online reviews as peer-generated information that affects product evaluation and sales performance. Online customer reviews play a critical role in shaping consumer buying behavior by providing social proof, enhancing transparency, and reducing perceived risk. Consumers often rely on reviews and ratings to evaluate product quality and seller credibility before making purchase decisions. Therefore, online customer reviews and feedback significantly influence consumer trust and purchase intention in digital markets.

2.4 CONSUMER BUYING BEHAVIOR

Consumer buying behavior refers to the processes through which individuals identify their needs, search for information, evaluate alternatives, and make purchase decisions. It encompasses both the decision-making process and the actions involved in purchasing products or services. Kotler and Keller (2016) defined consumer buying behavior as the study of how individuals select, purchase, use, and dispose of goods and services to satisfy their needs and wants. Similarly, Schiffman and Wisenblit (2019) described it as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services. In digital environments, consumer buying behavior is influenced by factors such as information availability, trust, perceived risk, and user experience. Interactive marketing plays a significant role in shaping these factors by providing relevant information, facilitating communication, and enabling engagement. Through social media marketing, website interactivity, and online customer reviews, consumers are able to access information, interact with firms, and evaluate the experiences of other users. These interactions enhance confidence, reduce uncertainty, and influence purchase decisions. Therefore, interactive marketing serves as a key determinant of consumer buying behavior in digital markets.

2.5 THEORETICAL FRAMEWORK

The study was anchored on two relevant theories that explain the relationship between interactive marketing and consumer buying behavior: Technology Acceptance Model (TAM) and Trust Theory.

2.5.1 TECHNOLOGY ACCEPTANCE MODEL (TAM)

The Technology Acceptance Model (TAM) was developed by Fred Davis in 1989 to explain how users accept and use new technologies. The model posits that two key factors determine technology adoption: Perceived Usefulness (PU) – the extent to which a person believes that using a system will enhance performance and Perceived Ease of Use (PEOU) – the extent to which a person believes that using a system will be free of effort

According to Davis (1989), these factors influence users' attitudes, intentions, and actual usage behavior. Over time, TAM has been widely applied in e-commerce and digital marketing studies to explain consumer interactions with online platforms. The Technology Acceptance Model is highly relevant to this study because Website interactivity enhances perceived ease of use through easy navigation, responsiveness, and user-friendly features

Social media marketing improves perceived usefulness by providing relevant information and engagement. Online customer reviews and feedback increase perceived usefulness by helping consumers evaluate products. When consumers perceive online platforms as useful and easy to use, they are more likely to engage with them and make purchase decisions. Thus, TAM explains how interactive marketing influences consumer buying behavior through improved user experience and perceived value.

2.5.2 TRUST THEORY

Trust Theory was propounded by David Gefen, Elena Karahanna, and Detmar W. Straub in 2003, it is a widely used framework in marketing and e-commerce research that explains how trust influences consumer behavior, particularly in uncertain environments such as online transactions. The theory emphasized the role of trust in reducing perceived risk in digital interactions. Trust refers to the belief that a firm or platform is reliable, credible, and capable of fulfilling its promises. In online environments where consumers cannot physically verify products, trust becomes a critical determinant of purchase decisions.

Trust Theory is highly applicable to this study in the following ways: Online customer reviews and feedback build trust by providing social proof and transparency. Social media marketing enhances trust through consistent engagement and communication. Website interactivity increases

trust through secure systems, responsiveness, and professionalism. When consumers trust a digital platform, they are more likely to: reduce perceived risk, develop positive attitudes, and complete purchase transactions. Therefore, Trust Theory explains how interactive marketing dimensions influence consumer buying behavior by strengthening consumer confidence and reducing uncertainty.

2.6 REVIEW OF EMPIRICAL STUDIES

Dwivedi et al. (2021) conducted a study on digital and social media marketing and consumer engagement in the United Kingdom and India using a quantitative survey design. The study found that interactive communication significantly enhances customer engagement and purchase intention and recommended increased investment in digital engagement strategies. However, the study focused mainly on social media marketing without integrating website interactivity and online customer reviews and also emphasized purchase intention rather than actual consumer buying behavior. This limitation is addressed in the present study by integrating multiple interactive marketing dimensions and focusing on consumer buying behavior.

Wirtz et al. (2020) carried out a study on technology-driven interactions in service delivery in the United States using a quantitative approach. The findings revealed that interactive systems such as chatbots and digital interfaces enhance customer satisfaction and trust, thereby influencing buying decisions, and the authors recommended the adoption of interactive technologies. However, the study did not isolate key interactive marketing dimensions, which the present study addresses by focusing specifically on social media marketing, website interactivity, and online customer reviews.

Huang and Rust (2021) conducted a study on artificial intelligence in marketing in the United States using a mixed conceptual and empirical approach. The study found that personalized and interactive marketing improves customer experience and purchase intention and recommended the integration of AI-driven tools. However, the study focused on advanced technologies rather than core interactive marketing dimensions, which is addressed in the present study by examining fundamental interactive marketing variables.

Ismagilova et al. (2020) examined online customer reviews and consumer behavior in Europe using a meta-analysis approach and found that electronic word-of-mouth significantly influences purchase intention. The authors recommended that firms should encourage positive reviews to enhance credibility and trust. However, the study examined online reviews in isolation and focused on intention rather than actual buying behavior. This gap is addressed in the present study by integrating online reviews with other interactive marketing dimensions and focusing on consumer buying behavior.

Qiu, et al. (2024) conducted a study on online reviews and purchase intention in China using a quantitative approach. The study found that online reviews significantly influence consumer trust and purchase intention and recommended effective monitoring and management of customer reviews. However, the study focused solely on online reviews and did not consider other interactive marketing variables or actual buying behavior. This limitation is addressed in the present study by combining multiple variables and examining consumer buying behavior.

McLean and Osei-Frimpong (2020) investigated website interactivity in the United Kingdom using a survey research design and found that interactive features such as ease of navigation and responsiveness significantly enhance customer satisfaction and behavioral intention. The study recommended improving website functionality. However, the study focused on a single variable and behavioral intention rather than actual buying behavior. This gap is addressed in the present study by integrating multiple dimensions and focusing on consumer buying behavior.

Similarly, Lin and Lekhawipat (2021) conducted a study on website functionality and online consumer behavior in Thailand using a survey design and found that website interactivity significantly influences repurchase intention. The study recommended improving website usability and responsiveness. However, the study focused on repurchase intention and did not incorporate other interactive marketing variables. This limitation is addressed in the present study by examining broader consumer buying behavior and integrating multiple dimensions.

Tafesse and Wien (2021) examined social media marketing and customer engagement in Norway using a quantitative survey method and found that social media marketing enhances customer engagement and brand trust. The study recommended active interaction with customers on social platforms. However, the study focused on engagement and loyalty rather than actual consumer buying behavior. This gap is addressed in the present study by focusing on consumer buying behavior.

Udo and Etuk (2025) conducted a study on digital engagement strategies and customer behavior in Uyo, Akwa Ibom State, Nigeria using a survey research design. The study found that digital engagement significantly influences customer perception, brand loyalty, and purchase behavior and recommended the adoption of interactive digital tools. However, the study did not integrate website interactivity and online customer reviews. This limitation is addressed in the present study by combining all key interactive marketing dimensions.

Attih, et al. (2024) examined social media platforms and consumer buying behavior of products in Akwa Ibom State, Nigeria using a survey research design and found that there is a significant relationship between social media platforms and consumer buying behavior. The study recommended that the manufacturers of products should continuously create awareness about their products through social media platforms to ensure visibility in order to attract high consumers' patronage.

Udo (2026) investigated the role of artificial intelligence in consumer personalization within the Nigerian beverage industry using a quantitative research approach. The findings showed that AI-driven interactive marketing significantly enhances customer experience, engagement, and purchase decisions. The study recommended that firms should adopt advanced digital technologies to personalize customer interactions and improve satisfaction. However, the study focused on AI technologies rather than the broader interactive marketing dimensions of social media, website interactivity and online reviews — which this present study integrates.

3. RESEARCH METHODOLOGY

This section focused on methods and procedures used in collecting and analyzing data for the study.

The study adopts a descriptive survey research design to obtain primary data. The design is appropriate because it enables the researcher to collect first-hand information from the respondents to examine the effect of interactive marketing on consumer buying behavior. The population of the study comprises consumers who engage in online shopping within the study area. A sample size of 300 online shoppers was selected using stratified and simple random sampling techniques. Data were collected through a structured questionnaire administered to the respondents designed on a five-point Likert scale, ranging from strongly disagree 1, disagree 2, neutral 3, agree 4, and strongly 5. Data were analyzed using descriptive statistics and hypotheses were tested using simple linear regression model. Reliability was tested using Cronbach's Alpha with a threshold of 0.70 considered acceptable for internal consistency. Data analyses were enhanced using the Statistical Package for Social Science (SPSS version 23).

DATA ANALYSIS AND DISCUSSION OF RESULTS

Test of Hypothesis One

H01: Social media marketing has no significant effect on consumer buying behavior of online Jumia products in Akwa Ibom State.

4.1: Simple linear regression analysis results showing the effect of social media marketing on consumer buying behavior of online Jumia products in Akwa Ibom State.

Model Specification: $CBB = \beta_0 + \beta_1 (SMM) + \epsilon$

Table 4.1.1: Model Summary

R	R ²	Adjusted R ²	Std. Error
0.721	0.520	0.517	0.463

Table 4.1.2: ANOVA

Source	F-value	Sig.
Regression	150.32	0.000

Table 4.1.3: Coefficients

Variable	Beta(β)	T-value	Sig.
Social Media Marketing	0.312	5.876	0.000

The simple linear regression analysis results revealed that social media marketing has a

significant positive effect on consumer buying behavior thus ($R^2 = 0.520, F = 150.32, \beta = 0.312, p < 0.05$). The coefficient of determination ($R^2 = 0.520$) indicates that 52.0% of the variation in consumer buying behavior is explained by social media marketing alone. This demonstrates that social media engagement plays a substantial role in influencing consumer decisions in online environments. The positive beta coefficient ($\beta = 0.312$) implies that an increase in social media marketing activities leads to a corresponding increase in consumer buying behavior. The F-statistic (150.32) confirms that the model is statistically significant. Hence the null hypothesis is rejected while the alternative is accepted.

Test of Hypothesis Two

H02: Website interactivity has no significant effect on consumer buying behavior of online Jumia products in Akwa Ibom State.

4.2: Simple linear regression analysis results showing the effect of website interactivity on consumer buying behavior of online Jumia products in Akwa Ibom State.

Model Specification: $CBB = \beta_0 + \beta_2 (WI) + \epsilon$

Table 4.2.1: Model Summary

R	R ²	Adjusted R ²	Std. Error
0.663	0.440	0.437	0.502

Table 4.2.2: ANOVA

Source	F-value	Sig.
Regression	112.85	0.000

Table 4.2.3: Coefficients

Variable	Beta(β)	T-value	Sig.
Website Interactivity	0.285	5.102	0.000

The simple linear regression analysis results revealed that website interactivity has a significant positive effect on consumer buying behavior thus ($R^2 = 0.440, F = 112.85, \beta = 0.285, p < 0.05$). The R^2 value of 0.440 indicates that 44.0% of the variation in consumer buying behavior is explained by website interactivity. This suggests that the functionality and responsiveness of online platforms significantly shape consumer decision-making. The beta coefficient ($\beta = 0.285$) shows that improvements in website usability and responsiveness positively influence consumer

purchase behavior. The F-statistic (112.85) further confirms the statistical significance of the model. Hence the alternate hypothesis is accepted while the null is rejected.

Test of Hypothesis Three

H₀₃: Online customer reviews and feedback have no significant effect on consumer buying behavior of online Jumia products in Akwa Ibom State.

4.3: Simple linear regression analysis results showing the effect of customer reviews and feedback on consumer buying behavior of online Jumia products in Akwa Ibom State.

Model Specification: $CBB = \beta_0 + \beta_3 (OCRF) + \varepsilon$

Table 4.3.1: Model Summary

R	R ²	Adjusted R ²	Std. Error
0.768	0.590	0.588	0.438

Table 4.3.2: ANOVA

Source	F-value	Sig.
Regression	195.76	0.000

Table 4.3.3: Coefficients

Variable	Beta(β)	T-value	Sig.
Online Customer Reviews	0.401	7.215	0.000

The simple linear regression analysis revealed that online customer reviews have a significant and strongest positive effect on consumer buying behavior thus ($R^2 = 0.590$, $F = 195.76$, $\beta = 0.401$, $p < 0.05$). The coefficient of determination ($R^2 = 0.590$) indicates that 59.0% of the variation in consumer buying behavior is explained by online customer reviews and feedback, making it the most influential variable in the study. The beta coefficient ($\beta = 0.401$) suggests that an increase in positive customer reviews significantly increases the likelihood of purchase decisions. The high F-value (195.76) confirms the robustness of the model. Hence the alternate hypothesis is accepted while the null is rejected.

CONCLUSION AND RECOMMENDATIONS

5.1 CONCLUSION

The study concluded that interactive marketing plays a critical role in shaping consumer buying behavior. Specifically, social media marketing, website interactivity, and online customer reviews and feedback each exert a positive and significant

influence on consumer buying behavior. Among these variables, online customer reviews and feedback emerged as the most influential factor, indicating that consumers rely heavily on peer-generated information when making online purchase decisions. Social media marketing was also found to significantly enhance consumer engagement and influence buying behavior, while website interactivity contributed by improving user experience and facilitating ease of transaction. Overall, the study concludes that effective implementation of interactive marketing strategies significantly enhances consumer confidence (trust), improves user experience (usability), and increases the likelihood of purchase (engagement) in online retail environments.

5.2 RECOMMENDATIONS

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

1. Jumia should enhance social media marketing by engaging customers actively and responding promptly to inquiries.
2. Jumia should improve website interactivity by ensuring easy navigation, fast loading speed, and secure payment systems.
3. Jumia should encourage and manage customer reviews and feedback to build trust and influence purchase decisions.

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