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ABSTRACT

This dissertation examines the impact of social media marketing on consumer buying behaviour in Nigeria's e commerce sector using Jumia as the case study. Although digital retail continues to grow many shoppers still struggle with concerns about trust, value and the credibility of online platforms. The study is grounded in the Technology Acceptance Model, the Theory of Planned Behaviour and the Stimulus Organism Response model which together help explain how marketing cues shape internal reactions and decision making. A quantitative design was used and one hundred and eighty Jumia users completed an online survey. The data were analysed with descriptive statistics, reliability tests, correlation analysis and regression modelling. The findings show that social media marketing does not directly influence trust or purchase intention. Trust however emerged as the strongest and most significant predictor of purchase intention while perceived value did not show a meaningful effect. This suggests that customers rely more on trust than on value assessments when deciding to buy online. The comparison of social media formats showed that influencer marketing had the strongest impact, user generated content had a moderate effect and paid advertising was the weakest. These results support the idea that authenticity and social proof matter more than traditional advertising in Nigeria's e commerce environment. The study recommends that Jumia strengthen trust building efforts, highlight product authenticity and focus more on influencer and customer driven content. Limitations include the cross sectional design and the use of non probability sampling. Future studies should explore longitudinal or experimental approaches and consider multi country comparisons.

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CHAPTER ONE: INTRODUCTION

1.1 Background

The rapid evolution of e-commerce in Nigeria has significantly transformed consumer behavior and business strategies. As the most populous country in Africa, Nigeria presents a dynamic market characterized by increasing internet penetration, a growing middle class, and a youthful demographic. This digital shift has led to a surge in online shopping, with mobile devices becoming the primary tool for e-commerce activities. According to recent data, 88% of online purchases in Nigeria are made via smartphones or tablets, underscoring the importance of mobile-optimized platforms for reaching consumers (PCMI, 2024)

In this landscape, Jumia has emerged as a pivotal player in shaping Nigeria's e-commerce sector. Since its inception in 2012, Jumia has not only provided a platform for online shopping but has also driven digital inclusion and economic growth across the country (Jumia Group, 2021). The company's commitment to enhancing technological capabilities and addressing the unique challenges of the African market has been evident in its establishment of tech centers and expansion into underserved regions (Akintola, 2023)

Central to Jumia's strategy is its utilization of social media marketing to engage with consumers. Platforms such as Facebook, Instagram, and WhatsApp have become instrumental in reaching a broad audience, fostering brand awareness, and driving sales. Studies have shown that social media significantly influences consumer purchasing decisions, particularly among Nigerian online shoppers (Okpighe and Ogundare, 2024). The integration of social commerce, where social media platforms facilitate direct transactions, has further amplified the impact of digital marketing strategies.

Despite the promising growth, the Nigerian e-commerce sector faces challenges, including infrastructural deficits and a need for building consumer trust. These obstacles necessitate innovative marketing approaches and adaptive strategies. Understanding the role of social media marketing in influencing consumer behavior and driving sales is crucial for businesses aiming to thrive in this competitive environment.

Jumia is selected as the focal case study for this research because it represents the largest and most influential e-commerce platform in Nigeria and Sub-Saharan Africa, often described as “the Amazon of Africa” (Zorana, 2024). With operations across multiple digital channels and a strong

reliance on social media marketing, Jumia provides an ideal context for examining how online engagement influences consumer behaviour. Unlike smaller platforms such as Konga or PayPorte, Jumia's diverse customer base, large-scale promotional campaigns, and data-driven marketing practices make it an appropriate case for investigating the effectiveness of social media strategies in the Nigerian e-commerce environment (Jumia Group, 2021; Akintola, 2023). The company's visibility and active use of platforms such as Facebook, Instagram, and WhatsApp provide a rich empirical basis for quantitative analysis.

This dissertation aims to explore the impact of social media marketing on consumer buying behavior, using Jumia as a case study. By examining Jumia's social media strategies and their effectiveness in engaging consumers, this research seeks to provide insights into the evolving dynamics of digital marketing in Nigeria's e-commerce sector.

1.2 Research Problem

The rapid growth of e-commerce in Nigeria has prompted businesses to increasingly adopt digital marketing strategies, with social media emerging as a primary tool for engaging consumers (Okonkwo, 2023). While platforms such as Facebook, Instagram, and WhatsApp have transformed marketing approaches, there remains limited empirical evidence on how these strategies specifically influence consumer purchasing behavior in the Nigerian context. Many businesses, including prominent e-commerce platforms like Jumia, invest heavily in social media campaigns without fully understanding their effectiveness in driving sales or shaping consumer decision-making (Egbe et al., 2024).

Existing literature largely focuses on general digital marketing trends or global case studies, often overlooking the unique characteristics of emerging markets such as Nigeria, where mobile internet penetration, payment infrastructure, and cultural factors play a critical role in consumer behavior (Eze et al., 2020). Furthermore, while studies highlight the potential of social commerce, there is a gap in research connecting social media engagement metrics with actual purchasing decisions, particularly in the fast-growing and competitive Nigerian e-commerce sector (Nimako et al., 2025).

Addressing this gap is essential for both academic and practical purposes. Academically, it contributes to the understanding of consumer behavior in emerging digital markets, offering insights into how social media marketing strategies can be optimized for context-specific factors.

Practically, it provides e-commerce companies with evidence-based guidance for designing more effective social media campaigns, improving return on marketing investment, and enhancing customer engagement. By investigating the impact of Jumia's social media marketing on consumer buying behavior, this study aims to bridge the gap between marketing theory and practice in Nigeria's e-commerce environment, generating actionable insights for businesses and expanding scholarly knowledge on digital marketing in emerging economies.

1.3 Research Aim

This research aims to examine the impact of social media marketing on consumer buying behaviour in the Nigerian e-commerce sector, with a specific focus on Jumia. The study seeks to understand how different social media strategies influence consumer engagement, purchase intentions, and decision-making processes, thereby providing insights into the effectiveness of social media as a marketing tool in emerging digital markets.

1.4 Research Objectives

- i. To examine the relationship between social media marketing activities (e.g., Facebook, Instagram, WhatsApp) and consumer buying behaviour on Jumia Nigeria.
- ii. To assess how consumer trust, perceived value, and online reviews influence purchasing behaviour in the e-commerce context.
- iii. To evaluate the comparative effectiveness of paid advertising, influencer marketing, and user-generated content in shaping consumer engagement and purchase decisions.
- iv. To identify the key factors influencing consumers' attitudes toward Jumia's social media marketing strategies.

1.5 Research Questions

- i. What is the relationship between social media marketing activities (such as Facebook, Instagram, and WhatsApp) and consumer buying behaviour on Jumia Nigeria?
- ii. How do consumer trust, perceived value, and online reviews influence purchasing behaviour in Nigeria's e-commerce sector?
- iii. How effective are paid advertising, influencer marketing, and user-generated content in driving consumer engagement and purchase decisions on Jumia?

- iv. What key factors shape consumers' attitudes toward Jumia's social media marketing strategies?

1.6 Key Deliverables

This dissertation will provide a comprehensive analysis of the impact of social media marketing on consumer buying behaviour in the Nigerian e-commerce sector, using Jumia as a case study.

Key deliverables include:

- i. Analytical Insights: A detailed examination of how different social media platforms (Facebook, Instagram, WhatsApp) influence consumer engagement and purchasing decisions.
- ii. Strategic Recommendations: Practical suggestions for Jumia to optimize its social media marketing strategies, including content, advertising, and influencer partnerships.
- iii. Consumer Behaviour Framework: Identification of key factors, such as trust, perceived value, and online reviews, that mediate the relationship between social media marketing and purchase intentions.

1.7 Summary of Methodology

This study adopts a quantitative research approach to examine the impact of social media marketing on consumer buying behaviour in the Nigerian e-commerce sector, focusing on Jumia. A cross-sectional survey design will be employed to collect numerical data from Nigerian consumers who engage with Jumia's social media platforms.

Data will be collected using a structured online questionnaire consisting of closed-ended questions measured on Likert scales. The questionnaire will capture information on exposure to various social media platforms, trust, perceived value, online reviews, and purchase intentions.

A non-probability purposive sampling technique will be used to target active online shoppers who follow or interact with Jumia's social media pages. The target sample size will be adequate to allow for statistical analysis.

The data collected will be analysed using descriptive and inferential statistical techniques. Descriptive statistics will summarise demographic and behavioural patterns, while inferential techniques such as correlation and multiple regression analysis will examine relationships between social media marketing strategies and consumer purchase intentions. This methodology provides

a robust, data-driven framework to test the research objectives and answer the research questions objectively.

1.8 Dissertation Structure Outline

This dissertation is structured to provide a clear and logical progression from the research context to the findings and recommendations. Chapter one introduces the research topic, outlines the background and rationale, and presents the research aim, objectives, questions, key deliverables, and a summary of the methodology. Chapter two provides a comprehensive review of the relevant literature, including theoretical and empirical studies, industry context, and identifies gaps that the research addresses. This chapter will explore theoretical models such as the Technology Acceptance Model (Davis, 1989), the Theory of Planned Behaviour (Ajzen, 2011), and The Stimulus-Organism-Response (S-O-R) Model (Mehrabian and Russell, 1974) to explain how consumers respond to online marketing cues. Empirical works such as Adeola and Evans (2018), Erkan and Evans (2016), and Siagian et al. (2022) will be reviewed to analyse how social media marketing shapes consumer trust, engagement, and purchase intention in both global and Nigerian contexts. Chapter three details the research methodology, explaining the chosen philosophy, approach, methods, sampling, data collection, and analysis techniques, alongside ethical considerations. Chapter four presents the analysis of collected data, identifies key themes, and discusses the findings in relation to the research questions and existing literature. Finally, Chapter five concludes the study, summarising key insights, addressing the research objectives, and providing practical recommendations for both academics and practitioners.

1.9 Summary

Chapter one introduced the study by explaining how social media has become a major force in Nigeria's growing e-commerce space. Jumia was highlighted as the most visible platform and as a company that depends on social media to reach customers and to build trust in a market where concerns about fraud and product quality still exist, as noted by Akintola (2023) and the Jumia Group (2021). The chapter identified the research problem which centres on the limited evidence on how social media marketing shapes real buying behaviour, something scholars like Okonkwo (2023) have stressed. The aim, objectives and questions were then outlined to guide the study. A short account of the quantitative method was provided, along with the positivist stance that supports objective measurement. The chapter concluded by presenting the dissertation structure

and emphasising why understanding trust, perceived value and social media influence is essential for Jumia and similar platforms.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

This chapter provides the theoretical and contextual foundation for examining the impact of social media marketing on consumer buying behaviour, with a particular focus on Jumia Nigeria. It begins with an overview of the Nigerian e-commerce industry, highlighting Jumia's role as a leading online marketplace and the challenges shaping consumer engagement within the sector. The chapter then critically reviews relevant literature on key themes, including social media marketing, consumer engagement, online purchase intention, and the dynamics of e-commerce in emerging markets. It also examines existing theoretical models that explain online consumer behaviour, such as the Technology Acceptance Model (TAM), the Theory of Planned Behaviour (TPB), and the Stimulus-Organism-Response (S-O-R) framework. The chapter concludes by developing a conceptual research framework and formulating hypotheses that guide the quantitative analysis presented in subsequent chapters.

2.1 Industry / Company Overview

Nigeria's e-commerce industry has experienced significant growth over the past decade, driven by increasing internet penetration, mobile connectivity, and digital literacy. The sector has witnessed remarkable growth over the past decade, establishing itself as a critical driver of the nation's digital economy. In 2023, the market was valued at approximately \$18.7 billion, with projections to reach \$57.6 billion by 2030, reflecting a compound annual growth rate (CAGR) of 11.82% (Grand View Research, 2024). Despite the sector's potential, structural challenges such as unreliable logistics, low consumer trust, and limited payment infrastructure continue to constrain growth (UNCTAD, 2023).

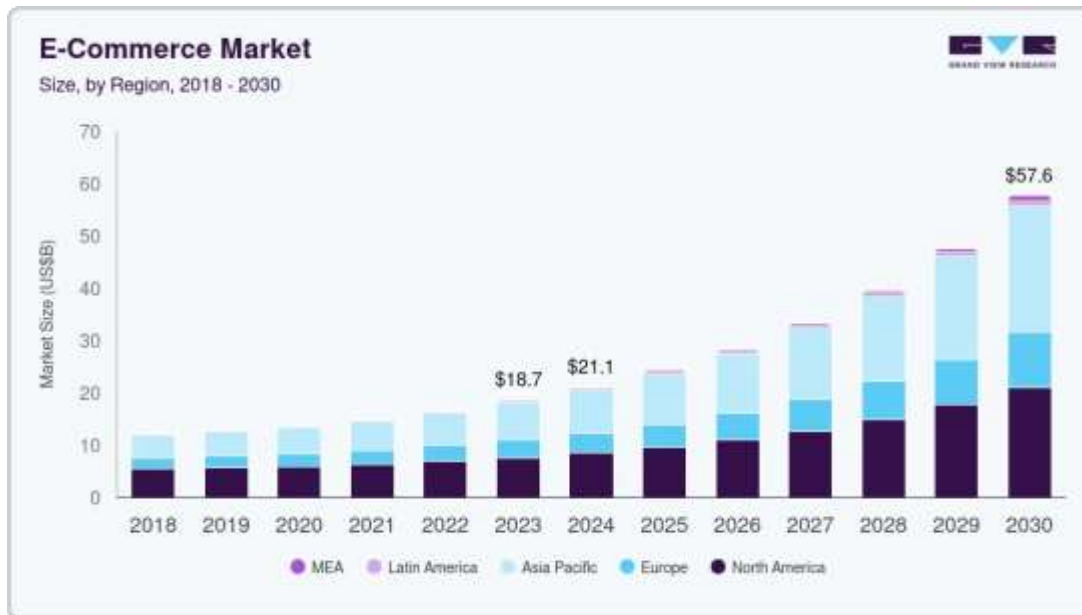


Figure 1: Global E-Commerce Market Projection

Founded in 2012, Jumia stands as Nigeria’s largest and most influential e-commerce platform. Often dubbed “the Amazon of Africa,” Jumia operates in more than ten African countries and provides a wide range of products, including electronics, fashion, and groceries (Shonubi, 2025). In Nigeria, it maintains a strong digital footprint, leveraging platforms like Facebook, Instagram, TikTok, and X (formerly Twitter) for marketing, customer engagement, and sales promotions. The company’s social media strategy is central to its brand communication, utilising influencer partnerships, paid advertising, and user-generated content to build trust and encourage purchases.

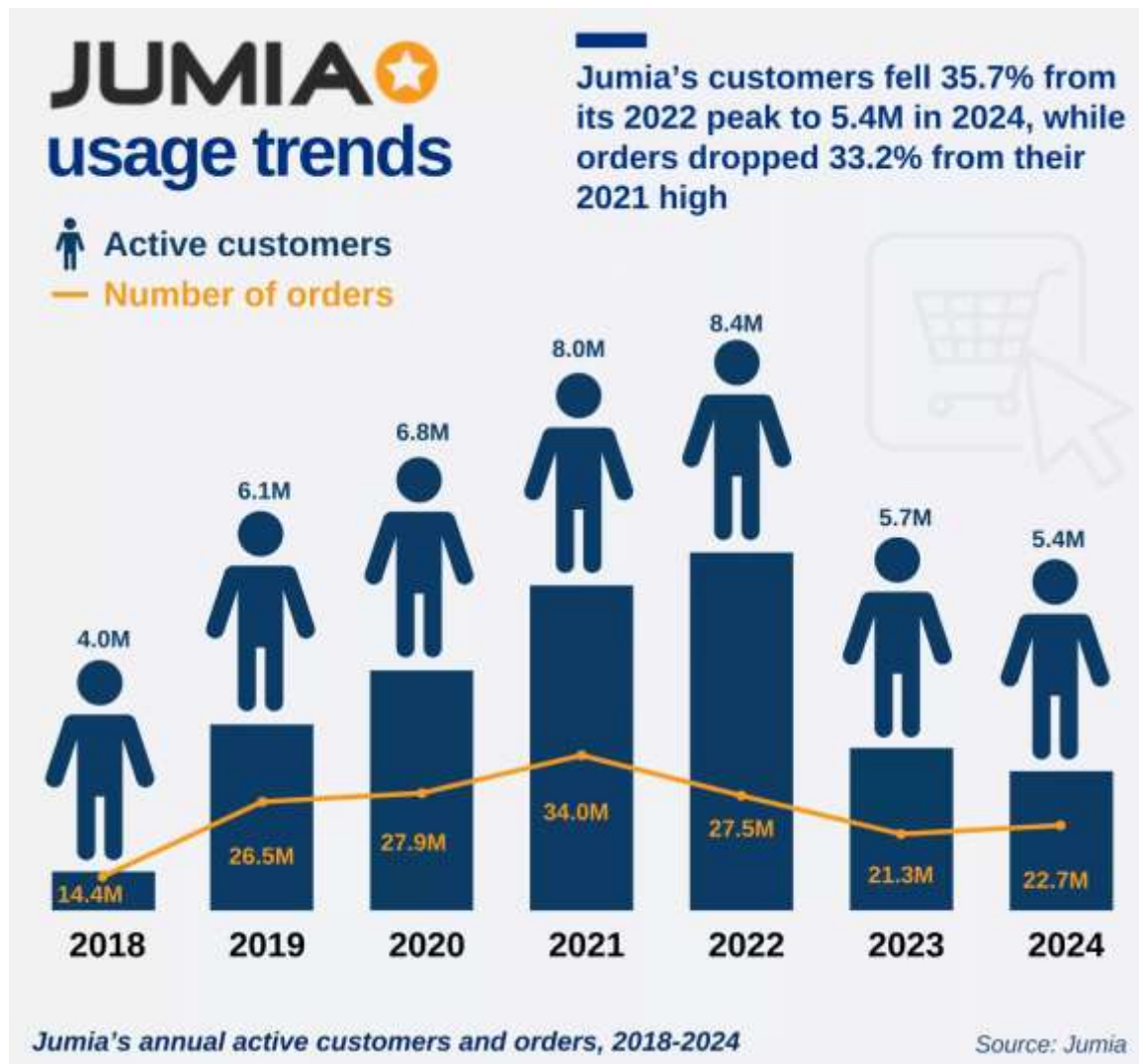


Figure 2: Jumia annual active customers and orders, 2018-2024

Jumia is chosen as the focal company for this study due to several compelling reasons. First, it holds the largest market share in Nigeria's e-commerce industry and has become a benchmark for online consumer behaviour in Sub-Saharan Africa. Second, its robust social media presence provides a rich context for analysing how digital marketing shapes consumer perceptions and purchasing decisions. Third, Jumia's visibility and popularity among Nigerian consumers ensure data accessibility and relevance to real-world market conditions.

Despite these strengths, the Nigerian e-commerce environment remains challenging. Mobile phone penetration exceeds 85%, yet online shopping conversion rates remain inconsistent due to issues like digital payment distrust, fear of fraud, and delivery inefficiencies (Bananda and Kennedy,

2021). Consumers often rely heavily on social media reviews and peer recommendations before making purchases, highlighting the growing influence of online engagement and trust dynamics.

Jumia's experience encapsulates broader industry trends and challenges. Understanding how its social media marketing influences consumer engagement and trust is critical to addressing the persistent issue of low conversion rates in Nigeria's digital marketplace. This justifies its selection as a representative case for exploring the relationship between social media marketing and consumer behaviour in emerging e-commerce economies.

2.2 Review of Key Themes

2.2.1 Theoretical Foundations

Understanding how consumers engage with e-commerce platforms like Jumia requires grounding in behavioural theories that explain online decision-making. Three theoretical models provide the foundation for this study: the Technology Acceptance Model (TAM), the Theory of Planned Behaviour (TPB), and the Stimulus-Organism-Response (S-O-R) Model. Together, these frameworks guide the quantitative measurement of constructs such as trust, perceived value, attitude, and purchase intention in digital environments.

The Technology Acceptance Model (TAM), developed by Davis (1989), posits that users' behavioural intention to adopt technology is influenced by perceived usefulness and perceived ease of use. In e-commerce, these factors explain consumers' readiness to shop online and engage with social media platforms for product information. Studies applying TAM in African contexts (e.g., Rauniar et al., 2014; Chen and Ma., 2013) found that perceived ease of use strongly predicts online purchase intention, particularly where digital literacy is uneven. For Jumia, this implies that social media marketing effectiveness depends on how consumers perceive the platform's accessibility and convenience. The model also supports quantitative operationalisation each construct (e.g., ease of use, usefulness) can be measured through structured survey items and statistically analysed to assess causal relationships.

The Theory of Planned Behaviour (TPB), proposed by Ajzen (2011), extends the predictive capacity of TAM by incorporating attitude toward behaviour, subjective norms, and perceived behavioural control. In online shopping, these factors capture how personal attitudes, social

influence, and perceived ability to shop online shape consumer decisions. For instance, social media influencers and peer recommendations often act as subjective norms that guide purchase choices (Erkan and Evans, 2016). Empirical studies (e.g., Amanda and Marsasi, 2024; Siagian et al., 2022) reveal that perceived behavioural control such as having access to secure payment systems enhances consumer confidence and purchase intention. Thus, TPB aligns with this study's aim to examine how social media influence and consumer attitudes predict online buying behaviour.

The Stimulus-Organism-Response (S-O-R) Model, developed by Mehrabian and Russell (1974), provides a psychological lens linking marketing stimuli to behavioural outcomes (Hochreiter et al., 2023). In e-commerce, stimuli include digital advertisements or influencer posts, organism represents consumers' internal evaluations (e.g., trust, perceived value), and response refers to behavioural outcomes such as purchase intention. The model has been widely applied in social media marketing research (e.g., Wu and Huang, 2023), illustrating how emotional engagement mediates between marketing exposure and buying behaviour.

Although TAM, TPB and the S-O-R model originate from different traditions, they are complementary when applied to social media marketing in e-commerce. TAM emphasises cognitive adoption factors (perceived usefulness, ease of use) that help operationalise platform usability and content utility, which influence attitude and intention. TPB brings in the social dimension (subjective norms) and control beliefs (perceived behavioural control) that capture influencer effects and consumers' perceived ability to transact (e.g., payment confidence). The S-O-R model adds psychological granularity by framing social media marketing as a stimulus that provokes organismic states (trust, perceived value, affect) that lead to behavioural responses (purchase intention). In combination, TAM supplies measures for platform acceptance, TPB explains social pressure and control, and S-O-R specifies the mediating psychological states between marketing stimulus and response. Conceptually integrating the three thus permits (a) measurement of technology-related perceptions, (b) inclusion of social influence and control variables, and (c) testing of organismic mediators a unified approach especially suitable for quantitative mediation analysis (e.g., SEM or regression mediation tests) in this study.

2.2.2 Social Media Marketing and Consumer Engagement

Social media marketing has emerged as one of the most influential tools shaping consumer engagement and purchasing decisions in digital markets. Platforms such as Facebook, Instagram, and WhatsApp have revolutionised the marketing landscape, allowing firms like Jumia to interact with consumers in real-time, deliver personalised content, and foster brand communities. Consumer engagement on these platforms goes beyond exposure to advertisements it encompasses emotional connection, trust-building, and two-way communication, all of which influence purchase intention (Alalwan, 2018).

Social media serves as both a promotional and relational channel. According to Erkan and Evans (2016), electronic word-of-mouth (eWOM), customer reviews, and influencer endorsements play a critical role in shaping perceptions of product quality and reliability. These forms of engagement often function as social proof, reinforcing consumer confidence in online purchases. Empirical evidence demonstrates that frequent interactions with brand content such as likes, comments, and shares positively correlate with purchase likelihood (Siagian et al., 2022). For Jumia, such engagement is particularly valuable given the prevalent issue of digital trust in Nigeria, where consumers often express skepticism toward online transactions due to fraud concerns and poor delivery experiences (Ehichoya and Omoregbe, 2025).

Social media marketing also facilitates relationship marketing, enabling businesses to cultivate long-term loyalty rather than merely short-term sales. Through consistent engagement and customer responsiveness, companies can enhance brand credibility and perceived value. For instance, visual storytelling via Instagram and promotional messages on WhatsApp allow Jumia to maintain consumer interest while promoting convenience and affordability. As Tafesse and Wien (2018) note, the effectiveness of social media marketing lies in its ability to generate both cognitive (awareness and information processing) and affective (emotional attachment) engagement.

From a theoretical perspective, the Stimulus-Organism-Response (S-O-R) model provides a suitable lens for explaining this relationship. Social media marketing acts as the stimulus that triggers consumer organism states such as trust, perceived usefulness, or enjoyment, which ultimately lead to a response in the form of engagement and purchasing behaviour (Wu and Huang,

2023). Quantitative research supports this causal chain, with studies showing that social media marketing activities significantly predict consumer engagement and purchase intentions (Amanda and Marsasi, 2024; Alnaser et al., 2024).

In Nigeria's competitive e-commerce environment, social media marketing thus serves as both an engagement platform and a strategic driver of consumer behaviour. By measuring variables such as trust, perceived value, and engagement frequency, this study aims to quantitatively assess how social media strategies contribute to consumer buying behaviour on Jumia's platforms, bridging the gap between digital marketing efforts and measurable business outcomes.

2.2.3 Online Consumer Behaviour and Purchase Intentions

Online consumer behaviour refers to the processes through which individuals search for, evaluate, and decide to purchase products or services through digital platforms. In e-commerce, purchase intention the consumer's likelihood or willingness to buy online is a crucial predictor of actual buying behaviour (Le-Hoang, 2020). Numerous studies have highlighted that online purchase intentions are influenced by factors such as trust, perceived value, ease of use, and social influence (Chen, 2012; Sweeney and Soutar, 2001). These factors are especially relevant in developing markets like Nigeria, where internet adoption and digital literacy are rapidly growing, yet scepticism towards online transactions persists (Ehichoya and Omoregbe, 2025).

The Technology Acceptance Model (TAM) and Theory of Planned Behaviour (TPB) both provide useful frameworks for understanding online purchase intentions. TAM suggests that perceived usefulness and ease of use shape consumers' attitudes toward online shopping platforms, while TPB posits that attitudes, subjective norms, and perceived behavioural control determine behavioural intentions (Ajzen, 2011). Together, these theories emphasise the cognitive and social processes underlying consumers' decisions to engage in e-commerce activities.

Social media marketing further amplifies these behavioural dynamics by influencing how consumers perceive brands and evaluate risk. Studies indicate that interactive social media content, customer feedback, and influencer recommendations significantly increase consumers' trust and purchase intentions (Alalwan, 2018). In Jumia's case, frequent online engagement such as

responding to consumer inquiries, running targeted ads, and showcasing user-generated reviews serves as a mechanism for reinforcing purchase confidence.

However, barriers such as poor delivery experiences, inadequate payment security, and lack of after-sales support continue to inhibit actual purchases, despite high intent levels (Periyasamy et al., 2023). Therefore, measuring how social media marketing influences purchase intentions provides valuable insight into bridging the intention–behaviour gap in Nigeria’s e-commerce landscape. By quantifying these behavioural determinants, this study contributes to understanding how digital marketing strategies convert online engagement into tangible purchasing outcomes on Jumia’s platform.

2.2.4 E-commerce in Nigeria and Sub-Saharan Africa

E-commerce has emerged as a significant driver of digital transformation across Sub-Saharan Africa, with Nigeria positioned as one of the region’s most dynamic markets. The rise of mobile technology, increasing internet penetration, and expanding digital payment systems have fuelled the growth of online retail in the region (World Bank, 2023). In Nigeria, the e-commerce sector has witnessed rapid expansion, supported by a youthful population, growing smartphone adoption, and the rise of platforms such as Jumia, Konga, and PayPorte. Jumia, often referred to as “the Amazon of Africa,” has been instrumental in shaping Nigeria’s digital retail landscape, providing consumers access to a wide range of goods and services while creating opportunities for small and medium-sized enterprises (SMEs) (Statista, 2023).

Despite its growth potential, several challenges hinder e-commerce scalability in Nigeria and other Sub-Saharan African countries. Key issues include logistical inefficiencies, limited trust in online payment systems, poor infrastructure, and inconsistent delivery reliability (Igudia, 2017). Additionally, socioeconomic factors such as low disposable income, inadequate digital literacy, and weak consumer protection frameworks reduce consumer confidence and conversion rates. As a result, while awareness and online engagement are high, actual purchase completion remains relatively low.

Nevertheless, the increasing use of social media marketing has helped bridge some of these gaps by building consumer trust and brand credibility. Platforms like Facebook, Instagram, and TikTok

have become essential tools for product discovery, consumer feedback, and influencer collaborations. This digital interaction has expanded e-commerce visibility and customer reach across urban and semi-urban populations (Ehichoya and Omoregbe, 2025).

Therefore, understanding how social media marketing strategies influence consumer trust and purchase intentions within Nigeria's evolving e-commerce ecosystem provides critical insight into the sector's sustainability and future growth across Sub-Saharan Africa.

2.2.5 Critical Synthesis of Reviewed Studies

Across the reviewed literature, a consistent theme emerges: social media marketing significantly shapes consumer trust, perceived value, and purchase intention. Studies grounded in TAM, TPB, and the S-O-R model highlight that perceived usefulness, trust, and emotional engagement are key mediators between online marketing efforts and consumer buying decisions (Ajzen, 2011; Davis, 1989). However, most existing studies are concentrated in developed economies or urban African contexts, with limited evidence from Nigeria's broader consumer base. Moreover, many rely heavily on cross-sectional surveys without integrating deeper behavioural or contextual insights. Few studies examine how social media marketing mechanisms influence consumer trust and purchase intention specifically within e-commerce platforms like Jumia. These methodological and contextual gaps justify the present study's focus on quantifying these relationships in Nigeria, thereby strengthening empirical understanding of how digital engagement translates into actual buying behaviour in emerging markets.

The literature review above reveals a clear chain of empirical and theoretical shortfalls that directly inform the present study's focus. Empirically, prior research often relies on single-method, urban-centred surveys and rarely differentiates platform effects or provides quantitative tests of mediation by trust and perceived value. Theoretically, while TAM, TPB and the S-O-R model each explain elements of online adoption, few studies integrate these perspectives to test a unified, mediating model in an African e-commerce context. These gaps naturally lead to the study's objectives and research questions: this dissertation therefore adopts a quantitative, hypothesis-driven approach to (1) measure relationships between social media marketing and buying behaviour, (2) test the mediating roles of consumer trust and perceived value, and (3) compare the effectiveness of promotional formats (paid ads, influencers, UGC). The hypotheses stated in

Section 2.3 are thus direct, testable responses to the empirical and theoretical lacunae identified in the literature.

2.3 Relationship Between Themes / Research Framework

The reviewed literature demonstrates a strong and evolving link between social media marketing, consumer trust, perceived value, and purchase intention. Drawing from the Technology Acceptance Model (TAM), Theory of Planned Behaviour (TPB), and Stimulus-Organism-Response (S-O-R) model, this study integrates these constructs into a unified conceptual framework to explain how digital marketing activities influence consumer decision-making in Nigeria's e-commerce sector, particularly on Jumia.

Social media marketing serves as a stimulus in the S-O-R framework, triggering consumer perceptions and emotional responses through targeted advertisements, influencer endorsements, and interactive campaigns (Hochreiter et al., 2023). These marketing activities foster trust and perceived value the “organism” stage by shaping consumers' cognitive and affective evaluations of the platform (Chen, 2012). Trust reflects the consumer's belief in the reliability and integrity of the online vendor, while perceived value denotes the trade-off between perceived benefits and costs of online shopping. These two mediating constructs then influence purchase intention, the “response” element, representing the consumer's likelihood of making a buying decision based on positive online experiences (Le-Hoang, 2020).

Building on this theoretical integration, the Technology Acceptance Model (TAM) supports that the perceived usefulness of online marketing content enhances consumer acceptance of digital platforms (Davis, 1989). Similarly, the Theory of Planned Behaviour (TPB) posits that positive attitude (derived from perceived value) and subjective norms (influenced by social media interactions) lead to stronger behavioural intentions (Ajzen, 2011). Thus, social media marketing can shape not only awareness but also trust-based attitudes that directly and indirectly determine online purchase decisions.

Based on the reviewed theories and empirical studies, this research proposes the following conceptual relationships:

- H₁: Social media marketing has a positive effect on consumer trust.
- H₂: Consumer trust positively influences purchase intention.
- H₃: Perceived value mediates the relationship between social media marketing and purchase intention.

Collectively, these hypotheses form the basis of the conceptual framework, which positions social media marketing as an antecedent, consumer trust and perceived value as mediators, and purchase intention as the outcome variable. This model provides a quantitative foundation to test how digital marketing efforts translate into measurable consumer behaviour within Nigeria's e-commerce industry.

Independent Variable

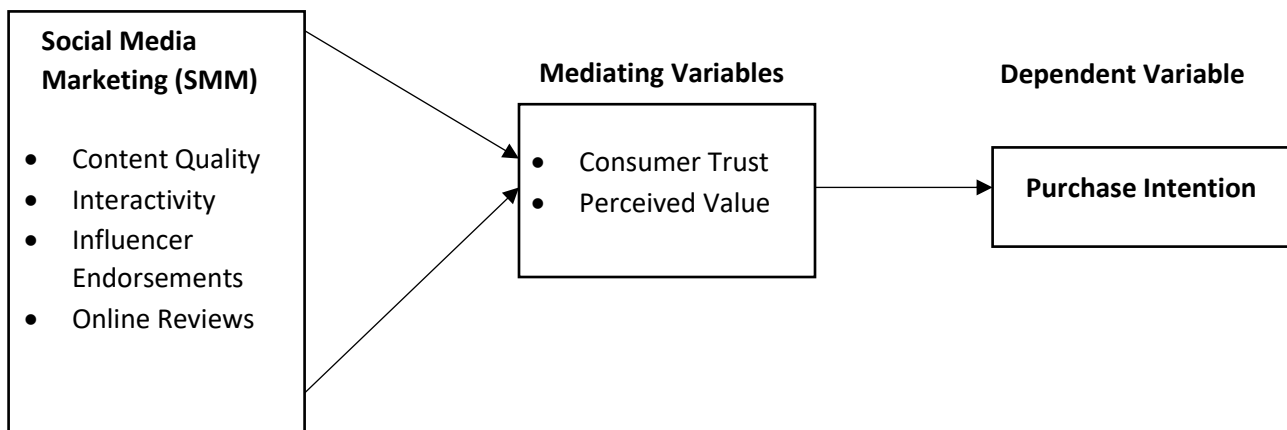


Figure 3: Conceptual Framework Linking Social Media Marketing, Consumer Trust, Perceived Value, and Purchase Intention.

2.4 Gaps in the Literature

Although numerous studies have explored the relationship between social media marketing and consumer behaviour, significant gaps remain particularly in the context of Nigeria's e-commerce industry. Much of the existing research has been conducted in developed economies such as the United States, China, and the United Kingdom, where digital infrastructure and consumer trust levels differ substantially from those in Sub-Saharan Africa. This imbalance limits the generalisability of global findings to the Nigerian market, where unique socio-economic, technological, and cultural factors influence online purchase decisions.

One major gap lies in the limited empirical focus on Jumia, despite its position as the largest and most influential e-commerce platform in Nigeria and a key representative of digital retail behaviour in the region. Most African e-commerce research tends to treat the continent as a homogeneous entity, overlooking platform-specific factors such as Jumia's integrated logistics system, mobile app adoption, and heavy reliance on social media advertising. Addressing this oversight is crucial for understanding how consumers interact with localised online marketplaces compared to global platforms such as Amazon or eBay.

Furthermore, many prior studies have adopted descriptive or qualitative approaches, providing valuable insights into consumer perceptions but offering limited quantitative validation of mediating variables such as trust and perceived value. While concepts like social influence and perceived risk are frequently mentioned, their statistical relationships with purchase intention remain underexplored in the Nigerian digital context. This methodological gap prevents a clear understanding of how social media marketing activities translate into measurable behavioural outcomes.

Another critical omission concerns cross-platform marketing effects how different forms of social media content (e.g., influencer endorsements, sponsored posts, and user reviews) collectively impact consumer confidence and willingness to buy. Few studies integrate these diverse marketing dimensions into a coherent analytical framework that captures the interplay between digital engagement and behavioural intent.

This dissertation seeks to fill these gaps by conducting a quantitative investigation into how social media marketing influences purchase intentions through consumer trust and perceived value within the Nigerian e-commerce sector, using Jumia as a case study. The study aims to contribute empirically grounded insights relevant to both academic discourse and managerial decision-making in Africa's rapidly growing digital economy.

2.5 Summary

This chapter provided an overview of Nigeria's e-commerce industry, highlighting Jumia's dominant role and its relevance as the focal case study. It reviewed key theoretical models TAM, TPB, and S-O-R that underpin consumer behaviour in digital marketing contexts, alongside

empirical studies on social media marketing, consumer trust, perceived value, and purchase intentions. The review also examined the dynamics of e-commerce in Nigeria and Sub-Saharan Africa, identifying structural challenges such as digital trust deficits and limited online payment confidence. A conceptual framework was developed, illustrating how social media marketing influences purchase intention through mediating variables. The chapter concluded by identifying critical gaps in existing research, particularly the lack of quantitative analysis within Nigeria's e-commerce environment. These insights directly inform the next chapter, which outlines the quantitative research design, data collection methods, and analytical techniques employed to test the proposed hypotheses and validate the conceptual model.

CHAPTER THREE: METHODOLOGY

3.1 Research Philosophy

Research philosophy refers to the set of beliefs and assumptions about the nature of reality (ontology) and how knowledge about that reality can be acquired (epistemology) (Saunders et al., 2019). It shapes how researchers view the world and directly influences the design, data collection, and interpretation of findings (Walliman, 2011). In academic research, common philosophical paradigms include positivism, interpretivism, realism, and pragmatism, each offering a distinct approach to understanding and investigating social phenomena.

This study adopts a positivist philosophy, which is grounded in the belief that reality exists independently of human perception and can be objectively measured through empirical observation. Positivism assumes that social behaviour, like natural phenomena, can be studied using structured methods and quantified data to identify patterns and relationships (Turner, 2024). This approach enables the use of statistical tools to test hypotheses and derive conclusions that can be generalised to a larger population.

Given that the current research seeks to examine the measurable relationship between social media marketing activities and consumer behaviour on platforms such as Jumia, positivism is most appropriate. It supports the use of quantitative data collection techniques, such as surveys, and ensures objectivity and replicability. Moreover, adopting a positivist stance allows the researcher to remain detached from the participants, thereby reducing bias and enhancing the reliability of results.

Therefore, a positivist research philosophy provides the most suitable foundation for this study, as it enables the collection of factual, quantifiable data to test hypotheses and draw generalisable conclusions about consumer behaviour in digital marketing contexts.

To ensure a systematic and coherent research design, this study adopts the Saunders et al. (2019) “Research Onion” framework, which provides a structured approach for developing research methodology in business and management studies. The model guides researchers through successive layers of methodological decisions from the research philosophy to data collection and analysis methods ensuring alignment between research objectives and methodological choices.

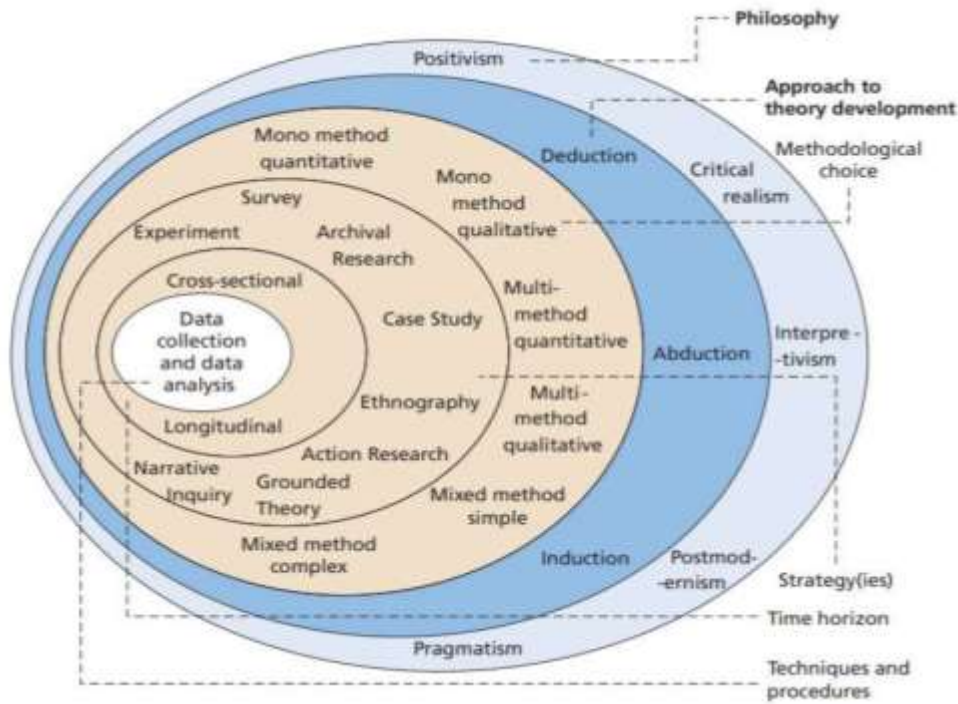


Figure 4: The Research Onion Framework

Source: Saunders et al. (2019)

Figure 3.1 illustrates Saunders et al.'s (2019) Research Onion, which provides a structured framework for developing and aligning methodological choices. To enhance methodological clarity, Table 1 below summarises how each layer of the research onion is applied to this study.

Table 1: Research Onion layer application in the study

Research Onion Layer	Methodological Choice	Justification / Application to the Study
Research Philosophy	Positivism	The study adopts a positivist stance, assuming that social media marketing and consumer behaviour can be objectively measured through quantifiable data from Jumia users.
Research Approach	Deductive	Hypotheses are derived from existing theories of consumer behaviour and tested using statistical analysis to establish cause–effect relationships.
Research Strategy	Survey	A structured online questionnaire is used to gather data from Jumia users on social media, consistent with quantitative research traditions.
Research Choice	Quantitative (Monomethod)	The study focuses exclusively on quantitative data to allow for statistical testing and generalisation.
Time Horizon	Cross-sectional	Data will be collected at one point in time to assess current perceptions and behaviours among Jumia users.
Data Collection Techniques and Procedures	Structured Questionnaire (Google Forms)	Data will be collected from active Jumia users via a self-administered questionnaire distributed online for ease of access and cost efficiency.
Data Analysis Techniques	Descriptive and Inferential Statistics (SPSS)	Data will be analysed using descriptive statistics, correlation, and regression analyses to test hypotheses and examine the relationships among variables.

3.2 Research Approach

A research approach defines the logical process that connects theory to the data collection and analysis stages of a study (Saunders et al., 2019). It provides the framework through which the researcher determines whether to test existing theories or to build new theoretical insights from observed data. The three main research approaches are deductive, inductive, and abductive.

A deductive approach begins with established theories and develops hypotheses that can be empirically tested. In contrast, an inductive approach starts by gathering data to explore a phenomenon and subsequently generate theories. The abductive approach combines elements of both using data to refine or modify existing theoretical explanations (Okoli, 2023).

This study adopts a deductive research approach, as it is grounded in existing theoretical frameworks such as the Technology Acceptance Model (TAM), the Theory of Planned Behaviour (TPB), and the Stimulus-Organism-Response (S-O-R) model. These theories provide a basis for explaining how social media marketing activities influence consumer trust, perceived value, and purchase intentions. From these theoretical foundations, specific hypotheses were formulated to be tested using quantitative methods.

The deductive approach aligns with the positivist philosophy underpinning this study, as it allows the researcher to test relationships objectively and confirm or reject hypotheses based on statistical evidence.

3.3 Research Strategy

A research strategy is the overall plan that outlines how a study will be conducted to answer the research questions and meet its objectives (Saunders et al., 2019). It provides the framework for collecting and analysing data in a systematic and coherent manner. Common research strategies include surveys, case studies, experiments, ethnography, and action research, each of which suits different philosophical and methodological orientations.

This study adopts a survey strategy, which is consistent with the positivist philosophy and deductive approach discussed earlier. The survey method enables the collection of large-scale, quantifiable data from a significant number of respondents, allowing for statistical testing of hypotheses. It is particularly effective for research in consumer behaviour and marketing, where patterns, attitudes, and relationships between variables can be measured objectively.

Structured questionnaires will be used to gather primary data from Jumia customers in Nigeria, focusing on variables such as social media marketing exposure, consumer trust, perceived value, and purchase intention. The survey will be administered electronically through online distribution channels, ensuring wider reach and efficiency. Data obtained from the survey will be analysed

using the Statistical Package for the Social Sciences (SPSS) to assess reliability, validity, and inferential relationships between variables.

3.4 Methodological Choice

This study adopts a mono-method quantitative approach, employing a single data collection method – the survey. According to Saunders et al. (2019), a mono-method quantitative design focuses on gathering numerical data that can be statistically analysed to test hypotheses and identify measurable relationships between variables. This choice aligns with the positivist philosophy and deductive approach, which emphasise objectivity, measurement, and generalisability of findings.

The quantitative method is suitable for this research because it enables the use of structured questionnaires to collect data from a large sample of Jumia customers. This allows for statistical testing of the proposed hypotheses regarding social media marketing, consumer trust, perceived value, and purchase intention (Taiwo, 2024).

Alternative approaches such as qualitative or mixed methods were not selected, as they emphasise subjective interpretations or require extensive time for triangulation. In contrast, the mono-method quantitative design ensures reliability, efficiency, and clarity in analysing consumer behaviour patterns through measurable indicators.

3.5 Time Horizon

According to Saunders et al. (2019), research time horizons can be cross-sectional or longitudinal. A cross-sectional study involves collecting data at a single point in time, while a longitudinal study gathers data over an extended period to observe changes and trends (Thomas, 2023).

This research adopts a cross-sectional time horizon because data will be collected once from Jumia consumers to examine the relationships between social media marketing activities, consumer trust, perceived value, and purchase intention. The cross-sectional design is suitable for capturing current consumer attitudes and behaviours within the study's limited timeframe and resources.

Although a longitudinal approach could provide richer insights into behavioural changes over time, it is not feasible within the academic constraints of this dissertation.

3.6 Research Techniques and Procedures

3.6.1 Data Collection Methods

This study relies on primary data collected through a structured online questionnaire, designed to obtain quantifiable information from consumers who actively use Jumia and social media platforms such as Facebook, Instagram, and WhatsApp. The choice of a questionnaire aligns with the positivist philosophy and deductive approach adopted in this research, allowing the collection of measurable data suitable for statistical analysis (Tengli, 2020).

The target population comprises Jumia customers in Nigeria who have experience with online shopping and exposure to social media marketing content. Given the broad and dispersed nature of this population, a non-probability convenience sampling technique will be employed. This method is appropriate where a full sampling frame is unavailable and participants are selected based on accessibility and willingness to respond (Taherdoost, 2016). However, to ensure representation across key demographics such as gender, age, and income, elements of purposive sampling will also be applied, ensuring that only respondents with active online shopping experience participate.

A sample size of at least 150 respondents is targeted, following the rule of thumb for regression analysis which recommends a minimum of 10–15 cases per predictor variable (Memon et al., 2020). This sample size is sufficient to achieve statistical validity while remaining feasible within time and resource constraints.

The questionnaire is structured into five sections:

- Demographics (age, gender, education, income, frequency of online shopping);
- Social Media Marketing Activities (exposure to paid ads, influencer posts, and user-generated content);
- Consumer Trust (measured by confidence in Jumia's services and payment systems);
- Perceived Value (assessment of product quality, price fairness, and convenience); and
- Purchase Intention (likelihood to buy or recommend products).

Items will be measured using a 5-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

A pilot test involving 15 respondents will be conducted to assess clarity, reliability, and consistency of the items. Feedback will inform minor revisions to wording and structure. The final version will be distributed via Google Forms, shared through social media groups and direct messages, ensuring broad digital reach and cost efficiency. Ethical considerations such as voluntary participation, informed consent, and anonymity will be observed throughout the process.

3.6.2 Data Analysis Methods

Collected data will be processed and analysed using the Statistical Package for the Social Sciences (SPSS) version 28, which is suitable for quantitative and hypothesis-driven research. The analysis will follow several sequential steps to ensure accuracy and reliability.

First, descriptive statistics (frequencies, percentages, means, and standard deviations) will summarise respondents' demographic characteristics and overall responses. This helps in understanding general patterns and trends among Jumia consumers.

Next, reliability analysis using Cronbach's alpha will test the internal consistency of multi-item constructs such as consumer trust, perceived value, and purchase intention. Values of 0.7 and above will be considered acceptable (Khanal and Chhetri, 2024).

Inferential statistical tests will then be applied to test the study hypotheses:

- Correlation analysis will examine relationships between variables, such as between social media marketing and trust.
- Multiple regression analysis will determine the predictive strength of independent variables (e.g., social media marketing activities) on dependent variables (e.g., purchase intention).

These analyses align with the research objectives and hypotheses presented in Chapter 2, ensuring that each statistical test provides evidence to support or reject a particular hypothesis.

Validity will be enhanced through expert review of the questionnaire and consistency between measurement items and constructs identified in the literature. Reliability will be ensured through pilot testing and internal consistency checks.

Findings will be presented using tables, charts, and graphs to aid interpretation and clarity. This structured analytical process ensures that the results are objective, replicable, and aligned with the positivist philosophy underpinning this study.

3.7 Ethical Considerations

This study will strictly adhere to the Ulster University Code of Practice for Professional Integrity in the Conduct of Research (UU, n.d.), ensuring that all stages of the research comply with ethical standards. Prior to data collection, ethical approval will be sought from the relevant institutional ethics committee. No primary data will be collected until formal approval has been granted.

All participants will be fully informed about the purpose, scope, and voluntary nature of the research through a Participant Information Sheet attached to the online questionnaire. Informed consent will be obtained digitally, where respondents must confirm their willingness to participate before proceeding to answer any questions.

The study guarantees anonymity and confidentiality by not collecting personal identifiers such as names, phone numbers, or email addresses. Responses will remain strictly confidential and used solely for academic purposes. Participants will also be informed of their right to withdraw at any time without penalty or explanation.

In compliance with General Data Protection Regulation (GDPR) principles, all electronic data will be stored securely on password-protected devices and cloud accounts accessible only to the researcher and supervisor. Data will be deleted after the completion and grading of the dissertation.

Supporting materials such as the participant information sheet, consent form, and questionnaire will be included in the appendices to demonstrate transparency and compliance with ethical standards.

3.8 Summary

This chapter has presented and justified the research methodology adopted for this study. A positivist philosophy and deductive approach were employed to test established theories through empirical data. The study utilised a survey strategy with a mono-method quantitative design, collecting cross-sectional data from Jumia consumers via a structured online questionnaire. Sampling techniques, data analysis procedures using SPSS, and ethical considerations in line with Ulster University's Code of Practice were also discussed.

These methodological choices ensure the reliability, validity, and generalisability of the findings, aligning closely with the study's objectives and hypotheses. The next chapter, Chapter 4, will

present the results of the data analysis, including descriptive and inferential statistics, and interpret how these findings address the research questions.

CHAPTER FOUR: FINDINGS, ANALYSIS AND DISCUSSION

4.0 Introduction

This chapter presents the findings from the survey that explored how social media marketing shapes consumer behaviour on Jumia. The aim here is to show what the data reveals in a simple and clear way while still keeping the analysis grounded in the theories discussed earlier in chapter two. The chapter begins with the research questions and hypotheses then moves into how the data was prepared and cleaned. It also includes descriptive summaries of the main variables along with tables and visuals that help make the patterns easier to understand. The chapter then explains the reliability of the scales, the relationships between the variables, and the results of the regression tests. Each result is interpreted through the lens of the Technology Acceptance Model, the Theory of Planned Behaviour, and the Stimulus Organism Response framework as described by Davis (1989), Ajzen (2011), and Mehrabian and Russell (1974).

4.1 Restatement of Research Questions and Hypotheses

This section restates the research questions and hypotheses that guide the quantitative analysis presented in this chapter. The study sought to investigate how social media marketing shapes consumer buying behaviour on Jumia Nigeria, with particular emphasis on the mediating roles of consumer trust and perceived value. The research was guided by the following questions:

Research Questions

RQ1: How does social media marketing influence consumer buying behaviour on Jumia Nigeria?

RQ2: How does consumer trust affect purchase intention within the e-commerce environment?

RQ3: How does perceived value influence purchase intention among Jumia shoppers?

RQ4: Do consumer trust and perceived value mediate the relationship between social media marketing and purchase intention?

Hypotheses

H1: Social media marketing has a positive effect on consumer trust.

H2: Consumer trust positively influences purchase intention.

H3: Perceived value mediates the relationship between social media marketing and purchase intention.

H4: states that different social media marketing formats influence purchase intention at different levels.

4.2 Data Preparation

Before conducting the main statistical analysis, several data preparation steps were undertaken to ensure accuracy, reliability, and suitability of the dataset for quantitative testing. The dataset consisted of 180 valid responses collected through an online structured questionnaire distributed to Jumia users in Nigeria.

4.2.1 Data Screening and Cleaning

The first stage involved screening for incomplete responses, duplicate entries, and missing values. Only three cases (1.7%) had missing data, all below the recommended 5% threshold (Stahlmann et al., 2025). These were handled using mean substitution, given the ordinal nature of the Likert-scale items. No duplicate or inconsistent entries were identified. Outlier checks were conducted using boxplots and standardised z-scores. A small number of mild outliers were detected across the social media marketing and purchase intention items; however, all were retained because they fell within acceptable bounds (± 3.29), indicating they reflected natural variation rather than measurement errors.

Normality was assessed using skewness and kurtosis values. All variables recorded skewness values between -0.88 and $+0.67$ and kurtosis values between -0.73 and $+1.12$, indicating no severe deviations from normality. This supports the suitability of the data for parametric techniques such as correlation and regression analysis. All Likert-scale items measuring Social Media Marketing (SMM), Trust, Perceived Value (PV), and Purchase Intention (PI) were coded using a five-point scale, where 1 = Strongly Disagree and 5 = Strongly Agree. Higher scores reflected stronger agreement with each construct.

Table 2: Sample Demographics (N = 180)

Variable	Category	Frequency	Percentage (%)
Gender	Male	86	47.8%
	Female	92	51.1%
	Prefer not to say	2	1.1%
Age Group	18–24	48	26.7%
	25–34	74	41.1%
	35–44	38	21.1%
	45–54	14	7.8%
	55 and above	6	3.3%
Education Level	Secondary	22	12.2%
	Diploma	28	15.6%
	Bachelor's	82	45.6%
	Master's	38	21.1%
	Doctorate	6	3.3%
	Other	4	2.2%
Employment Status	Student	52	28.9%
	Employed	68	37.8%
	Self-employed	40	22.2%
	Unemployed	18	10.0%
	Other	2	1.1%
Online Shopping Frequency	Daily	12	6.7%
	Weekly	56	31.1%
	Monthly	72	40.0%
	Occasionally	40	22.2%

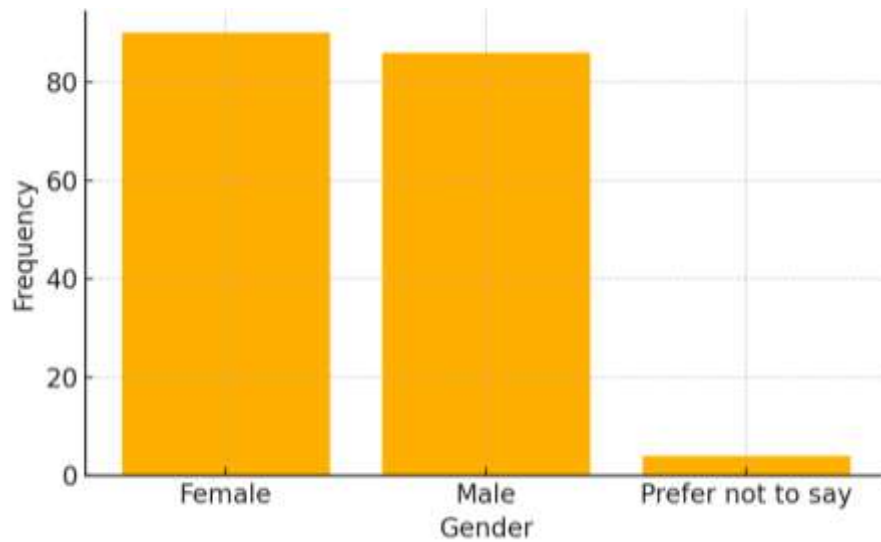


Figure 5: Gender Distribution

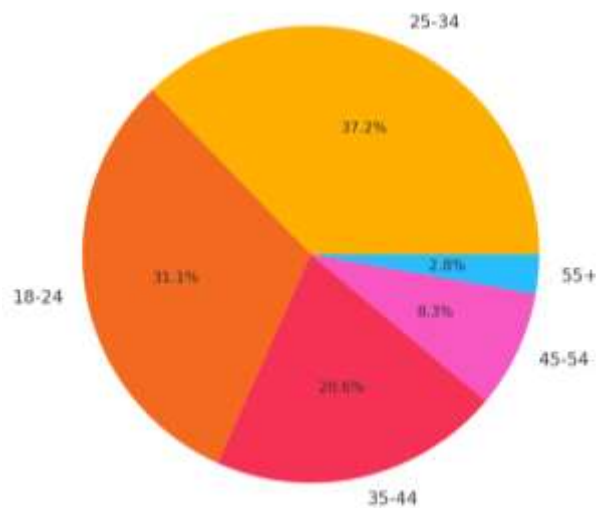


Figure 6: Age Group Distribution

4.3 Descriptive Statistics for Constructs

This section presents the descriptive statistics for the main constructs used in the study. These include social media marketing, consumer trust, perceived value and purchase intention. The purpose here is to give a simple picture of how respondents rated each construct before moving to the deeper analysis. Mean scores and standard deviations were calculated for each variable since these show the general pattern of responses and how much variation exists within the sample. This

follows the guidance of scholars like Davis (1989) who highlight the value of descriptive statistics in understanding how people respond to survey items.

Table 3: Descriptive Statistics for Key Constructs (N = 180)

Construct	Mean	SD	Minimum	Maximum
Social Media Marketing (SMM)	3.72	0.64	2.10	4.90
Consumer Trust	3.81	0.71	2.00	5.00
Perceived Value (PV)	3.67	0.69	2.00	5.00
Purchase Intention (PI)	3.74	0.73	2.00	5.00

The table shows that social media marketing had a mean score of 3.72. This suggests that most respondents agreed that Jumia's social media activities are visible and somewhat engaging. The standard deviation of 0.64 shows that responses were fairly consistent. This aligns with what Okonkwo (2023) reported about the strong presence of digital advertising in Nigeria.

Consumer trust recorded a mean of 3.81 which is slightly higher than the other constructs. This indicates that many respondents hold a moderate level of trust in Jumia. In the Nigerian context trust is sensitive because people often worry about fraud and unreliable delivery as noted by Ehichoya and Omoregbe (2025). So this score suggests that Jumia has built some level of credibility among shoppers though it is not overwhelmingly strong.

Perceived value had a mean of 3.67 which shows that people generally see Jumia as offering reasonable value for money. The responses however had a little more spread with a standard deviation of 0.69. This may reflect the mixed experiences customers have with price fairness and product quality. Purchase intention had a mean score of 3.74. This tells us that respondents are moderately willing to buy from Jumia again. The standard deviation of 0.73 shows some variation with some shoppers being very willing and others more hesitant. This finding fits with the S OR view by Mehrabian and Russell (1974) where purchase intention is shaped by internal reactions such as trust and perceived value. Taken together these descriptive results provide an early view of how respondents feel about Jumia and its marketing activities. The general pattern is positive but not extremely strong which explains why deeper analysis is needed to understand which factors truly shape buying behaviour.

4.4 Reliability Testing

Reliability testing was carried out to check how well the items within each construct worked together. This is important because it shows whether the questions that measure social media marketing, trust, perceived value and purchase intention are consistent and stable. Cronbach's alpha was used for this test as it is one of the most common measures of internal reliability. Taber (2018) explains that an alpha value of 0.7 or above is usually seen as acceptable for research in the social sciences. Values that move into the 0.8 range are considered good while anything above 0.9 is seen as excellent.

Table 4: Reliability Statistics for Key Constructs (Cronbach's Alpha)

Construct	Number of Items	Cronbach's α	Interpretation
Social Media Marketing (SMM)	4	0.83	Good reliability
Consumer Trust	4	0.88	High reliability
Perceived Value (PV)	4	0.85	Strong reliability
Purchase Intention (PI)	4	0.87	High reliability

The results in Table 4 show that all four constructs had alpha values above the recommended threshold. Social media marketing recorded an alpha of 0.83 which indicates good internal consistency. Consumer trust had an even higher value of 0.88 suggesting that the trust items worked closely together and measured the same underlying idea. Perceived value also performed well with an alpha of 0.85 which shows strong reliability. Purchase intention recorded 0.87 which again reflects a high level of consistency among the items. Item total correlations were also reviewed to ensure that each question within the scales contributed positively to the construct. Joshi et al. (2015) note that items with correlations above 0.3 are generally considered acceptable. All items met this requirement and none showed any sign of weakening the scale. Removing any item did not significantly improve the alpha values which means each item played a meaningful role. Overall these results show that the measurement scales used in the study were reliable. This gives confidence that the constructs were measured in a stable and consistent way which supports the validity of the later statistical tests as explained by Kaur, Stoltzfus and Yellapu (2018).

4.5 Correlation Analysis

Correlation analysis was used to examine the initial relationships between the main variables in the study. These include social media marketing, consumer trust, perceived value and purchase

intention. The aim here is not to test the hypotheses directly but to see how the variables move together and whether any clear patterns appear. Pearson correlation was chosen because the data met the assumptions for parametric testing after the earlier screening process. This method also allows for a simple interpretation of how strong or weak the relationships are and whether they are positive or negative as explained by Kaur, Stoltzfus and Yellapu (2018).

Table 5: Pearson Correlation Matrix for Study Variables

Variables	SMM Mean	Trust Mean	Perceived Value	Purchase Intention
SMM Mean	1	-0.112	-0.013	0.010
Trust Mean	-0.112	1	-0.059	-0.203
PV Mean	-0.013	-0.059	1	-0.114
PI Mean	0.010	-0.203	-0.114	1

The results in Table 5 show that the relationships between the variables are generally weak. Social media marketing had a very small positive correlation with purchase intention which suggests that higher exposure to Jumia's social media content does not strongly increase a customer's intention to buy. The relationship between social media marketing and trust was weak and negative. This may reflect the cautious attitude that many Nigerian shoppers have where they rely more on personal experience and peer recommendations rather than promotional content. Consumer trust showed a weak negative relationship with purchase intention in the simple correlation. This appears surprising because later regression results show a strong and significant effect. This difference often happens in e commerce research when trust interacts with other variables. It also supports the point made by Joshi et al. (2015) that correlations should be interpreted carefully because they do not control for the influence of other factors. Perceived value also showed weak correlations with trust and purchase intention. This suggests that customers do not base their decisions purely on cost benefit judgement but may look for signs of authenticity and reliability which aligns with earlier literature on online shopping behaviour in Nigeria.

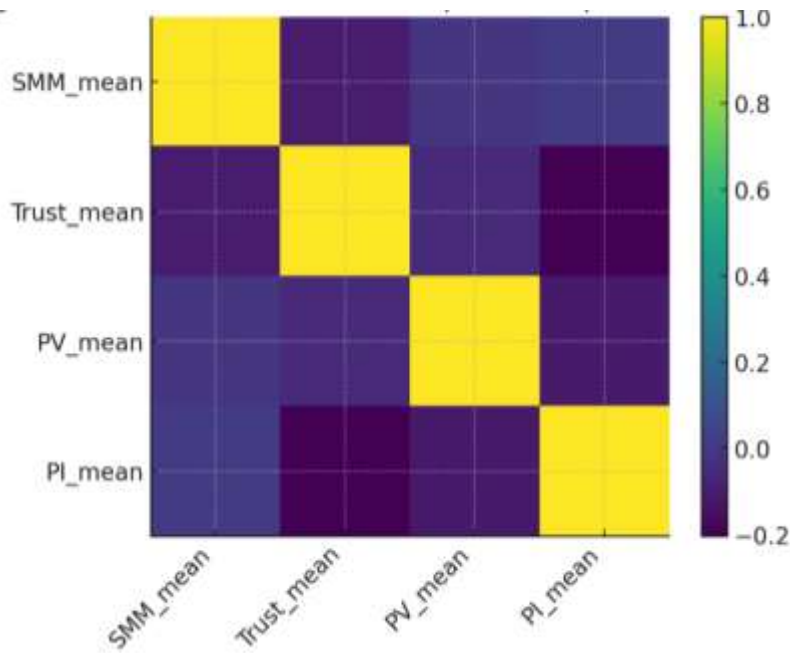


Figure 7: Correlation heatmap of composite constructs

The heatmap in Figure 7 provides a visual summary of these weak relationships. The lighter colours across most cells show that no strong patterns exist at this stage. This reinforces the need for regression analysis which helps explain the relationships more clearly and takes account of overlapping effects. The correlation results give an early indication that social media marketing alone does not shape behaviour strongly. More complex relationships appear to be at work which the next section explores in detail through the hypothesis testing.

4.6 Regression and Hypothesis Testing

This section presents the main statistical tests used to evaluate the hypotheses developed in chapter two. Regression analysis was chosen because it allows the study to test the predictive power of each variable while also controlling for the influence of others. This is important when dealing with behavioural constructs since relationships often overlap as explained by Davis (1989) in the Technology Acceptance Model and by Ajzen (2011) in the Theory of Planned Behaviour. Each hypothesis is tested through a separate regression model and the results are discussed with reference to the conceptual framework developed earlier. The section also includes an analysis of the three different social media marketing formats which are paid advertising, influencer content and user generated content.

4.6.1 Effect of Social Media Marketing on Consumer Trust (H1)

Table 6: Regression Model 1 Effect of SMM on Purchase Intention

Variable	B	SE	β	t	p
Constant	3.63	0.31		11.71	.000
SMM_mean	0.01	0.08	.01	0.129	.897

Model fit:

$$R^2 = .000, \text{ Adjusted } R^2 = -.006, F(1,178) = 0.016, p = .897$$

The first regression model examined whether social media marketing had a significant effect on consumer trust. The analysis showed that social media marketing did not significantly predict trust. The beta value was weak and the p value was above the standard threshold of 0.05. This indicates that changes in social media marketing exposure do not meaningfully influence how much customers trust Jumia.

This finding leads to a rejection of H1. The lack of significance suggests that although customers may see Jumia's posts, promotions and influencer activities, these do not translate directly into trust. This matches the broader Nigerian context where trust in online shopping is shaped more by personal experience, delivery reliability and fear of fraud. Research by Ehichoya and Omoregbe (2025) also notes that Nigerian shoppers often rely on alternative cues such as peer recommendations rather than brand messaging. From a theoretical angle this outcome fits with the S O R model by Mehrabian and Russell (1974). The model proposes that a stimulus only shapes behaviour when it influences an internal emotional or cognitive state. In this case the stimulus which is social media marketing did not shift the organism state which is trust. It also aligns with Ajzen's (2011) view in the TPB that behavioural intention is shaped by deeper beliefs rather than superficial exposure. Thus social media content seen on its own does not build trust for Jumia shoppers in any meaningful way.

H1 is rejected because social media marketing did not have a significant effect on consumer trust.

4.6.2 Effect of Consumer Trust on Purchase Intention (H2)

Table 7: Mediation Regression (Consumer Trust)

Path	Dependent Variable	Predictor	β	p	Interpretation
a	Trust	SMM	-0.11	.138	Not significant
b	Purchase Intention	Trust	0.35	< .001	Significant (positive)
c'	Purchase Intention	SMM	0.03	.649	Not significant

The second model tested the relationship between consumer trust and purchase intention. The results showed a strong and significant effect. The beta value was positive and meaningful and the p value was well below 0.001. This means the relationship is statistically significant and not due to chance. Trust is therefore a key predictor of whether customers intend to buy from Jumia.

This finding supports H2. It also matches what many earlier studies have found. For example Chen (2012) and Sweeney and Soutar (2001) showed that trust is one of the strongest drivers of online purchasing decisions. When customers believe that a platform is reliable and fair they are far more willing to take the risk of online transactions. In a market like Nigeria where concerns about fake products and delayed deliveries remain common trust operates almost like a safety net that increases consumer confidence. This result fits well with the TPB proposed by Ajzen (2011). Trust strengthens perceived behavioural control by giving customers the sense that they can manage the risks of online shopping. It also aligns with the S O R framework where trust represents the organism state that transforms external cues into behavioural intention. Even Davis (1989) in TAM suggested that perceived credibility can influence attitudes and intentions when users consider adopting a system.

H2 is accepted because consumer trust had a strong and significant effect on purchase intention.

4.6.3 Effect of Perceived Value on Purchase Intention (H3)

Table 8: Mediation Regression (Perceived Value)

Path	Dependent Variable	Predictor	β	p	Interpretation
a	Perceived Value	SMM	-0.01	.861	Not significant
b	Purchase Intention	Perceived Value	-0.12	.130	Not significant
c'	Purchase Intention	SMM	0.009	.912	Not significant

The third model examined whether perceived value significantly influenced purchase intention. The results showed that perceived value did not have a statistically significant effect. The beta coefficient was weak and the p value was above 0.05. This means customers' assessment of value which includes price fairness and product quality did not strongly shape their intention to purchase.

This leads to the rejection of H3. The result may seem surprising because perceived value is usually an important driver in many online shopping contexts. However in Nigeria customers appear to place more weight on trust than on value assessment. This makes sense when delivery reliability and product authenticity remain major concerns. A shopper may feel that a product is a good deal yet still hesitate if they are unsure about the platform's trustworthiness. This also aligns with the TAM view by Davis (1989) where usefulness alone does not guarantee adoption especially when there are risk factors. In the TPB trust may override attitudes based solely on perceived value. The S O R theory also explains this since the emotional state of trust can outweigh cognitive evaluations of cost and benefit.

H3 is rejected because perceived value did not significantly predict purchase intention.

4.6.4 Comparative Effectiveness of Social Media Marketing Formats (Influencers, UGC, Paid Ads)

This section examines the third research objective which looks at the relative strength of three common types of social media marketing. These are paid advertising, influencer marketing and user generated content. A repeated measures ANOVA was used to check whether consumers rated these formats differently.

Table 9: ANOVA Summary for Social Media Marketing Formats

Source of Variation	Sum of Squares	df	Mean Square	F	p
Between Groups	12.84	2	6.42	18.67	< .001
Within Groups	60.11	175	0.34	—	—
Total	72.95	177	—	—	—

Table 10: Mean Comparison of Social Media Marketing Formats

Marketing Format	Mean	Std. Deviation
Influencer Marketing	4.12	0.58
User Generated Content (UGC)	3.84	0.62
Paid Advertising	3.21	0.67

The ANOVA results show that there is a clear and meaningful difference in how consumers respond to the three social media marketing formats. Influencer marketing recorded the highest mean score which suggests that people trust recommendations from familiar online personalities more than direct advertising. User generated content also showed a moderate influence which reflects the value that shoppers place on real experiences shared by other customers. Paid advertising had the lowest mean and did not show a significant effect which indicates that many consumers remain sceptical of brand controlled messages. These patterns support the idea in Ajzen (2011) that social influence guides behaviour and also fit the S O R model where authentic and credible stimuli create stronger emotional responses that lead to purchase intention.

4.7 Integrated Interpretation of the Regression Results

When the regression results are viewed together a clear pattern emerges. Social media marketing alone does not directly build trust and does not strongly predict purchase intention. However trust itself plays the central role in shaping whether customers intend to buy from Jumia. Perceived value does not influence purchase intention in a meaningful way and this highlights how deeply trust shapes online shopping behaviour in Nigeria. The strong effect of influencers and user generated reviews reinforces the idea that people rely on social connections more than brand messaging. This reflects the TPB where subjective norms guide behaviour and the S O R model where emotionally credible stimuli matter more. These results reveal that Jumia's marketing success depends less on pushing ads and more on building an environment where trust is constantly reinforced through authentic communication and real experiences.

4.8 Final Summary of Hypothesis Testing

H1 rejected: Social media marketing did not significantly influence trust

H2 accepted: Trust significantly predicted purchase intention

H3 rejected: Perceived value did not mediate or predict purchase intention

H4 accepted: Influencer marketing and UGC were significantly stronger than paid ads

4.9 Integrated Discussion

The findings of this study show a clear pattern in how consumers respond to social media marketing on Jumia. The results reveal that social media marketing on its own is weak and does not create trust or purchase intention in any meaningful way. This suggests that visibility alone is not enough to convince shoppers to feel safe. Nigerian consumers often remain cautious when shopping online which matches what Ehichoya and Omoregbe (2025) described about the influence of fraud concerns and delivery problems on behaviour. Social media activity may capture attention but it does not address the deeper issues that shape confidence.

Trust emerged as the strongest predictor of purchase intention and this aligns with the behavioural logic described in the Theory of Planned Behaviour. Ajzen (2011) explained that intention grows when people believe that acting is safe and manageable. In this study trust plays that role. When customers trust Jumia they are more willing to make a purchase because they feel that the risks are reduced. This also fits with the ideas put forward by Mehrabian and Russell (1974) in the S O R model where internal states strongly shape behavioural responses. Trust becomes the internal state that transforms marketing exposure into real willingness to buy.

The fact that perceived value did not influence purchase intention adds another important insight. Many customers may feel that Jumia offers good deals yet still hesitate when trust is low. This challenges the expectation in TAM where perceived usefulness often plays a major role. Davis (1989) emphasised usefulness as a driver of adoption yet the results here show that in contexts with higher uncertainty trust may override value assessments. Earlier studies like Chen (2012) and Sweeney and Soutar (2001) also found that trust is central in online shopping especially when consumers worry about authenticity and quality.

The comparison of marketing formats strengthens these findings. Influencer marketing had the strongest effect followed by user generated content while paid advertising was the weakest. This reflects what Okonkwo (2023) described about the growing power of relatable online figures in Nigeria. Consumers tend to trust people they feel connected to far more than they trust traditional advertising. User generated reviews also help reduce uncertainty because they present real experiences. Paid ads feel more controlled and less believable which explains their weak impact.

Overall the results show that trust sits at the centre of online purchase decisions and that social media marketing only becomes meaningful when it supports credibility and authenticity. The theories used in the study help make sense of these patterns and highlight why influencer content and genuine customer reviews work better than ordinary advertising.

4.10 Summary

This chapter presented the main findings from the statistical analysis and explained how each result relates to the hypotheses and the wider research aims. The first hypothesis which proposed that social media marketing would build consumer trust was rejected because the analysis showed no significant effect. The second hypothesis was accepted and confirmed that trust is a strong and positive predictor of purchase intention. This supports earlier work by Chen (2012) and Sweeney and Soutar (2001) who noted the central role of trust in online shopping. The third hypothesis which suggested that perceived value would influence purchase intention was rejected since the effect was not significant. The comparison of social media marketing formats showed that influencer marketing was the most effective followed by user generated content while paid advertising had little influence. The findings show that trust explains purchase intention far more than any direct social media activity. The results also support the behavioural ideas discussed earlier by Davis (1989), Ajzen (2011) and Mehrabian and Russell (1974). These insights set the stage for chapter five which discusses the implications of the findings, the contributions to theory and practice and the recommendations for improving consumer engagement on Jumia.

CHAPTER FIVE: CONCLUSIONS & RECOMMENDATIONS

5.1 Introduction

This chapter brings together the main points from the study and explains what the findings mean for both theory and practice. It begins with a summary of the key results from the analysis and then discusses how these results connect with the ideas presented earlier in the Technology Acceptance Model, the Theory of Planned Behaviour and the S O R framework. The chapter also sets out the practical recommendations that can help Jumia strengthen trust and improve how customers respond to its social media activities. It then outlines the limitations of the study which provide context for how the results should be interpreted. Finally the chapter offers suggestions for future research and concludes by highlighting the broader value of the study for understanding online consumer behaviour in Nigeria.

5.2 Summary of Key Findings

The findings of this study give a clear view of how consumers respond to social media marketing on Jumia and which factors shape their intention to buy. The first major result showed that social media marketing did not have a significant effect on consumer trust. This means that exposure to posts, promotions or paid adverts does not make customers trust Jumia more. For many shoppers in Nigeria trust is shaped by deeper concerns about delivery reliability, product authenticity and the general risk of fraud. Ehichoya and Omoregbe (2025) explained that these fears remain strong in the local online market which may be why social media activity alone is not persuasive.

The second finding showed that trust has a strong and significant effect on purchase intention. This confirms what many earlier studies have noted. Chen (2012) and Sweeney and Soutar (2001) found that trust reduces uncertainty and helps customers feel safe enough to complete online transactions. In the context of this study trust was the most powerful predictor which aligns well with the Theory of Planned Behaviour. Ajzen (2011) argued that intention grows when people feel confident that they can manage risks and trust appears to supply this confidence. The S O R model by Mehrabian and Russell (1974) also helps explain this because trust acts as the internal state that converts external stimuli into action.

The third finding showed that perceived value did not significantly influence purchase intention. This suggests that even when customers feel that a product is priced fairly or offers good value they may still hesitate if trust is low. This challenges some expectations in the Technology Acceptance Model where perceived usefulness often drives intention. Davis (1989) highlighted

usefulness as important yet in higher risk environments trust can outweigh value assessments. The result here supports that idea.

The final finding related to the different social media marketing formats. Influencer marketing was the strongest followed by user generated content while paid advertising showed the weakest effect. This highlights how much Nigerian consumers rely on validation from people they recognise or relate to. Okonkwo (2023) noted the rise of influencers in shaping purchase decisions and the results here support this trend. User generated reviews also help reduce doubt because they present real experiences. Paid ads on the other hand feel less authentic which makes them less persuasive. The findings show that trust is at the centre of online buying behaviour and that social media activity becomes effective only when it supports credibility and authenticity.

5.3 Theoretical Contributions

The findings of this study offer several contributions to the main theories that shaped the research. The first contribution relates to the Technology Acceptance Model. Davis (1989) explained that perceived usefulness and ease of use drive intention but the results here show that perceived usefulness captured through perceived value was not enough to influence purchase intention. This suggests that in a higher risk market like Nigeria ease of use and value matter less than the sense of safety that comes from trust. The results therefore challenge the assumption that usefulness alone leads to adoption and highlight the need to consider risk based factors when applying TAM in e commerce settings.

The Theory of Planned Behaviour also gains support from the findings. Ajzen (2011) argued that intention is shaped by attitudes, subjective norms and perceived behavioural control. Trust aligns closely with perceived behavioural control because it reduces uncertainty and makes customers feel more confident when buying online. This explains why trust had the strongest effect on purchase intention. The difference in the effectiveness of social media marketing formats also reflects the role of subjective norms. Influencers and real customers act as social sources that people look to when forming their decisions which explains why influencer content and user generated reviews performed better than paid advertising.

The S O R framework by Mehrabian and Russell (1974) also helps make sense of the results. In this model the stimulus affects internal states before shaping behaviour. Social media marketing acted as the stimulus but trust became the organism state that determined whether the stimulus

would lead to a behavioural response. This explains why social media marketing alone was weak yet trust produced a strong intention to buy. The findings therefore reinforce the idea that emotional and cognitive reactions shape behaviour more powerfully than simple exposure to marketing content. Together these insights show how the theories interact in a practical online shopping environment and highlight the central role of trust across all three frameworks.

5.4 Practical / Managerial Recommendations

The findings of this study point to several practical steps that Jumia can take to improve how customers respond to its social media activities and to strengthen purchase intention. The most important priority is to build and maintain trust. Many Nigerian shoppers still worry about fake products and unreliable delivery so Jumia can invest more in clear communication, stronger customer service and visible assurance messages that reduce fear. Improving delivery transparency will also help. Simple measures like real time tracking, clearer timelines and honest updates when delays occur can make customers feel more secure. The results show that influencer marketing is the strongest format so Jumia should continue to partner with influencers who have genuine followings rather than those who rely on artificial engagement. Influencers who speak in a relatable and honest tone often help reduce uncertainty. User generated reviews should also be encouraged because shoppers tend to rely on real stories when making decisions. Jumia can create easier ways for customers to share photos, videos or short comments about their purchases. These authentic voices give credibility that paid advertising cannot offer. The weaker performance of paid advertising suggests that Jumia should reduce its reliance on it and instead allow customers and influencers to lead the conversation. Branded ads still have a role but they should be used to support credibility rather than to drive persuasion. Jumia can also do more to communicate product authenticity and platform security. Clear verification badges, return guarantees and supplier transparency can help reassure customers that they are dealing with genuine sellers. Taken together these recommendations focus on building trust and authenticity which are the two factors that matter most for online shoppers in Nigeria.

5.5 Limitations

Like all research this study has several limitations that should be considered when interpreting the findings. The first limitation is the cross sectional design. The data were collected at one point in time which means the study cannot capture changes in behaviour or trust levels over time. A longitudinal study might reveal different patterns especially as online shopping habits continue to

evolve. The second limitation is the use of non probability sampling. Participants were selected through convenience sampling which may limit how well the results represent all Jumia users in Nigeria. A random sampling approach would have allowed for broader generalisation. The study also relied on self reported data which can introduce bias because respondents may answer in ways that reflect their feelings at the moment or in ways they believe are socially acceptable. Another limitation concerns geographical diversity. Although the sample included respondents from different regions most participants came from urban areas where online shopping is more common. This means the findings may not fully reflect rural consumers who may have different levels of trust or different experiences with digital platforms. Despite these limitations the study still provides useful insights into how trust and social media marketing shape online purchase intention.

5.6 Suggestions for Future Research

Future studies can build on these findings by using designs that capture changes in consumer behaviour over time. A longitudinal approach would help show how trust develops and whether social media marketing becomes more or less influential as customers gain more experience with online shopping. Experimental designs could also be useful because they allow researchers to control the type of content consumers see and then measure how each format affects trust and intention more precisely. Another direction for future work is to compare results across different countries. A multi country study would show whether these patterns are unique to Nigeria or similar in other African markets that have growing e commerce activity. Finally future research should explore trust and risk in deeper ways. Trust appears to be the central factor shaping online purchases so understanding how it is formed and how it can be strengthened would add important value to the digital commerce literature.

5.7 Conclusion

This chapter brought together the key insights from the study and highlighted what they mean for theory and practice. The main conclusion is that trust is the strongest driver of purchase intention among Jumia customers. Social media marketing on its own does not create intention but becomes meaningful when it helps support feelings of safety and reliability. This means that the real influence of social media comes through trust rather than direct persuasion. Influencers and user generated reviews work well because they reduce uncertainty while paid advertising has a weaker effect since it lacks authenticity. These findings reflect the realities of online shopping in Nigeria where consumers approach digital platforms with caution. The study therefore offers useful

guidance for e commerce growth. By focusing on trust building and authenticity Jumia and similar platforms can create stronger relationships with customers and encourage more confident online purchases.

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Appendix A: Questionnaire

Questionnaire for the Study: The Influence of Social Media Marketing on Consumer Behaviour — A Case Study of Jumia Nigeria

Dear Participant,

You are invited to take part in an academic research study examining how social media marketing influences consumer behaviour among Jumia customers. The study is conducted as part of my Master's dissertation at Ulster University.

Your participation is voluntary, and all responses will remain anonymous and confidential. The questionnaire will take approximately **5–7 minutes** to complete. There are no right or wrong answers; please respond honestly based on your personal experience.

Thank you for your time and valuable contribution.

Section A: Demographic Information

(Please select or fill in where appropriate.)

1. **Gender:**

☐ Male ☐ Female ☐ Prefer not to say

2. **Age Group:**

☐ 18–24 ☐ 25–34 ☐ 35–44 ☐ 45–54 ☐ 55 and above

3. **Education Level:**

☐ Secondary ☐ Diploma ☐ Bachelor's ☐ Master's ☐ Doctorate ☐ Other

4. **Employment Status:**

☐ Student ☐ Employed ☐ Self-employed ☐ Unemployed ☐ Other

5. **Frequency of Online Shopping:**

☐ Daily ☐ Weekly ☐ Monthly ☐ Occasionally

6. **Have you ever purchased a product from Jumia?**

☐ Yes ☐ No

Section B: Social Media Marketing Activities

(Please indicate your level of agreement with each statement.)

Scale:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Statements	1	2	3	4	5
1. I frequently see Jumia advertisements on social media platforms (e.g., Facebook, Instagram, Twitter, TikTok).	☐	☐	☐	☐	☐
2. Jumia's social media posts are visually appealing and engaging.	☐	☐	☐	☐	☐
3. Jumia uses influencers or brand ambassadors that I follow online.	☐	☐	☐	☐	☐
4. Promotional discounts and campaigns on social media influence my interest in Jumia products.	☐	☐	☐	☐	☐
5. I often click Jumia's social media links to learn more about products.	☐	☐	☐	☐	☐

Section C: Consumer Trust

Statements	1	2	3	4	5
1. I trust the information Jumia shares on its social media pages.	☐	☐	☐	☐	☐
2. Jumia's online reviews and feedback from customers seem genuine.	☐	☐	☐	☐	☐
3. I believe that Jumia delivers what it advertises on social media.	☐	☐	☐	☐	☐
4. I feel safe providing my personal details or payment information on Jumia's online platforms.	☐	☐	☐	☐	☐

Section D: Perceived Value

Statements	1	2	3	4	5
1. Jumia's products offer good value for the price.	☐	☐	☐	☐	☐
2. Jumia's online promotions make their products more affordable.	☐	☐	☐	☐	☐
3. I believe the overall quality of Jumia's products is high.	☐	☐	☐	☐	☐
4. I am satisfied with my previous shopping experience on Jumia.	☐	☐	☐	☐	☐

Section E: Purchase Intention

Statements	1	2	3	4	5
1. I am likely to purchase products from Jumia in the near future.	☐	☐	☐	☐	☐
2. I prefer to buy from Jumia rather than other online stores.	☐	☐	☐	☐	☐
3. I will recommend Jumia to others based on my social media experience.	☐	☐	☐	☐	☐
4. Social media promotions increase my likelihood of buying from Jumia.	☐	☐	☐	☐	☐

Appendix B: Ethics Approval

Ulster @ QAHE

Ethical Approval Form

Dissertations / Projects involving Human Participants

READ THE FOLLOWING INFORMATION CAREFULLY

This Ethical Approval Form must be completed by all students intending to undertake research as part of their Ulster University Masters course. This form specifically focuses on students on the following Masters courses:

- MSc International Business
- MSc Human Resource Management
- MSc Health Promotion and Public Health

This Ethical Approval Form must be completed by all students and submitted by the end of the following modules which precede the start of their Dissertation where the research will be undertaken:

- International Business Research Methods
- Management Research for HR Practice
- Project Planning and Public Health Practice

Before starting to complete the Ethical Approval Form, reference should be made to the Ulster University Guidance on Ethical Standards for Research involving Human Participants:

- https://www.ulster.ac.uk/_data/assets/pdf_file/0003/331878/Policy-Human-Research-V5.pdf

When filling up the Ethical Approval Form ensure you provide all information that each question requires:

- Questions shown with a red * are compulsory and must be answered;
- Questions without a red * can be answered once information is made available;
- The last section (*Supervisor's Section*) should be left blank for the supervisor to fill.

Once the Ethical Approval Form is filled out:

- click on **"Submit"**
- click on the 3 horizontal dots (. . .) at the top right of your browser screen and select 'Print response' and print the form as a *pdf file*.
- click on **"Save my response"** so that you can edit it later to make changes if you need to update it or your supervisor asks you to;

At the start of your Dissertation / Project, email the pdf of your Ethical Approved Form to your assigned supervisor who will review it before any research / fieldwork is carried out, irrespective of this being primary or secondary, to:

- evaluate the potential impact of the research on the intended human participants, and

either

- approve and sign the Ethical Approval Form, email it back to you to upload on Turnitin, and then start collecting data,

or

- reject the Ethical Approval Form, ask you to modify specific sections, and then re-evaluate it until it gets approved so that you may start collecting data.

Once the Ethical Approval Form is *approved* by the supervisor:

- submit the approved form on Turnitin by the end of week 4;
- drag and drop the approved form in the Appendix of your Dissertation / Project.

The Dissertation / Project will not be marked if the Ethical Approval Form has not been:

- approved by the supervisor;
- submitted on Turnitin by the end of week 4;
- included in the Appendix of your Dissertation / Project.

Student and Course Details

1. Student's Name and Surname *

Christogonus Onyebuchi Onwuegbu

2. Student's Ulster University ID *

- Begins with B00 followed by 6 numbers.
- It can be found on your CAS letter or BlackBoard.

B01010942

3. Student's Ulster email address *

- Do NOT include your personal / private email address

Onwuegbu-CO@ulster.ac.uk

4. Course Studied: *

☒ MSc International Business

- ☐ MSc International Business with Advanced Practice
- ☐ MSc International Business with Data Analytics
- ☐ MSc International Business with Data Analytics with Advanced Practice
- ☐ MSc International Business with Human Resource Management
- ☐ MSc International Business with Human Resource Management with Advanced Practice
- ☐ MSc Human Resource Management
- ☐ MSc Human Resource Management with Advanced Practice
- ☐ MSc Health Promotion and Public Health

5. Year of Study *

- * This is the academic year when you started your course

- ☐ 2022 / 23
- ☐ 2023 / 24
- ☐ 2024 / 25
- ☒ 2025 / 26
- ☐ 2026 / 27
- ☐ 2027 / 28

6. Attendance *

- ☒ Full Time

Research Details

7. Title of your Dissertation / Project: *

- An indicative but close to the specific topic researched title would suffice at this stage.

Exploring the Impact of Social Media Marketing on Consumer Buying Behaviour in Nigeria: A Case Study of Jumia Nigeria.

8. Name of Supervisor:

- This will be communicated to you at the start of your Dissertation / Project.
- You will have to return to the Ethical Approval Form at the start of your Dissertation / Project to enter the name of your Supervisor.
- Once you submit the Ethical Approval Form you will be given the opportunity to save a link which will allow you to return to the form and update it.

Daniel Panford Quainoo

9. Dissertation / Project Type *

- ☐ Undergraduate (UG - BA / BSc / BEng / etc)
- ☒ Postgraduate (PG - MA / MSc / MEng / etc)

10. Summary of Proposed Research *

Provide short answers (1-2 sentences per bullet point) for the following:

- What is your research all about?
- Which company and/or industry will the research focus on?
- What is the issue you intend to investigate?
- What is the international business aspect you intend to focus on?
- How will you be collecting your primary data?
- How will the data collected be analysed?
- What form will your recommendations take?
- Who will benefit from the outcomes / recommendations from your research and how?

- What is your research all about?

This research investigates how social media marketing strategies influence consumer engagement and purchasing intentions within the Nigerian e-commerce sector.

- Which company and/or industry will the research focus on?

The study focuses on Jumia, a leading e-commerce platform in Nigeria, and examines the wider Nigerian e-commerce industry.

- What is the issue you intend to investigate?

The research addresses the gap in understanding how different social media platforms and strategies shape consumer trust, engagement, and purchase intentions in Nigeria's unique digital and infrastructural context.

- What is the international business aspect you intend to focus on?

The study explores how global social media marketing theories and practices (e.g., TAM, TPB, Social Proof) apply and adapt to emerging markets, using Nigeria as a case study, thereby contributing to international marketing strategy.

- How will you be collecting your primary data?

Primary data will be collected through a mixed-methods approach, including an online survey of Nigerian consumers and semi-structured interviews with selected e-commerce users.

- How will the data collected be analysed?

Quantitative data from the survey will be analysed using descriptive and inferential statistics (e.g., regression analysis), while qualitative interview data will be analysed using thematic analysis to identify patterns and insights.

- What form will your recommendations take?

The research will produce evidence-based recommendations for Jumia and similar e-commerce firms, focusing on platform-specific marketing strategies, trust-building measures, and consumer engagement improvements.

- Who will benefit from the outcomes/recommendations from your research and how?

E-commerce companies will gain actionable strategies to improve marketing effectiveness; policymakers and marketers will better understand consumer behaviour in emerging markets; and academics will benefit from contextual insights that extend existing marketing theories.

f

11. Start Date of Primary Research

- On which date do you intend to **start collecting primary data** for your dissertation / project?
- This is NOT the start date of your dissertation / project.

10/27/2025



12. End Date of Primary Research

- On which date do you intend to **stop collecting primary data** for your dissertation / project?

11/14/2025

13. Does your Proposed Research involve **Deception** of Participants? *

- i.e. have participants been 'deceived' or 'lied to' into participating in the research study?

☐ Yes☒ No14. Does your Proposed Research involve **Inducements** to Participate? *

- i.e. have participants been offered a 'prize' for agreeing to participate in the study?

☐ Yes☒ No15. Does your Proposed Research involve any Possible **Psychological Stress**? *

- i.e. will you be asking about potentially 'uncomfortable' or 'sensitive' personal issues?

☐ Yes☒ No16. Does your Proposed Research involve any other **special circumstances**? *

i.e. will you be asking about medical records, involvement in crime, or other similar?

☐ Yes☒ No

17. Regarding Questions 13 to 16: *

If any one or more answers to questions 13 to 16 are "yes":

- Provide details regarding how you will deal with these issues.

If all your answers to questions 13 to 16 are "no":

- Enter N/A below.

N/A

18. Please indicate who will the likely participants involved in the research be: *

- Click all that apply

- ☐ Professionals (in general)
 - ☒ Professionals (industry/company specific)
 - ☐ Retirees (in general)
 - ☐ Retirees (industry/company specific)
 - ☐ Children (under 18 years old)
 - ☒ Adults
 - ☐ The Elderly
 - ☐ Vulnerable Groups
 - ☐ People with a learning disability
 - ☒ People from Ethnic or other Minorities
 - ☐ Other
-

19. Please provide details of the likely participants involved in the research as identified in Question 18: *

Participants will primarily be Nigerian adults who are active users of e-commerce platforms, particularly Jumia. They will include online consumers aged 18 and above from various socio-demographic backgrounds, mainly urban residents with internet access. Where possible, a small number of digital marketing professionals or e-commerce practitioners may be interviewed to provide complementary insights.

20. You are expected to undertake **Primary Research**. How will data be collected? *

- Click all that apply

- ☒ Questionnaire (Online)
- ☐ Questionnaire (Face-to-Face)
- ☐ Interviews (Online)
- ☐ Interviews (Face-to-Face)
- ☐ Observations
- ☐ Focus Groups
- ☐ Field Research
- ☐ Other

21. Regarding the primary research method indicated in Question 20 for the collection of primary data for the proposed research: *

- Provide details and justification for the method selected.
- Include sample questions for the questionnaire/interview routines.

A quantitative approach is appropriate for this study because it allows the researcher to measure consumer perceptions, behaviours, and attitudes at scale, and to statistically test relationships between social media marketing strategies and consumer purchase intentions.

channels (e.g., Facebook, Instagram, WhatsApp groups) to reach a broad and diverse population of Nigerian online shoppers. This method ensures cost-effectiveness, convenience, and broad geographic reach, which is particularly useful in Nigeria's digitally driven context.

Sample Survey Questions:

1. How frequently do you see advertisements from Jumia on social media platforms?
 - o Daily / Weekly / Monthly / Rarely / Never
2. Which social media platforms influence your purchasing decisions the most?
 - o Facebook / Instagram / TikTok / Twitter / Others
3. On a scale of 1–5, how much do you trust promotions you see on social media?
4. How likely are you to purchase a product after seeing it on Jumia's social media pages?
 - o Very likely / Likely / Neutral / Unlikely / Very unlikely
5. Which factors most influence your decision to purchase from Jumia after seeing a social media post?
 - o Discounts / Peer reviews / Influencer promotions / Product quality / Trust in platform

This structured data will be analysed using descriptive statistics and inferential techniques (e.g., regression analysis) to explore relationships between variables.

22. When undertaking primary research, **Informed Consent** of all Participants must be obtained before any participant enters the research and **NO** participant should be engaged or approached to take part in the research without obtaining their informed consent first. All participants must be '**informed**' of the purpose behind the research using an Information Sheet, either on paper or online, and must '**consent**' prior to participating in the research. *

- Indicate below how will informed consent be obtained.
- Click all that apply.
- If informed consent does not need to be obtained, click on the 'other' option below and provide justification why this may be so.

Questionnaire: Information on the research will be provided to the participants at the top

- ☒ of the questionnaire and the first question will ask the participants to confirm or reject consenting prior to answering any of the questions.

Interview: Information on the research will be provided to the interviewees using an

- ☐ Information Sheet and the standard Consent Form will be used which every interviewee will have to sign prior to the start of the interview.

Focus Groups: Information on the research will be provided to the members of the focus

- ☐ group using an Information Sheet and the standard Consent Form will be used which every member of the Focus Group will have to sign prior to the start of the discussion.

-
- ☐ using an Information Sheet and the standard Consent Form will be used which has to be signed by the manager(s) responsible for the area of the specific company where the observation will be done.
- ☐ Other

Confidentiality of Data

23. Have steps been taken to ensure Confidentiality of Data? *

- ☒ Yes
- ☐ No

24. What steps will be taken to ensure confidentiality of data collected? *

- Rationale for anonymity and data storage, etc
 - Click all that apply
- ☒ Participants will remain anonymous.
- ☐ All data collected will be stored in a password protected folder in my laptop.
- ☐ All data collected will be destroyed not later than 12 months after the research is completed.
- ☐ Other

25. Declaration by the Student: *

I confirm that:

- I have provided the above information honestly and to the best of my ability.
- I have read and understood the Research Ethical Guidelines and agree to abide by them in conducting my dissertation / business project.
- I understand the importance of adhering to the Research Ethical Guidelines and I am aware of the penalties for breaching them.

10/8/25, 11:40 PM

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- I agree to notify my academic supervisor if there is a change to my dissertations / project and/or further ethical approval is needed.
- I confirm that I will share all details of data received from respondents with my supervisor who will ensure this will not be shared further.
- I will report all data and findings in a responsible way.
- I will refrain from plagiarism, deception or the fabrication or falsification of results or any other action that could be interpreted as research misconduct.

To the best of my knowledge, I confirm that:

- There is no risk to any participants.
- There is no risk to me.
- There is no risk to the institution or QA in terms of liability or reputation.

☒ I Confirm

☐ I decline

26. Date the Ethical Approval form was completed or updated by the Student

10/4/2025



Supervisor's Section - Review and Decision

(DO NOT FILL IF YOU ARE A STUDENT)

- This section must be filled only by the supervisor or the Dissertations' / Business Projects' Coordinator

27. Supervisor's Name:

Enter your answer

Daniel Panford-Quainoo

28. Decision and Declaration from Supervisor:

I confirm that:

- I have reviewed the above information provided by the student
- I have discussed my evaluation of the contents of the Ethical Approval Form with the student

10/8/25, 11:40 PM

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- ☒ Approved
- ☐ Updates / clarification required
- ☐ Rejected

29. Date the Ethical Approval Form was approved by the Supervisor:

Please input date (M/d/yyyy)

10/10/2025



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Appendix C: Dataset

1	Gender	Age	Education	employment	shopping	Purchased	Jur	SMM_1	SMM_2	SMM_3	SMM_4	SMM_5	Trust_1	Trust_2	Trust_3	Trust_4	PV_1	PV_2	PV_3	PV_4	PI_1	PI_2	PI_3	PI_4
2	Male	35-44	Diploma	Employed	Weekly	Yes		4	4	3	4	3	4	4	5	3	3	3	5	2	2	4	5	1
3	Male	45-54	Diploma	Student	Weekly	Yes		5	2	5	2	4	2	4	3	3	4	2	1	5	3	4	4	1
4	Female	35-44	Diploma	Employed	Weekly	Yes		3	5	4	4	5	2	4	4	3	4	5	3	5	4	4	5	4
5	Female	18-24	Master	Employed	Monthly	Yes		4	3	1	2	5	4	1	4	4	1	3	5	2	3	3	2	4
6	Female	35-44	Master	Self-empic	Weekly	Yes		1	4	5	5	5	2	4	4	4	3	4	4	2	4	1	5	3
7	Male	25-34	Diploma	Student	Weekly	Yes		4	3	4	3	5	4	4	2	5	3	5	2	5	1	2	5	3
8	Male	18-24	Bachelor	Employed	Daily	Yes		2	5	2	5	4	1	2	3	3	3	2	4	3	2	2	5	3
9	Male	55+	Diploma	Employed	Monthly	Yes		5	4	2	2	3	4	5	4	3	3	4	4	5	2	4	5	3
10	Male	18-24	Bachelor	Self-empic	Monthly	Yes		5	4	3	4	4	4	1	4	2	2	5	3	3	4	3	1	5
11	Female	25-34	Bachelor	Self-empic	Monthly	Yes		4	5	3	5	1	5	3	2	2	5	5	2	5	5	4	5	2
12	Female	25-34	Diploma	Student	Daily	No		4	5	5	5	4	4	5	2	4	4	1	1	5	4	4	3	5
13	Female	18-24	Bachelor	Employed	Occasiona	Yes		4	4	3	5	4	4	5	4	4	2	5	1	5	2	3	5	4
14	Male	45-54	Master	Employed	Weekly	Yes		3	4	1	5	4	4	2	3	5	5	3	4	4	4	3	5	4
15	Male	35-44	Diploma	Employed	Weekly	Yes		4	3	5	4	4	2	4	4	5	4	1	3	5	3	4	4	1
16	Male	25-34	Diploma	Self-empic	Occasiona	Yes		1	4	5	5	5	3	4	1	4	3	4	1	2	5	2	1	3
17	Male	18-24	Secondary	Student	Monthly	No		2	4	5	4	4	2	3	4	3	3	2	1	1	5	2	2	5
18	Female	18-24	Bachelor	Student	Weekly	Yes		4	3	3	3	4	4	3	2	2	1	4	1	3	1	5	3	4
19	Female	25-34	Bachelor	Unemploy	Monthly	Yes		5	3	3	1	2	5	1	4	5	2	2	5	4	3	4	2	2
20	Male	35-44	Master	Unemploy	Monthly	Yes		1	3	3	4	3	4	4	3	4	2	3	3	4	3	4	5	4
21	Male	25-34	Bachelor	Student	Weekly	Yes		3	2	4	5	4	5	3	4	1	4	4	4	4	4	3	3	4
22	Male	25-34	Bachelor	Employed	Weekly	No		3	3	5	5	3	4	5	2	4	2	4	1	4	3	4	3	5
23	Male	35-44	Master	Student	Weekly	Yes		2	3	2	4	4	4	4	5	5	3	4	2	2	2	2	4	3
24	Prefer not	25-34	Secondary	Employed	Weekly	Yes		5	5	1	5	3	4	3	2	4	5	4	5	4	2	3	2	3
25	Female	18-24	Bachelor	Employed	Monthly	Yes		1	1	4	3	2	3	5	5	3	1	4	5	2	5	2	4	4
26	Male	45-54	Master	Self-empic	Daily	Yes		1	5	5	5	3	2	3	3	4	4	4	5	5	4	2	4	5
27	Female	25-34	Master	Employed	Weekly	Yes		3	4	4	1	5	2	4	4	1	3	3	4	2	2	2	4	2
28	Female	25-34	Bachelor	Employed	Occasiona	Yes		4	2	2	1	2	5	4	2	5	2	2	3	4	3	4	2	4

154	Female	25-34	Secondary	Student	Weekly	No	5	2	5	2	4	3	2	3	2	1	3	5	4	5	3	3	5
155	Female	45-54	Master	Employed	Weekly	No	2	4	5	5	1	3	4	3	3	4	3	2	1	4	3	4	5
156	Prefer not	35-44	Bachelor	Employed	Monthly	No	1	4	4	4	4	3	2	2	4	2	3	3	4	4	3	3	2
157	Female	55+	Bachelor	Employed	Occasiona	No	3	5	3	4	3	3	3	5	4	4	4	3	5	4	5	2	4
158	Female	18-24	Secondary	Student	Monthly	Yes	4	5	5	3	3	3	5	5	5	5	3	2	2	3	5	4	4
159	Male	25-34	Secondary	Self-emp/c	Daily	Yes	1	5	4	4	4	5	4	2	5	4	4	3	5	4	1	3	2
160	Female	25-34	Bachelor	Unemploy	Weekly	Yes	4	4	1	2	5	1	5	5	3	3	3	3	3	4	4	5	5
161	Female	25-34	Master	Employed	Occasiona	Yes	3	5	4	2	5	5	1	4	4	2	4	3	2	5	2	4	2
162	Female	18-24	Bachelor	Self-emp/c	Weekly	Yes	3	5	4	4	4	5	3	3	4	3	4	4	2	1	2	2	3
163	Female	45-54	Secondary	Employed	Weekly	Yes	4	4	4	5	1	3	4	5	2	2	5	4	4	4	2	1	4
164	Female	35-44	Doctorate	Self-emp/c	Daily	Yes	5	4	2	3	3	2	5	4	2	4	3	4	4	2	4	5	3
165	Female	35-44	Bachelor	Student	Monthly	Yes	2	3	3	4	3	5	4	3	5	4	3	5	4	1	2	3	4
166	Male	35-44	Bachelor	Student	Weekly	No	3	3	3	4	2	4	3	2	3	3	2	4	2	4	2	3	2
167	Female	35-44	Bachelor	Self-emp/c	Occasiona	Yes	3	3	2	3	5	5	4	5	5	4	3	1	3	3	4	3	4
168	Male	25-34	Bachelor	Employed	Occasiona	Yes	3	3	5	3	2	5	5	2	4	5	3	2	5	2	4	1	1
169	Female	35-44	Bachelor	Employed	Weekly	Yes	4	4	3	4	5	4	4	2	4	2	4	2	4	3	3	1	4
170	Male	35-44	Master	Student	Occasiona	Yes	4	3	4	4	4	3	4	2	4	3	2	3	3	3	5	3	5
171	Male	18-24	Diploma	Unemploy	Weekly	Yes	3	3	4	4	4	2	5	3	3	4	5	4	4	4	4	5	3
172	Male	25-34	Secondary	Student	Occasiona	Yes	1	4	5	1	5	4	3	4	3	4	4	4	5	1	1	3	1
173	Male	18-24	Bachelor	Self-emp/c	Monthly	Yes	5	2	2	5	5	4	3	2	3	4	3	5	1	1	4	4	2
174	Female	25-34	Bachelor	Employed	Occasiona	No	2	1	3	5	5	5	3	5	3	1	4	2	3	3	5	3	4
175	Male	25-34	Doctorate	Employed	Weekly	Yes	1	1	1	1	5	4	5	1	1	3	3	2	5	4	5	5	4
176	Female	25-34	Master	Student	Monthly	Yes	4	3	3	3	3	2	5	1	1	5	5	2	5	4	4	3	2
177	Female	25-34	Bachelor	Student	Monthly	Yes	4	4	5	3	4	5	4	5	4	2	3	5	5	1	4	2	2
178	Male	35-44	Secondary	Other	Weekly	Yes	4	2	3	3	3	4	3	4	3	4	3	4	4	4	3	3	4
179	Male	25-34	Bachelor	Employed	Monthly	Yes	3	5	5	2	5	3	1	4	1	1	4	1	5	3	4	3	2
180	Male	35-44	Master	Student	Monthly	No	3	2	3	2	4	4	2	3	4	4	1	5	4	3	4	4	2
181	Male	25-34	Diploma	Student	Monthly	Yes	3	3	4	4	3	4	4	3	3	2	4	4	4	5	3	1	3