

# Digital Marketing And Customer Behaviour In Selected Deposit Money Banks In Osogbo, Osun State, Nigeria

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**Abstract- Purpose:** The emergence of digital technology has brought about a transformation in the banking sector, altering both traditional banking procedures and consumer interactions in recent times. Given the growing number of Deposit Money Banks (DMBs) utilizing digital marketing tactics, it is critical to understand how these initiatives affect consumer behaviour. In the course of the study, the primary objectives of the study were to examine the effect of digital marketing on customers' behaviour in selected Deposit Money Banks in Osogbo, Osun State, Nigeria, to investigate the effect of mobile marketing on customers' acquisition in selected Deposit Money Banks in Osogbo, Osun State, Nigeria, assess the effect of social media marketing on customers' satisfaction in selected Deposit Money Banks in Osogbo, Osun State, Nigeria, and evaluate the effect of e-mail marketing on customers' loyalty in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.

**Methodology:** The population of this study covered 302 members of staff drawn from all selected Deposit Money Banks in Osogbo. The respondents were selected from three relevant departments' i.e. Customer Services Department, Marketing Department and Digital Marketing Department of the eleven selected Deposit Money Banks in Osogbo. Purposive sampling technique was used by the researcher in selecting 169 respondents from both the customer service department, marketing department, and digital banking department of the selected Deposit Money Banks in Osogbo metropolis because the study needed professionals with knowledge and experience on the digital marketing and customer behaviour. Primary data was used for the purpose of this study. Inferential statistics and linear regression analysis were employed for data analysis.

**Findings:** The result of the analysis reveal that: (i) with the result of hypothesis one; the regression estimates results revealed that mobile marketing has significant effect on customers' acquisition in selected Deposit Money Banks in Osogbo, Osun State, Nigeria ( $\beta = 0.205$ ,  $p = 0.045$ ). (ii) for hypotheses two, regression estimates results revealed that social media marketing has significant effect on customers' satisfaction in selected Deposit Money Banks in Osogbo, Osun State, Nigeria ( $\beta = 0.194$ ,  $p = 0.028$ ). (iii) for hypotheses three, regression estimates results revealed that e-mail marketing has significant effect on customers' loyalty in selected Deposit Money Banks in Osogbo, Osun State, Nigeria ( $\beta = 0.200$ ,  $p = 0.009$ ).

**Research limitations/implications:** Restrictions point to the limitations that analysts experience when conducting research. When analyzing the effect of digital marketing on customers' behaviour, the analyst experiences some limitations in this consideration, such as limited test measurement, etc.

**Originality/Value:** No research was found regarding digital marketing and customers' behavior in Osogbo, Osun State, Nigeria during the time period of 2024.

**Conclusion and Recommendations:** The study concluded that mobile marketing has significant effects on customers' acquisition in the selected DMBs. The study suggests that the utilization mobile marketing by DMBs in Osogbo has proven to be effective in attracting new customers to their services. Social media marketing has significant effects on customers' satisfaction in the selected DMBs. The study findings also emphasized the importance of a strong social media marketing for enhancing customers' satisfaction in the selected banks, while E-mail marketing has significant effects on customers' loyalty in DMBs. This underscores the role of targeted and effective e-mail marketing in fostering and maintaining customer loyalty within Deposit Money Banks in Nigeria. The study recommended that Deposit Money Banks are encouraged to adopt digital marketing dimensions that combine mobile marketing, social media marketing, and e-mail marketing. Integration of these dimensions can create a synergistic effect, influencing customers' behaviour across acquisition, satisfaction, and loyalty.

**Index Terms-** Mobile marketing, social media marketing, e-mail marketing, customers' acquisition, customers' satisfaction, customers' loyalty.

## I. INTRODUCTION

In recent times, many companies have moved towards the trend of using digital marketing to reach their customers (Vinothalakshmi, 2019). Pineiro-Otero and Martínez-Rolán (2017) posit that digital marketing is the extension of traditional marketing methods and techniques into the internet. Ngwa (2021) explains that digital marketing refers to the utilization of digital technology to promote goods and services. This marketing strategy is rapidly evolving as the majority of nations around the world moves towards a digital economy. In order for companies such as Deposit Money Banks (DMBs) to properly reach its target markets or customers, certain digital marketing components are necessary to be implemented.

Digital marketing encompasses mobile marketing, social media marketing and e-mail marketing. These dimensions enable deposit money banks (DMBs) to engage with customers effectively, acquire new customers, strengthen client loyalty and boost customer satisfaction. According to Wang and Zhang (2021), DMBs worldwide have recognized the potential of digital marketing to attract, engage and retain customers. Recent cases from different countries shed light on the evolving landscape of digital marketing and its influence on customer behaviour within the banking sector. In the United States, mobile marketing has become an effective tool for attracting potential customers. Bank of America's successful mobile marketing campaign resulted in acquiring over 2 million new customers through its bank applications (hereafter referred to as apps) demonstrating the potential of mobile marketing in expanding customer base (Smith, 2021). Another case is the Chase Bank which has embraced mobile marketing, leading to increased customer acquisition. The Chase Bank App, with its user- friendly interface and innovative features, has attracted a large customer base (Stewart, 2022). In the United Kingdom, Lloyds Bank has successfully employed social media marketing to drive customer satisfaction. Their campaigns, such as "For Your Next Step," have utilized storytelling and customer testimonials to build trust and promote their banking services (Harrison & Johnson, 2021). In Canada, e-mail marketing has been effective in customer retention and fostering loyalty. A case study by TD Canada Trust demonstrated that targeted e-mail marketing campaigns resulted in increased customer loyalty and higher cross-selling rates (Steve, 2022). Another case is the Scotia Bank in Canada that leveraged email marketing to drive customer loyalty. Their personalized email campaigns, offering tailored product recommendations and exclusive perks, have contributed to increased customer engagement (Rogers & Patel, 2021). In Africa, the banking sector has also witnessed a shift towards digital marketing dimensions. A case study by the African Development Bank Group highlighted how mobile banking apps and digital advertising have been very important in expanding financial inclusion and reaching previously underserved populations. According to Obi (2022), digital marketing in African deposit money banks has gained momentum with banks using mobile banking apps and online platforms to engage customers. Examples such as "Ecobank Mobile App" and Standard Bank's digital campaigns demonstrate the growing importance of digital marketing in Africa. In Nigeria, DMBs have recognized the potential of digital marketing in the highly competitive financial landscape. Guaranty Trust Bank (GTWorld app), and Access Bank digital transformation initiatives exemplify how banks leverage digital channels to offer personalized services and attract their customers (Okeke & Okoro, 2023).

Mobile marketing has become a crucial component of modern business strategies, yet there is a need to understand its actual impact on customer acquisition. Several studies have explored the effect of mobile marketing on customer acquisition in various countries including Nigeria, there are significant gaps in the existing literature that warrant further investigation. For example, previous research has primarily focused on various mobile marketing channels, including SMS marketing, mobile apps, social media and mobile advertising. These studies have shown varying degrees of success in terms of customer acquisition (Karjaluoto et al., 2015; Liu et al., 2018; Brown, 2020; Smith et al., 2020). However, an in-depth analysis of the relative effectiveness of different mobile marketing channels is lacking. A more in-depth analysis of these channels could provide insights into which strategies are most impactful in customer acquisition. Also, the researcher found no existing studies on mobile marketing and its effect on customer acquisition of selected deposit money banks in Osogbo metropolis. Hence, this study sought to fill the gap by conducting a comprehensive analysis of different mobile marketing channels (e.g., SMS marketing, mobile apps, social media, and mobile advertising) to determine which channels are most effective in acquiring customers in selected deposit money banks in Osogbo metropolis.

Social media has become an integral part of contemporary marketing strategies, enabling businesses or banks to interact with customers, promote products and services, and build brand loyalty. Understanding the effect of social media marketing on customer satisfaction is critical for banks seeking to optimize their marketing efforts. While existing literature provides insights into this relationship, there are still gaps that necessitate further study to enhance our comprehension of this phenomenon. Numerous studies have shown a positive association between social media marketing and customer satisfaction. For instance, Smith et al. (2018) found that social media engagement positively influences customer satisfaction, and Johnson (2019) reported increased customer satisfaction due to personalized social media interactions. The existing studies provide a broad overview of social media marketing's impact on customer satisfaction, but further research is required to investigate the specific components on different platforms (e.g., Facebook, Twitter, Instagram and TikTok). It is, therefore, this gap that this study intended to fill.

E-mail marketing has become a ubiquitous tool in the marketing landscape, with organizations increasingly relying on it to engage customers and enhance their loyalty. However, despite its widespread use, there is a need to critically assess the existing empirical findings to identify gaps that require further investigation. Numerous researches have examined what effect email marketing has on customer loyalty. Smith (2018), for instance, discovered a favourable relationship between prevalence of email communication and customer loyalty in the e-commerce sector. Another study by Johnson and Brown (2019) observed no significant impact of email marketing on customer loyalty in the hospitality industry. Smithson and Anderson (2021) explored the influence of email content and design on customer loyalty. The study findings revealed that well-designed and personalized emails had a stronger impact on customer loyalty. However, the researcher could not find any empirical studies on how email marketing affects customer loyalty in selected deposit money banks in Osogbo metropolis. Hence, this study sought to fill the gap.

### *1 Research Objectives*

The main objective of this study was to examine the effect of digital marketing on customers' behaviour in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.

The specific objectives are:

- 1.1 To investigate the effect of mobile marketing on customers' acquisition in selected Deposit Money Banks in Osogbo, Osun State, Nigeria,
- 1.2 To assess the effect of social media marketing on customers' satisfaction in selected Deposit Money Banks in Osogbo, Osun State, Nigeria,
- 1.3 To evaluate the effect of e-mail marketing on customers' loyalty in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.

### *2 Research Hypotheses*

In line with the objectives above the following null hypotheses were formulated:

H01: Mobile marketing has no significant effect on customers' acquisition in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.

H02: Social media marketing has no significant effect on customers' satisfaction in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.

H03: E-mail marketing has no significant effect on customers' loyalty in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.

## 1) LITERATURE REVIEW

### 1.1 Digital Marketing

Digital marketing has been conceptualized by different authors. Some have defined “digital” and “marketing” in different ways based on their understanding of their applications. Digital encompasses a wide range of electronic devices, systems and platforms that utilize digital signals and processes while marketing involves understanding customer needs and desires, developing products or services that fulfill those needs and implementing strategies to promote and sell those offerings (Kotler et al., 2017). Digital marketing is a kind of marketing that promotes goods and services to consumers by using the internet and digital technology (Financial Times, 2016; American Marketing Association, 2016). In line with Pradhan et al. (2018), digital marketing pertains to marketing endeavours and business interactions involving the adoption of technology to promote products, services, ideas and information via the internet, mobile devices and other electronic media. Any marketing initiative that makes use of an electronic device or the Internet can be referred to as digital marketing. Banks interact with both current and potential customers through digital channels like websites, social media, email, and search engines. Other names for it include “web marketing”, “internet marketing”, and “online marketing” (Qazzafi, 2019). According to Sathya (2017), the key objective of digital marketing is to promote brands through various digital media platforms. This is also known as online marketing, or web marketing of goods or services using digital channels to reach consumers.

Digital marketing refers to the process of advertising goods, services and brands through a variety of online platforms and digital technology. It entails utilizing digital platforms such as mobile applications, social media, email, and other digital mediums to reach and engage target audiences (Chaffey & Ellis-Chadwick, 2019). In the same vein, according to Ryan and Jones (2019), digital marketing involves leveraging digital technologies and online channels to connect with target customers, build brand awareness, engage in customer dialogue, and drive desired actions, such as sales or conversions. It is a general terminology for the focused, quantifiable and interactive promotion of products or services through digital media to promote brands and boost sales (Todor, 2016). Allowing customers to engage with the product through digital media is the ultimate goal of digital marketing (Sawicki, 2016). All marketing initiatives that make use of computers and the internet are included in the category of digital marketing. It can also mean using technology to support marketing initiatives in order to better understand clients by attending to their demands (Kaur, 2017). Digital marketing deals with delivering content or advertisements using a variety of digital platforms, including social media, email, optimization for search engines, search engine marketing, and mobile marketing. It involves using a variety of digital tools and platforms for marketing (Baburam, 2022). Through online activity tracking, digital marketing enables banks to measure campaign outcomes with accuracy (Kalpana & Deepika, 2022). Banks have access to data on both the number of individuals who saw their advertisement and the number of people who clicked on it or visited their website. This can assist marketers in determining which strategies are effective so they can swiftly adjust their approach as needed (Farris et al., 2017). Using digital tools or technology to market products and services is known as digital marketing. This marketing strategy is rapidly evolving as the majority of the globe moves toward a digital economy. Facebook, WhatsApp, Instagram, YouTube and other social media platforms are some of the most popular ones utilized for marketing these days (Bodoine, 2020).

#### 1.1.1 Digital Marketing Dimensions (Measures)

Mobile marketing, social media and e-mail marketing are examined as dimensions of digital marketing.

- 1) **Mobile Marketing:** Mobile marketing is a highly effective tool utilized by deposit money banks and other financial services. It caters for the demands of users who seek real-time information and require access to services anytime and anywhere (Chazaridou, 2021). Mobile marketing is one of the most engaging ways for banks to communicate with their customers (Osama, 2022). It entails the practice of reaching and engaging with target audiences through mobile devices, including smartphones and tablets, with techniques like mobile apps, SMS marketing, and mobile advertising (Chaffey et al., 2019). According to Aly Ziko and Asfour (2023), mobile marketing involves a series of activities that allow businesses to effectively engage and communicate with their target audience via any mobile gadget or system, guaranteeing pertinent and engaging interactions. The Mobile Marketing Association (2018) characterizes mobile marketing as an array of approaches that enable banks and

organizations to dynamically and meaningfully connect with their customers using mobile devices or networks. Mobile marketing allows personalized and engaging delivery of relevant information to online customers. Consequently, the increasing popularity of customers' use of mobile devices and mobile web browsing technology has made this new marketing strategy increasingly alluring and captivating (Hopkins & Turner, 2015). It's a comprehensive digital marketing dimension that utilizes various channels such as applications, websites, social networks, email, SMS and MMS to connect with a specific target audience on their smartphones, tablets and other mobile devices (Kaplan, 2015). It involves marketing activities specifically conducted through mobile devices like smartphones and tablets, including SMS marketing, in-app advertising and mobile web advertising (Kumar et al., 2015).

2) **Social Media Marketing:** Social media marketing is widely regarded as a highly effective dimension of digital marketing, primarily because a large percentage of both the general public and marketers themselves devote a large portion of their time to social media sites (Craig, 2021). It is essential to digital marketing because it allows banks and organizations to effectively connect with their customers (Yasmin et al., 2015). It involves leveraging social media networking platforms to generate website traffic and increase brand exposure, thus enhancing overall marketing efforts (Aly Ziko & Asfour, 2023). It also make use of social media platforms, such as Facebook, Twitter, and Instagram to promote brands, products and services and engage with customers (Hollensen, 2020). Furthermore, Bansal et al., 2015 posit that a company's products and services are promoted through social media platforms through social network marketing. Tuten and Winsatt (2018) defined social media marketing as an online commercial structure that is centered on social networks and communities. The majority of firms have begun to understand the potential of social media marketing in reaching a wider audience, owing to the rapid growth of social networks. By creating a two-way communication platform, the advertisement of online communities has reduced the communication gap between businesses and customers. This reality has prompted marketers to interact with their clientele by participating in social media conversations. Marketers are now using social media to interact with consumers. Social media can now be used by banks to attract new clients (Budiman, 2021). It is efficient in increasing brand visibility and reaching new audiences through targeted advertising campaigns. A recent and quickly developing trend that enables banks to communicate with their clients more easily is social media marketing (Constantinides, 2015). The practice of using social media platforms to advertise a company and its goods is known as social media marketing. This kind of marketing is a subset of online marketing initiatives that are used in conjunction with traditional web-based advertising campaigns and email newsletters as web-based promotion strategies (Kaur, 2016).

3) **E-mail Marketing:** Email marketing is another essential digital marketing dimensions. Email marketing is a kind of communication where messages are sent to individuals or groups via emails (Ghavamilahiji, 2016). Every email sent to both current and potential customers has the possibility of integrating email marketing. The practice of sending emails to users and making them viewable is known as email showcasing. The company uses email marketing to increase and maintain its market share. Based on data sent by email, customers can receive more information (Kiselova, 2019). When compared to other digital marketing strategies, email marketing is thought to be a low-cost means of reaching clients (Chazaridou, 2021). It is a useful strategy for focusing on specific customers, establishing rapport with new ones, and preserving connections with current ones. To reach clients, banks generate a list; to accomplish customisation and accurate targeting, they establish a database (Techopedia, 2016). According to Stakhovska (2019), e-mail marketing is the oldest and most widely used digital platform for businesses to reach their target customers with product information and offers. Most banks' marketing departments use email as a one-way communication channel rather than a two-way communication channel. This method is effective for sending targeted information to specific customers and encouraging them to click on links to find product offers and close a sale (Desai, 2019). Consumers want real-time email interactions with businesses, and as technology and email usage grow, so does this need. According to Hartemo (2016), e-mail is one of the most widely used electronic communication channels.

### 1.1.2 Customer Behaviour

Different authors have explained the concept of customer behaviour. A customer is a person, business, or other entity that regularly does business with another person, business, or entity, the consumer is the one who ultimately uses the goods and services produced. Because they might not be purchasing for their own purposes, a customer may or may not be a consumer. However, because there is a transfer or trade for the purpose of meeting requirements from one person to another, whether they are purchasers

or users, customers are typically referred to as consumers when analyzing customer behavior. According to Hollebeek and Macky (2019), customer behaviour can be defined as the dynamic interplay between affection cognition, behaviour and environment that underpin how people exchange aspects of their lives. There are a variety of factors that determine how consumers react to a specific marketing or advertising campaign (Schutte & Chauke, 2022). These include personal, social, psychological and situational factors. Personal factors encompass demographics, lifestyle, personality traits and individual needs and wants. Social factors include social class, family, peer groups and culture. Psychological factors encompass perception, motivation, learning, beliefs and attitudes. Situational factors refer to the context in which a purchase decision is made such as time constraints, physical environment, and social surroundings (Kotler et al., 2017).

The term customer behaviour describes the choices and practices that influence the buying decision of a consumer (Ihinmoyan, 2022). In the same vein, according to Solomon et al. (2019), customer behaviour refers to the activities, actions and decisions of individuals and group in relation to the selection, acquisition, application, and disposal of goods and services, as well as any behavioural, mental and emotional reactions that either take place before or after these actions on the part of the customer. Customer behaviour is an analysis of all consumer choices as well as actions related to the acquisition, utilization, and disposal of goods and services. Additionally, a variety of marketing characteristics that are crucial for every marketing management team in a business or organization that engages directly with clients shape the behaviour of their customers (Chen, 2020). Consumer behavior is defined as people's purchasing decisions based more on their subjective assessments of the worth of the goods and services than on their intended uses (Etale & Uranta, 2021). This covers the items they purchase, how and where they buy them, why they buy them, how frequently they buy and use them, how they evaluate the items after they are purchased, the implications of that evaluation down the road, and how they dispose them. Ihinmoyan (2022) claims that consumer behaviour focuses on how people choose to allocate important resources (time, money, and effort) to consumption-related things.

#### 1.1.2.1 *Customer Behaviour Measures*

In this study, customer behaviour is measured with the following proxies: customer acquisition, customer satisfaction and customer loyalty.

1 **Customer Acquisition:** The concept of customer acquisition involves various techniques and approaches to engage and convince individuals to become customers. Customer acquisition is the process of attracting and gaining new customers for a deposit money bank (DMBs), often measured by the number of new accounts opened or new leads generated (Bolton et al., 2020). It is the process of acquiring new customers for a business through marketing and sales efforts. It involves identifying target audiences, generating leads, nurturing prospects and converting them into paying customers (Jain & Sinha, 2017). It encompasses the strategies and activities involved in acquiring new customers and expanding a customer base (Kotler & Armstrong, 2021), it helps expand the customer base, increase revenue, and improve market share. It also allows businesses to build lasting connections with clients while leveraging their lifetime value (Kotler & Keller, 2016).

2 **Customer Satisfaction:** This is a crucial concept in marketing and business that measures how well the demands of consumers are fulfilled or exceeded regarding a product, service or overall experience (Oliver, 2015). The overall evaluation of a customer's experience with a deposit money bank's products, services and interactions reflect their fulfillment of needs and expectations (Kotler et al., 2017). Customer satisfaction, according to Atauret al. (2017), gauges how well a company's goods or services live up to the expectations of the customer. Customer satisfaction refers to the extent to which customers' expectations and requirements are met or exceeded by the products, services, or experiences provided by a company (Oliver, 2015). He said further that customers form expectations based on their previous experiences, marketing communications and word-of-mouth. When a product or service fulfills these expectations, it leads to customer satisfaction. Customer satisfaction is regarded to be one of the most crucial aspects of competitiveness and the best measure of a business's ability to turn a profit. In addition, customer satisfaction will motivate businesses to enhance their brand and reputation, lower customer attrition and pay more attention to the needs of the customers they serve. These initiatives will help businesses build barriers to customer

switching and strengthen connections with customers (Uwalaka & Peace, 2020). Customer satisfaction can also be defined as the proportion of customers, either as a whole or as some customers, whose ratings indicate that they were satisfied with an organization, its product, or services (Farris et al., 2015).

iii. **Customer Loyalty:** Consumer behaviour towards brands, services, retailers, product categories and activities is known as loyalty. (Etale & Uranta, 2021). Customer loyalty is a key concept in marketing that refers to the degree to which customers exhibit repeat purchases, brand advocacy, and a strong commitment to a particular brand or organization (Reinartz & Kumar, 2012). They said that, loyal customers are more likely to continue buying a specific brand, recommend it to others and resist switching to competitors. Developing and preserving client loyalty is crucial for long-term business growth and profitability. Customer loyalty refers to the degree of commitment and repeat business from customers towards a particular brand or company. It is an important concept in marketing and signifies the degree of customer satisfaction as well as engagement. It is the degree of commitment, preference and intention of a customer to continue engaging and transacting with a deposit money bank, despite the presence of competing options (Oliver, 2019). Customers' loyalty refers to the commitment and allegiance of customers towards a particular brand or company. It symbolizes consumers' propensity to make recurring purchases of goods or services from the same company, even in the face of competition or alternative options (Hollebeek et al., 2015).

## 1.2 Theoretical Review

For the purpose of this study, the theory reviewed include the Technology Acceptance Model (TAM), The Theory of Reasoned Action (TRA), and the Elaboration Likelihood Model (ELM) with the aim of creating logical connection between the digital marketing and customer behavior being examined in this study.

1.2.1 **The Technology Acceptance Model (TAM):** The Technology Acceptance Model was propounded by Davis et al. (1986). The theory proposes that the acceptance and adoption of technology are affected by perceived usefulness (PU) and perceived ease of use (PEOU). In the context of digital marketing, TAM suggests that customers' perception of the usefulness and ease of use of mobile, social media and email marketing will affect their behavioural responses. TAM also posits that perceived ease of use and perceived usefulness of technology determine user acceptance. Users are more likely to adopt technology if they find it easy to use and see it as beneficial (Venkatesh & Davis, 2000).

TAM assumes that individuals are rational decision-makers who weigh the perceived benefits and ease of use when adopting digital marketing channels. It also assumes that customers' behavioural intentions are strong predictors of their actual behaviour (Davis et al., 1986). Numerous studies have shown that TAM is applicable to understanding mobile marketing adoption, social media usage and email marketing engagement. The model has been praised for its simplicity and practicality in assessing customers' attitudes and behaviours (Venkatesh & Davis, 2000; Kim et al., 2008; Karjaluoto et al., 2015; Shin, 2017; Chong et al., 2016).

Venkatesh and Bala (2008) argue that TAM oversimplifies the complexity of customer behaviour by focusing solely on perceived usefulness and ease of use. They suggest that additional factors such as social influence and personal motivations should be considered for a more comprehensive understanding. Davis (1989) also argues that TAM oversimplifies user behaviour, neglecting external factors and social influences. It assumes that perceived ease of use and usefulness are the only drivers of technology acceptance, which may not hold in all situations.

The Technology Acceptance Model is relevant for understanding customer acquisition as it provides insights into customers' intentions to adopt digital marketing channels. It helps marketers identify factors that can enhance the adoption process and attract new customers. This theory is also relevant in digital marketing as it helps marketers understand how customers perceive and accept digital tools and platforms, enabling them to design more user- friendly and effective marketing strategies.

1.2.2 **The Theory of Reasoned Action (TRA):** The theory was propounded by Fishbein and Ajzen in 1975. TRA suggests that someone's plan to exhibit a specific behaviour is established by his values and arbitrary standards (Fishbein & Ajzen, 1975). In the context of digital marketing, TRA posits that customers' attitudes towards mobile, email marketing and social media, in addition to subjective norms, will shape their behavioural responses.

TRA assumes that individuals have control over their behaviour and are motivated to comply with subjective norms. It assumes that attitudes and subjective norms are the primary determinants of behavioural intentions (Fishbein & Ajzen, 1975). They further said that a person's behaviour is influenced by his motives, which are shaped by his values and personal standards. Subjective norms are the apparent pressures from the society to engage in or refrain from engaging in the behavior, whereas attitudes represent an individual's favourable or negative assessment of the behaviour.

Studies have demonstrated the applicability of TRA in predicting customers' attitudes and behavioural intentions towards mobile marketing, social media marketing and email marketing. TRA's emphasis on subjective norms helps understand the influence of social factors on customer behaviour (Chen & Dhillon, 2003; Chu & Kim, 2011; Wambaet al., 2016; Zhang & Benyoucef, 2016; Alalwan et al., 2017).

Ajzen (1991) argues that TRA overlooks the role of other factors such as personal values, emotions and situational contexts in shaping customer behaviour. He suggest that a broader perspective is necessary to capture the complexity of digital marketing effects. Fishbein (1975) also argues that TRA may not adequately address the complexity of decision-making, especially in the digital marketing environment, where factors like emotions and environmental cues can play a significant role.

TRA is relevant to the study because it helps digital marketers recognize the significance of attitudes and social norms in shaping customer behaviour, by enabling them to craft more persuasive and effective marketing campaigns. It also helps digital marketing in understanding how customers' attitudes and social influences shape their decision-making processes, such as making online purchases or engaging with digital content.

**1.2.3 The Elaboration Likelihood Model (ELM):** The Elaboration Likelihood Model was propounded by Petty and Cacioppo in (1986). The theory suggests that individuals' attitudes and behaviours are influenced by two cognitive processing routes: the central route and the peripheral route. In the context of digital marketing, ELM argues that customers' level of involvement and motivation determine the processing route they take when exposed to marketing messages. Proponents of ELM argue that it offers valuable insights into how digital marketing can persuade and influence customer behaviour (Hassanein & Head, 2007). ELM has been used to examine the impact of digital marketing on customer behaviour, such as mobile advertising effectiveness (Huang & Wang, 2017), social media influence (Wang et al., 2018), and email marketing personalisation (Dehghani et al., 2019).

ELM assumes that individuals have varying levels of motivation and ability to process information. It assumes that the central route leads to more enduring attitudinal change, while the peripheral route relies on peripheral cues (Petty & Cacioppo, 1986). Studies have applied Elaboration Likelihood Model to understand the persuasive effects of mobile marketing, social media marketing and email marketing. ELM's dual processing routes help explain how different types of digital marketing content affect customer attitudes and behaviours (Hwang & Kandampully, 2012; Cheema & Kaikati, 2010). According to Petty and Cacioppo (1986) supported that ELM has been employed in the digital marketing domain to understand how consumers process information online. It helps marketers design persuasive messages based on the route consumers are likely to take. ELM has been applied in marketing research to understand how consumers process information and make decisions in response to various marketing stimuli.

Eagly and Chaiken (1993) argue that ELM oversimplifies the cognitive processes involved in customer decision-making. They suggest that factors such as emotions, personal relevance and cultural influences should be considered for a more comprehensive understanding of digital marketing effects. Petty and Cacioppo (1986) criticised that ELM's applicability in real-world contexts can be limited as consumers may not always follow a fixed route of information processing. It also demands in-depth knowledge of consumers' motivations and abilities.

ELM is relevant in digital marketing because it helps marketers identify when and how to use central or peripheral cues to persuade and engage customers effectively. ELM is relevant for understanding how consumers process digital marketing messages, especially in online environments. Marketers can tailor their content based on the level of elaboration consumers are likely to engage in.



#### 1.2.4 Theoretical Framework

The main theory this research work revolved around is 'The Theory of Reasoned Action (TRA). This is because of its relevance to the study. The TRA emphasizes the importance of attitudes in shaping behaviour. In the context of digital marketing understanding consumers' attitudes towards online advertising, social media campaigns, email marketing, and other digital marketing dimensions can help marketers design more effective and persuasive marketing messages. By aligning marketing efforts with consumers' positive attitudes, businesses can enhance customer engagement and drive desired behaviours. TRA also emphasizes the role of subjective norms, which are the observed demands of society or norms that influence behaviour. In the digital marketing context, subjective norms can manifest through online reviews, recommendations and influencers' opinions. By identifying key social influencers and leveraging their endorsement, digital marketers can tap into the power of subjective norms to shape consumer behaviour. Additionally, understanding consumers' perceptions of social norms related to digital marketing can help tailor messages that resonate with their social environment. The TRA posits that an individual's intention to perform a behaviour is a strong predictor of actual behaviour. When applied to digital marketing, analyzing consumers' intentions to engage with online advertising, subscribe to newsletters, or follow brands on social media can provide valuable insights into future customer behaviour. Marketers can utilize this knowledge to develop strategies that positively influence consumers' intentions, ultimately driving their desired actions.

#### 1.3 Empirical Review

##### 1.3.1 Effect of Mobile Marketing on Customer Acquisition

Barnes and Sekhon (2017) examined the effectiveness of mobile coupons in customer acquisition. The research used primary data in a survey research design. Data techniques employed was regression analysis. The findings revealed that mobile coupons significantly influenced customer acquisition by attracting new customers, increasing purchase intention and promoting repeat purchases. Mobile coupons were found to be a useful instrument for acquiring and retaining customers in mobile marketing campaigns.

Chen and Chen (2017) examined the relationship between mobile advertising and consumers' brand engagement. Data were obtained from a structured questionnaire and the instrument was coded and analysed using Pearson Product Moment correlations co-efficient. The study found that mobile advertising positively influences consumers' brand engagement, indicating that effective mobile advertising strategies can enhance consumers' engagement with brands.

Hsiao et al. (2016) examined the influence of mobile apps in customer acquisition. The study adopted the explorative research design using primary data multiple regression. The study found that companies with well- designed and user-friendly mobile apps experienced higher customer acquisition rates. Mobile apps provided convenience, personalized experiences and enhanced engagement, leading to increased customer acquisition and retention.

Huang and Benyoucef (2017) investigated the extent to which mobile shopping apps influence consumers' impulse buying behaviour. The study relied primarily on qualitative data obtained from secondary sources. Percentage distribution analysis and Pearson correlation ( $r$ ) were used. Results indicated that mobile shopping apps positively influence consumers' impulse buying tendencies, suggesting that these apps can effectively facilitate impulse purchases.

Khalufiet al. (2019) explored how well mobile marketing works for the consumer's experience. Both qualitative and quantitative methods were applied to the analysis of the data that was acquired. The results reveal that businesses may quickly draw in a large consumer base using social networking sites in order to boost sales and profits. For a variety of reasons, including lack of time and the capacity to compare products, people are more conscious of products and prefer to shop online. People in the present era are glued to their phones, spending a significant amount of time on them. This is especially true for young people. As a result, businesses ought to take advantage of this established fact and raise brand awareness. Furthermore, the majority of consumers claim that having access to social media on their phone has improved their brand knowledge when making judgments about what to buy. It demonstrates how customers can make decisions about what goods and services to buy with greater ease than ever before through mobile phones.

### 1.3.2 Effect of Social Media Marketing on Customer Satisfaction

AlyZiko and Asfour (2023) examined the effect of digital marketing on consumer buying behaviour. The questionnaires were administered at the Egyptian market and distributed using a straightforward sample technique. A total of 275 accessible samples and 275 questionnaires were delivered, resulting in a 100% response rate from all participants who volunteered to take part. The results showed that social media marketing influences customer purchasing decisions in the Egyptian market positively in the country's modern trade sector.

Khattab *et al.* (2020) researched how consumer satisfaction was impacted by digital banking. The study used a correlational survey design for analysis and a quantitative research approach with scheduled data collecting. Data were gathered from a sample of 384 people chosen from the five largest commercial banks (Maybank, Hong Long Bank, CIMB Bank, RHB Bank, and Muamalat) using a structured and verified questionnaire. Partial Least Square Structural Equation Modeling (PLS-SEM) was used to analyse the data using SmartPLS software. The findings showed that customer satisfaction is positively impacted by digital banking (social media, mobile) (P-value 0.05).

Liang *et al.* (2019) found that higher levels of social media engagement positively influenced customer satisfaction in the hotel industry. The method of data collection adopted was the primary data. Multiple regression was used in the study. The findings reveal a positive correlation between social media engagement and customer satisfaction. Higher levels of engagement, such as likes, comments, and shares, indicate active customer participation and interaction with a brand's social media content.

Onobrakpeya and Mac-Attama (2017) examined the impact of digital marketing on customer satisfaction in Nigerian deposit banks. A sample of 214 workers from a few chosen banks in Warri Metropolis, Delta State, Nigeria, was used in the study. Multiple regression analysis, correlation, and simple percentages were the statistical techniques employed in the cross-sectional survey research design method. According to the research, social media marketing significantly improves customer satisfaction in Nigerian deposit money institutions. This suggests that consumers enjoy consistent social media communication because it makes them feel valued and satisfied. Because it is hard to break consumers' attachment to their mobile devices and gadgets, the study recommended that a plan be put in place to combine mobile marketing with other digital marketing media during its deployment.

### 1.3.3 Effect of E-Mail Marketing on Customer Loyalty

Chen *et al.* (2018) examined the effects of email timing and frequency on customer loyalty. Questionnaire was employed as the research instrument. The method of data analysis used was correlation analysis and multiply regression analysis. The findings indicated that sending emails at optimal times (e.g., when customers are most likely to engage) and maintaining an appropriate email frequency positively influenced customer loyalty. Overwhelming customers with too many emails or sending them at inconvenient times could lead to decreased customer loyalty.

Dholakia and Blazevic (2016) explored the role of trust and permission-based email marketing in customer loyalty. Descriptive, correlation, and regression analysis were used. Primary data was adopted using close-ended questionnaire. The study found that customers who perceived emails as trustworthy and explicitly granted permission to receive emails from a brand were more likely to exhibit loyalty. Trustworthiness in email marketing practices, such as respecting customer preferences and providing transparent opt-out options, positively influenced customer loyalty.

Etale and Uranta (2021) investigated the connection between consumer behavior patterns and digital marketing in Yenagoa, Bayelsa State, and fast food businesses. 200 copies of a questionnaire were given to customers of the fast-food restaurants, in order to collect primary data. The data was analyzed using the Pearson correlation coefficient method to determine the link between the variables. The results showed that customer loyalty, a measure of consumer behavioral patterns, and email marketing, which is one of the aspects of digital marketing, had a positive relationship. The Pearson correlation coefficient was used to analyze the data on the relationship between email marketing and customer loyalty. It results indicated a significant and strong relationship between the variables, with email marketing's existence or absence having a direct impact on customers' loyalty. This disproved the study's second null hypothesis by demonstrating the strong correlation between email marketing and customer loyalty. And suggested that a

positive shift in an organization's email marketing strategy and operations will likely result in a comparable shift in the degree of client loyalty that the business enjoys. The conclusion was drawn from the analysis's findings.

Liang et al. (2020) investigated the impact of personalized email marketing on customer loyalty. The study population was used to determine the sample size. The primary data was used as a means for collecting data. The data techniques adopted in the study was regression analysis. The findings revealed that personalized emails significantly influenced customer loyalty, as customers perceived personalized emails as more relevant, valuable and engaging. Personalization strategies, such as addressing customers by name or tailoring content based on customer preferences, positively influenced customer loyalty.

Parry et al. (2018) examined the impact of email content on customer loyalty. The data collected was from primary and secondary data. Descriptive statistics was employed. The study found that well-designed and engaging email content positively influenced customer loyalty. Emails that provided valuable and relevant information, offered exclusive discounts or rewards, or included interactive elements (such as videos or surveys) were more likely to foster customer loyalty and increase repeat purchases.

#### 1.4 Gaps in Literature

##### 1.4.1 Gap One: Mobile Marketing and Customer Acquisition Gap

###### Statement:

Numerous studies have examined mobile marketing's impact on customer acquisition, in some countries including Nigeria. However, significant gaps in the current literature exist, particularly regarding the relative effectiveness of various mobile marketing channels such as SMS marketing, mobile apps, social media and mobile advertising. Prior research has demonstrated varying degrees of success in customer acquisition (Karjaluoto *et al.*, 2015; Liu *et al.*, 2018; Brown, 2020; Smith *et al.*, 2020). Additionally, no studies have investigated mobile marketing's effects on customer acquisition in specific deposit money banks in Osogbo metropolis. To address these gaps, this study aims to comprehensively analyze different mobile marketing channels to determine their effectiveness in acquiring customers in selected deposit money banks in Osogbo.

##### 1.4.2 Gap Two: Social Media Marketing and Customer Satisfaction Gap Statement:

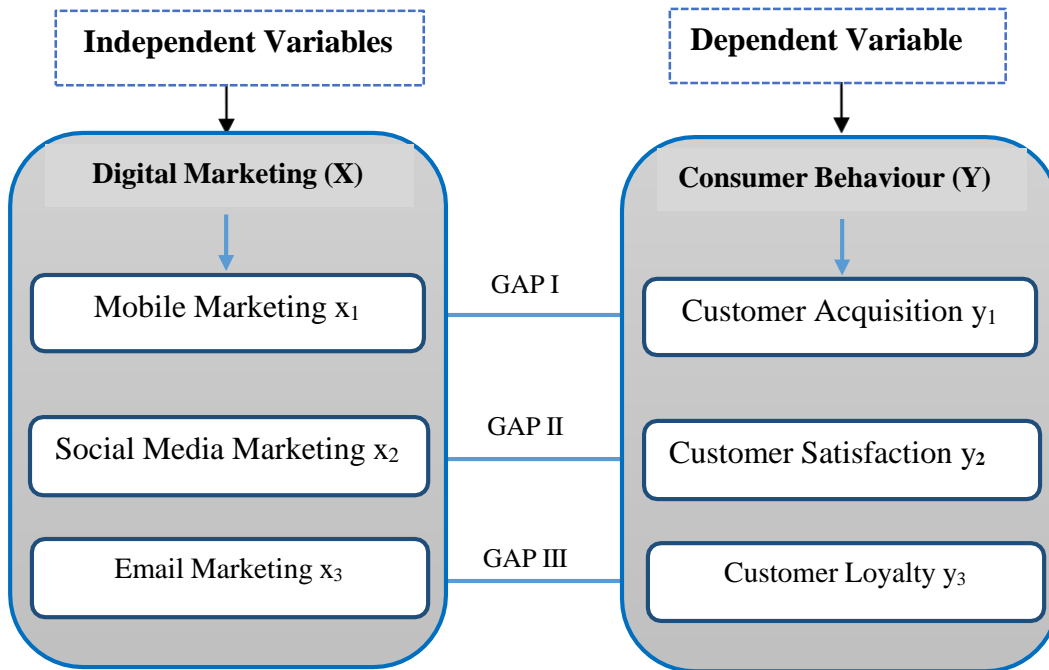
Some studies have established a positive relationship between customer satisfaction and social media marketing. For example, Smith et al. (2018) discovered that social media engagement positively affects customer satisfaction, and Johnson (2019) observed increased customer satisfaction through personalized social media interactions. While these studies offer a broad perspective on how social media marketing affects customer satisfaction, more investigation is required to focus on the details of the dynamics on various platforms like Facebook, Twitter, Instagram, and TikTok. This exploration can aid selected deposit money banks in Osogbo metropolis in customizing their strategies more effectively.

##### 1.4.3 Gap Three: Email Marketing and Customer Loyalty Gap Statement:

Also some studies have investigated the impact of email marketing on customer loyalty. Smith (2018) found a positive link between the frequency of email communication and customer loyalty in e-commerce. In contrast, a study by Johnson and Brown (2019) did not identify a significant effect of email marketing on customer loyalty in the hospitality industry. Smithson and Anderson (2021) focused on email content and design, revealing that well-crafted and personalized emails had a more substantial influence on customer loyalty. However, the researcher found no existing studies on how email marketing affects customer loyalty in selected deposit money banks in the Osogbo metropolis. Hence, this study stands to fill the gap.

### 1.5 Conceptual Model of the Study

A conceptual model is a research tool designed to assist a researcher in gaining sufficient knowledge and comprehension of the conditions being studied and how to relate to their. The independent variable in this study's conceptual model is digital marketing, whereas the dependent variable is consumer behaviour. Figure 2.1 shows the conceptual model:



**Figure 2.1:** Researcher's Conceptual Model 2024

## 2) METHODOLOGY

### 2.1 Research Design

The survey research design was thought to be the most suitable for this investigation. It is a technique that involves asking questions to get information first hand from a group of people. The subject matter of study led to the implementation of the survey research design, which necessitated that the researcher solicits audience response on the effect of digital marketing on customer behaviour. It also helped to express the relationship between two variables and is regarded as conclusive in nature because it is quantitative in nature.

### 2.2 Population of the Study

The study's population covered 302 members of staff drawn from all selected Deposit Money Banks in Osogbo. The respondents were selected from three relevant departments i.e. Customer Services Department, Marketing Department and Digital Marketing Department of the eleven selected Deposit Money Banks in Osogbo.

Table 3.1:

Name of DMBs	Category of Respondents			Total Population (Frequency)	Percentage (%)
	Customer Service Dept.	Marketing Dept.	Digital Banking Dept.		
Wema Bank Plc.	6	13	5	24	7.95%
Zenith Bank Plc.	9	21	7	37	12.3%
United Bank for Africa (UBA) Plc.	5	11	9	25	8.28%
First Bank of Nigeria Plc.	13	27	6	46	15.2%
Fidelity Bank Plc.	7	10	4	21	6.95%
Stanbic IBTC holdings Plc.	4	8	6	18	5.96%
Unity Bank Plc.	8	12	5	25	8.28%
Access Bank Plc.	10	17	8	35	11.6%
Union Bank of Nigeria Plc.	6	9	3	18	5.96%
Sterling Bank Plc.	9	13	4	26	8.61%
Eco Bank Transnational Incorporation	5	15	7	27	8.94%

<b>Overall Population Size</b>	<b>302</b>	<b>100.0%</b>
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**Source:** Human Resource Departments from the Banks Covered by this Study. The overall population is 302.

### 2.3 Sample Size and Sample Techniques

Cochran’s (1977) formula was used to calculate the sample size for the study. The researcher adopted ‘Cochran's Formula’ because of the need to ensure a certain level of accuracy, degree of confidence and estimate the percentage of a particular characteristic within a population. This formula is particularly useful in scenarios where the population is large. The calculations are as follows:

$$n_0 = \frac{z^2 * p * q}{e^2}$$

Where;

$n_0$  is the sample size,

$z$  is the z-value, extracted from a z-table

$e$  is the desired level of precision, the margin of error.

$p$  is the fraction of the population (as percentage) that displays the attribute

$q$  is 1-p.

Then we consider a 95% confidence level (leading to an  $\alpha = 0.05$ ) and a  $\pm 5\%$  precision. From the z-tables, the value for z is 1.96. Therefore, the theoretical sample would be:

$\alpha = 0.05$ ) and a  $\pm 5\%$  precision. From the z-tables, the value

$$n_0 = \frac{z^2 * p * (1-p)}{e^2}$$

$$n_0 = \frac{1.96^2 * 0.5 * (1-0.5)}{0.05^2}$$

$$n_0 = \frac{0.9604}{0.0025}$$

$$n_0 = 384$$

If the population size is known, a slightly different formula can be applied.  $n =$

$$\frac{n_0}{1 + \frac{n_0 - 1}{N}}$$

$n_0$ : Using the ideal sample size formula, Cochran's sample size was calculated;

$N$ : the size of the population ( $N=302$ ).

$$n = \frac{384}{1 + \frac{384 - 1}{302}}$$

$$n = \frac{384}{1 + 1.2682}$$

$$n = \frac{384}{2.2682}$$

$$n = 169.3$$

$$n = 169.$$

Therefore, according to the computation's result, a smaller sample size (169 vs. 384) may be necessary for the researcher to have a reasonable level of confidence in their findings when dealing with smaller populations. Purposive sampling technique was used by the researcher in selecting 169 respondents from both the customer service department, marketing department, and digital banking department of the selected deposit money banks in Osogbo metropolis because the study needed professionals with knowledge and experience on the digital marketing and customer behaviour.

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## 2.4 *Research Instrument*

A well-structured questionnaire was used for the data collection in this study. The questionnaire contained three sections; Section A, Section B, and Section C. Section A was designed to elicit responses on demographic characteristics of the respondent (name of bank, gender, age bracket, level of education, professional qualification, length of work experience with the bank and departments). Section B contained information on digital marketing which will be broken to mobile marketing, social media marketing, and e-mail marketing. Section C contained information on customer acquisition, customer satisfaction, and customer loyalty which were dimensions of customers behaviour from section A, Other sections had close ended questions on variable, by variable using a five point format likert rating scale ranging from strongly agree(5), agree (4), undecided (3), disagree (2), and strongly disagree (1).

## 2.5 *Pilot Testing*

A pilot study involving seventeen respondents was undertaken to assess the questionnaire's validity and reliability. As a rule of the thumb, the pilot test should comprise 10% of the sample (Cooper & Schindler, 2013). The pilot test was carried outside the study area.

### 2.5.1 *Validity of the Research Instrument*

After the questionnaire's design by the researcher, its content was evaluated to determine how closely it related to the variables being studied. The research instrument was submitted to experts and the research supervisor for appropriate examination and assessment of the survey instrument to guarantee its correlation with the variables being studied. Experts in the field of Management were consulted to validate the instrument's content. This was to guarantee that the questionnaire's items were written with clarity.

### 2.5.2 *Reliability of the Research Instrument*

Reliability relates to how well an instrument consistently measures what is considered to be measured, and high reliability shows how much the researcher can rely on the information gathered by using the chosen instrument. To this effect, a reliability scrutiny was done to ascertain the degree of reliability of the variables of the study. The data collected was analyzed through SPSS to obtain Cronbach's Alpha Coefficient (the bench mark is 0.7).

## 2.6 *Methods of Data Collection*

The data for this study was collected through the primary data method. Primary data method involved the administration of the copies of the questionnaire which were distributed to 169 respondents comprising the staff of the customer services, marketing and digital marketing departments of the selected Deposit Money Banks.

## 2.7 *Methods of Data Analysis*

Data analysis tools for the study included descriptive and inferential statics. Standard deviation and mean were employed as descriptive statistics to analyze the questionnaire items and provide answers to the research questionnaire items which were structured from the research questions. Inferential statistics and linear regression analysis, were used to test the hypothesis. All hypotheses were tested at 5% level of significance.

## **3) DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS**

In order to make the study findings easily readable, data presentation and analysis focused on organizing and interpreting the information gathered from respondents. Therefore, the results of the data collection process using the questionnaires and research question responses are presented and analyzed in this chapter. These are arranged in the subsequent subsections: presentation of data, analysis, interpretation and discussion of findings.

### 3.1 *Data Presentation and Analysis*

#### **3.1.1 Response Rate of the Administered Questionnaire**



Overall, 169 respondents comprised the study's target population, which involved three departments in the banks earlier mentioned in the previous chapters 166 submitted the copies of the questionnaire which was considered adequate for conducting a data analysis. This implies that 98.2% of respondents responded. This response rate was determined to be sufficient to derive research study outcomes. According to Cooper and Schindler's (2013), research, fifty percent of respondents are considered adequate for carrying out an analysis and reporting the findings; sixty percent or higher is regarded as good and seventy percent or higher is considered remarkable. The study's response rate was therefore exceptional in this regard. Table 4.1 provides an illustration of the response rate.

*Table 4.1: Analysis of Response Rate to Administered Questionnaire*

<b>Response Rate</b>	<b>Frequency</b>	<b>Percentage</b>
Number of respondents who answered questionnaires.	166	98.2%
Number of questionnaire wrongly filled or misplaced.	3	1.8%
Total no of questionnaire returned	169	100.0%

**Source:** *Research Data, (2024)*

### 3.2 Demographic Characteristics of Respondents (Section A).

A summary of the demographic characteristics of the study's sampled respondents is provided in this section. This kind of description is seen to be crucial for giving a deeper comprehension of the study's respondents and, consequently, for laying a solid basis for an in-depth analysis of the findings in light of the primary objectives that were established for the study. The demographic characteristics include, name of banks, gender, age bracket, level of education, professional qualification, length of service in the bank and departments. Demographic and personal profile of respondents as shown in table 4.1 by name of banks that the researcher visited, more copies of the questionnaire were distributed to Access Bank Plc because it has the highest frequency of respondents while Eco Bank Transnational Incorporation has the least frequency of respondents. It also shows the gender, researcher visited more female than the male because female has the highest respondent's rate. The analysis also reveals that the highest age bracket was from (31-40years) while the least age bracket was from (below 30years). The analysis shows the highest respondents had HND/BA/BSC while the least had OND. The result indicates the highest respondents had CIBN while the least had other professional qualifications. The analysis also shows the length of service in the bank which shows that the highest respondents have been in the bank between (5 to 10years) while the least respondents have been in the bank (below 5years). Lastly, the analysis copies of the indicates the departments of the staff which shows that the researcher distributed more copies of the questionnaire to the Digital Banking Department because it has the highest frequency rate while the least respondents were from the customer Service Department.

*Table 4.2: Analysis of Demographic Information of Respondents*

<b>Demographic and Personal Information</b>		<b>Population of Respondents</b>	
<b>Characteristics</b>	<b>Information</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
NAME OF BANK	WEMA BANK PLC.	16	9.6%
	ZENITH BANK PLC.	15	9.0%
	UNITED BANK FOR AFRICA (UBA) PLC.	15	9.0%

	FIRST BANK OF NIGERIA PLC.	15	9.0%
	FIDELITY BANK PLC.	15	9.0%
	STANBIC IBTC HOLDINGS PLC.	15	9.0%
	UNITY BANK PLC.	15	9.0%
	ACCESS BANK PLC.	17	10.2%
	UNION BANK OF NIGERIA PLC.	15	9.0%
	STERLING BANK PLC.	15	9.0%
	ECO BANK TRANSNATIONAL INCORPORATION	13	7.8%
	<b>Total</b>	<b>166</b>	<b>100.0%</b>
GENDER	FEMALE	87	52.4%
	MALE	79	47.6%
	<b>Total</b>	<b>166</b>	<b>100.0%</b>
RESPONDENT'S AGE	BELOW 30YEARS	22	13.3%
	31-40YEARS	70	42.2%
	41-50YEARS	43	25.9%
	ABOVE 50YEARS	31	18.7%
	<b>Total</b>	<b>166</b>	<b>100.0%</b>
LEVEL OF EDUCATION	OND	4	2.4%
	HND/BA/BSc	102	61.4%
	MSc/MA/MBA	54	32.5%
	PhD	6	3.6%
	<b>Total</b>	<b>166</b>	<b>100.0%</b>
PROFESSIONAL QUALIFICATION	ICAN	56	33.7%
	ACCA	29	17.5%
	CIBN	59	35.5%

	OTHERS	22	13.3%
	<b>Total</b>	<b>166</b>	<b>100.0%</b>
	BELOW 5YEARS	22	13.3%
LENGTH OF SERVICE IN THE ORGANIZATION	BETWEEN 5-10YEARS	86	51.8%
	ABOVE 10YEARS	55	33.1%
	OTHERS	3	1.8%
	<b>Total</b>	<b>166</b>	<b>100.0%</b>
DEPARTMENTS	CUSTOMER SERVICE DEPT.	51	30.7%
	MARKETING DEPT.	56	33.7%
	DIGITAL BANKING DEPT.	59	35.5%
	<b>Total</b>	<b>166</b>	<b>100.0%</b>

Source: Field Survey, 2024.

3.3 Analysis of Research Question (Section B and C).

This section is based on the analysis on the effect of digital marketing on customers’ behaviour in selected Deposit Money Banks in Osogbo, Osun State, Nigeria; the table below shows respondents’ opinion on digital marketing.

Table: 4.3: Descriptive Statistics of the Opinions of Respondents on Digital Marketing.

S/N	Variable	Attribute [Percentage (%) / Frequency]					Mean	Standard Deviation
		SA	A	UN	D	SD		
I.	<b>Mobile Marketing</b>							
1.	My bank provides sufficient information on how to use their mobile banking services.	59.0% (98)	36.7% (61)	4.2% (7)	0.0% (0)	0.0% (0)	1.45	0.578
2.	Mobile marketing has made it easier for me to access banking services provided by my bank.	54.2% (90)	36.7% (61)	6.0% (10)	1.8% (3)	1.2% (2)	1.59	0.787

3.	The mobile marketing efforts of my bank are effective in attracting new customers.	52.4% (87)	30.7% (51)	7.8% (13)	5.4% (9)	3.6% (6)	1.77	1.048
4.	The mobile app of my bank is faster and more convenient than other banking channels.	51.2% (85)	45.2% (75)	2.4% (4)	1.2% (2)	0.0% (0)	1.54	0.609
5.	The use of mobile marketing has transformed the way banks interact with their customers.	45.8% (76)	42.8% (71)	6.6% (11)	3.0% (5)	1.8% (3)	1.72	0.857
II.	<b>Social Media Marketing</b>							
6.	My bank timely responds to customer queries via social media.	47.6% (79)	47.0% (78)	4.2% (7)	1.2% (2)	0.0% (0)	1.59	0.633
7.	The social media marketing strategies employed by my bank are effective in addressing customer complaints and inquiries.	47.0% (78)	49.4% (82)	2.4% (4)	1.2% (2)	0.0% (0)	1.58	0.605
8.	The use of social media has made it easier for me to resolve banking issues.	43.4% (72)	51.8% (86)	4.8% (8)	0.0% (0)	0.0% (0)	1.61	0.579
9.	I am satisfied with the level of engagement I get from my bank on social media platforms.	36.7% (61)	52.4% (87)	9.6% (16)	0.6% (1)	0.6% (1)	1.76	0.698
10.	The use of social media has made banking services more convenient for me.	28.3% (47)	60.2% (100)	8.4% (14)	1.8% (3)	1.2% (2)	1.87	0.732
III.	<b>E-mail Marketing</b>							

11.	I am more likely to continue with my bank because of their e-mail marketing efforts.	59.0% (98)	27.1% (45)	8.4% (14)	3.6% (6)	1.8% (3)	1.62	0.918
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12.	My bank responds to queries posed by customers via email.	48.8% (81)	41.0% (68)	6.0% (10)	2.4% (4)	1.8% (3)	1.67	0.840
13.	E-mail marketing is an effective way for banks to reach out to customers.	44.0% (73)	48.2% (80)	4.8% (8)	1.2% (2)	1.8% (3)	1.69	0.777
14.	I trust the information provided in email marketing by my bank.	42.8% (71)	42.2% (70)	9.6% (16)	5.4% (9)	0.0% (0)	1.78	0.834
15.	Email marketing is done regularly to customers and potential customers.	35.5% (59)	44.0% (73)	13.3% (22)	6.0% (10)	1.2% (2)	1.93	0.915

**Note:** SA = Strongly Agree, A = Agree, UD = Undecided, D = Disagree, SD = Strongly Disagree.

**Source:** *Field Survey, 2024.*

Table 4.3 question (1) shows that the highest respondents strongly agree that their banks provide sufficient information on how to use their mobile banking services while the lowest respondents' undecided. The mean value of 1.45 and standard deviation of 0.578 shows that on average, most respondents agree to the above.

Question (2) tells us that the highest respondents strongly agree that mobile marketing has made it easier for them to access banking services provided by their bank while the lowest respondents chose strongly disagree. The mean value of 1.59 and standard deviation of 0.787 shows that on average, most respondents agree to the above.

Question (3) reveals that the highest respondents strongly agree that the mobile marketing efforts of their bank are effective in attracting new customers while the lowest respondents chose strongly disagree. This is further supported by the mean value of 1.77 and standard deviation of 1.048.

Question (4) shows the highest respondents strongly agree that the mobile app of their bank is faster and more convenient than other banking channels while the lowest respondents chose disagree. The mean value of 1.54 and standard deviation of 0.609 shows that on average, most respondents agree to the above.

Question (5) indicates the highest respondents strongly agree that the use of mobile marketing has transformed the way banks interact with their customers while the lowest respondents chose strongly disagree. This is further supported by the mean value of 1.72 and standard deviation of 0.857.

Question (6) shows the highest respondents strongly agree that their bank timely responds to customer queries via social media while the lowest respondents chose disagree. The mean value of 1.59 and standard deviation of 0.633 shows that on average, most respondents agree to the above.

Question (7) reveals that the highest respondents agree that the social media marketing strategies employed by their bank are effective in addressing customer complaints and inquiries while the lowest respondents chose disagree. The mean value of 1.58 and standard deviation of 0.605 shows that on average, most respondents agree to the above.

Question (8) shows that the highest respondents agree that the use of social media has made it easier for them to resolve banking issues while the lowest respondents chose undecided. This is further supported by the mean value of 1.61 and standard deviation of 0.579.

Question (9) tells us that the highest respondents agree that they are satisfied with the level of engagement them get from their bank on social media platforms while the lowest respondents were disagree and strongly disagree respectively. This is further supported by the mean value of 1.76 and standard deviation of 0.698.

Question (10) reveals that the highest respondents agree that the use of social media has made banking services more convenient for them while the lowest respondents strongly disagree. This is further supported by the mean value of 1.87 and standard deviation of 0.732.

Question (11) shows that the highest respondents strongly agree that they are more likely to continue with their bank because of their e-mail marketing efforts while the lowest respondents chose strongly disagree. The mean value of 1.62 and standard deviation of 0.918 shows that on average, most respondents agree to the above.

Question (12) indicates the highest respondents strongly agree that their banks emails its answers to consumer inquiries while the lowest respondents chose strongly disagree. The 1.67 mean and 0.840 standard deviation provide additional credibility to this.

Question (13) shows the highest respondents agree that e-mail marketing is an effective way for banks to reach out to customers while the lowest respondents chose disagree. The mean value of 1.69 and standard deviation of 0.777 shows that on average, most respondents agree to the above.

Question (14) tells us that the highest respondents strongly agree that they trust the information provided in email marketing by their bank while the lowest respondents chose disagree. The mean value of 1.78 and standard deviation of 0.834 shows that on average, most respondents agree to the above.

Question (15) reveals that the highest respondents agree that email marketing is done regularly to customers and potential customers while the lowest respondents chose strongly disagree. This is further supported by the mean value of 1.93 and standard deviation of 0.915.

Table: 4.4: Descriptive Statistics of the Opinions of Respondents on Customer Behaviour.

S/N	Variable	Attribute [Percentage (%) / Frequency]					Mean	Standard Deviation
		SA	A	UN	D	SD		
I.	<b>Customer's Acquisition</b>							
1.	The customer service provided by my bank during the customer acquisition process is satisfactory.	52.4% (87)	36.1% (60)	7.2% (12)	1.8% (3)	2.4% (4)	1.66	0.879

2.	The marketing efforts of my bank effectively target the right audience for customer acquisition.	48.8% (81)	40.4% (67)	6.6% (11)	1.8% (3)	2.4% (4)	1.69	0.866
3.	I would recommend my bank to others as a result of their customer acquisition efforts.	48.2% (80)	42.2% (70)	7.8% (13)	0.0% (0)	1.8% (3)	1.65	0.777
4.	My bank provides clear and compelling information about their products and services to potential customers.	47.0% (78)	41.0% (68)	7.8% (13)	2.4% (4)	1.8% (3)	1.71	0.853
5.	My bank has successfully acquired new customers through their marketing initiatives.	39.2% (65)	44.6% (74)	12.7% (21)	1.2% (2)	2.4% (4)	1.83	0.871
II.	<b>Customer's Satisfaction</b>							
6.	My bank offers a wide range of banking products and services to meet customer needs.	53.6% (89)	36.7% (61)	4.8% (8)	4.2% (7)	0.6% (1)	1.61	0.814
7.	I am satisfied with the level of personalized attention and service I receive from my bank.	45.8% (76)	45.8% (76)	6.6% (11)	1.8% (3)	0.0% (0)	1.64	0.688
8.	I am satisfied with the overall banking experience provided by my bank.	41.6% (69)	45.8% (76)	7.2% (12)	3.0% (5)	2.4% (4)	1.79	0.886
9.	My bank provides prompt and efficient service to its customers.	38.6% (64)	47.6% (79)	9.6% (16)	2.4% (4)	1.8% (3)	1.81	0.843
10.	My bank resolves customer issues and complaints in a timely manner.	37.3% (62)	52.4% (87)	6.6% (11)	3.0% (5)	0.6% (1)	1.77	0.752



III.	Customer's Loyalty							
11.	I am willing to pay a premium for the services and products offered by my bank.	50.0% (83)	34.9% (58)	9.6% (16)	4.8% (8)	0.6% (1)	1.71	0.874
12.	I recommend my bank to friends, family, and acquaintances.	48.8% (81)	42.2% (70)	6.6% (11)	0.6% (1)	1.8% (3)	1.64	0.786
13.	My bank rewards my loyalty through exclusive offers, discounts, or benefits.	48.2% (80)	45.2% (75)	4.8% (8)	1.2% (2)	0.6% (1)	1.61	0.694
14.	I am likely to remain a customer of my bank in the future.	44.0% (73)	42.2% (70)	10.8% (18)	1.2% (2)	1.8% (3)	1.75	0.836
15.	I prefer to continue banking with my bank rather than switching to another bank.	32.5% (54)	55.4% (92)	6.6% (11)	3.0% (5)	2.4% (4)	1.87	0.847

**Note:** SA = Strongly Agree, A = Agree, UD = Undecided, D = Disagree, SD = Strongly Disagree.

**Source:** *Field Survey, 2024.*

Table 4.4 question (1) shows the highest respondents strongly agree that the customers service provided by their bank during the customers acquisition process is satisfactory while the lowest respondents' chose disagree. The mean value of 1.66 and standard deviation of 0.879 shows that on average, most respondents agree to the above.

Question (2) shows the highest respondents strongly agree that the marketing efforts of their bank effectively target the right audience for customers' acquisition while the lowest respondents chose disagree. The mean value of 1.69 and standard deviation of 0.866 shows that on average, most respondents agree to the above.

Question (3) indicates the highest respondents strongly agree that they would recommend their bank to others as a result of their customers acquisition efforts while the lowest respondents chose strongly disagree. This is further supported by the mean value of 1.65 and standard deviation of 0.777.

Question (4) tells us that the highest respondents strongly agree that their bank provides clear and compelling information about their products and services to potential customers while the lowest respondents chose strongly disagree. The mean value of 1.71 and standard deviation of 0.853 shows that on average, most respondents agree to the above.

Question (5) shows the highest respondents agree that their bank has successfully acquired new customers through their marketing initiatives while the lowest respondents chose disagree. The mean value of 1.83 and standard deviation of 0.871 shows that on average, most respondents agree to the above.

Question (6) reveals that the highest respondents strongly agree that their bank offers a wide range of banking products and services to meet customer needs while the lowest respondents chose strongly disagree. The mean value of 1.61 and standard deviation of 0.814 shows that on average, most respondents agree to the above.

Question (7) shows that the highest respondents strongly agree and agree that they are satisfied with the level of personalized attention and service they received from their bank while the lowest respondents chose disagree. This is further supported by the mean value of 1.64 and standard deviation of 0.688.

Question (8) reveals that the highest respondents agree that they are satisfied with the overall banking experience provided by their bank while the lowest respondents chose strongly disagree. This is further supported by the mean value of 1.79 and standard deviation of 0.886.

Question (9) tells us that the highest respondents agree that their bank provides prompt and efficient service to its customers while the lowest respondents chose strongly disagree. This is further supported by the mean value of

1.81 and standard deviation of 0.843.

Question (10) reveals that the highest respondents agree that their bank resolves customer issues and complaints in a timely manner while the lowest respondents strongly disagree. This is further supported by the mean value of

1.77 and standard deviation of 0.752.

Question (11) indicates the highest respondents strongly agree that they are willing to pay a premium for the services and products offered by their bank while the lowest respondents chose strongly disagree. This is further supported by the mean value of 1.71 and standard deviation of 0.874.

Question (12) shows the highest respondents strongly agree that they recommend their bank to friends, family, and acquaintances while the lowest respondents chose disagree. The mean value of 1.64 and standard deviation of 0.786 shows that on average, most respondents agree to the above.

Question (13) reveals that the highest respondents strongly agree that their bank rewards their loyalty through exclusive offers, discounts, or benefits while the lowest respondents chose strongly disagree. This is further supported by the mean value of 1.61 and standard deviation of 0.694.

Question (14) tells us that the highest respondents strongly agree that they are likely to remain a customer of their bank in the future while the lowest respondents chose disagree. The mean value of 1.75 and standard deviation of 0.836 shows that on average, most respondents agree to the above.

Question (15) shows that the highest respondents agree that they prefer to continue banking with their bank rather than switching to another bank while the lowest respondents chose strongly disagree. The mean value of 1.87 and standard deviation of 0.847 shows that on average, most respondents agree to the above.

3.4 Test of Hypotheses

3.4.1 Analyses of Research Hypothesis One

- [1] **Objective 1** - To investigate the effect of mobile marketing on customers’ acquisition in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.
- [2] **Research question 1** - What is the effect of mobile marketing on customers’ acquisition in selected Deposit Money Banks in Osogbo, Osun State, Nigeria?
- [3] **Hypothesis 1** - Mobile marketing has no significant effect on customers’ acquisition in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.

Table 4.5: Linear Regression Analysis Showing the Effect of Mobile Marketing on Customers’ Acquisition in Selected Deposit Money Banks in Osogbo, Osun State, Nigeria.

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.342	.184		7.288	.000
	The mobile app of my bank is faster and more convenient than other banking channels.	.205	.111	.142	1.839	.045
R = .142 <sup>a</sup> ; R <sup>2</sup> = .020; Adj R <sup>2</sup> = .014; F = 3.381; P < .045						
a. Dependent Variable: The customer’s service provided by my bank during the customer acquisition process is satisfactory.						

Source: Field Survey, 2024 using SPSS 17.0

Table 4.5 results of the regression analysis indicate that the coefficient of determination (R squared) was 0.020, meaning that the model exhibited a very low explanatory power, and is not of a good fit. The Regression coefficient of 0.205 and p value of 0.045 confirmed the findings. Since the p value (0.045) was less than  $\alpha = 0.05$ , hence, the null hypothesis is of no significant effect and by the above findings is rejected (H01). In effect, and statistically, mobile marketing has significant effect on customers’ acquisition in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.

3.4.2 Analyses of Research Hypothesis Two

- [1] **Objective 2** - To assess the effect of social media marketing on customers’ satisfaction in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.
- [2] **Research question 2** - To what extent does the social media marketing affect customers’ satisfaction in selected Deposit Money Banks in Osogbo, Osun State, Nigeria?
- [3] **Hypothesis 2** - Social media marketing has no significant effect on customers’ satisfaction in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.

Table 4.6: Linear Regression Analysis Showing the Effect of Social Media Marketing on Customers’ Satisfaction in Selected Deposit Money Banks in Osogbo, Osun State, Nigeria.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.096	.191		10.948	.000
	The social media marketing strategies employed by my bank are effective in addressing customers’ complaints and inquiries.	.194	.113	.133	1.716	.028
R = .133 <sup>a</sup> ; R <sup>2</sup> = .018; Adj R <sup>2</sup> = .012; F = 2.945; P < .028						
a. Dependent Variable: I am satisfied with the overall banking experience provided by my bank.						

Source: Field Survey, 2024 using SPSS 17.0

The coefficient of determination R squared was 0.018, according to the regression analysis results shown in Table 4.6, which suggests that the model exhibited a very low explanatory power, and is not of a good fit. A p value of 0.028 and a regression coefficient of 1.096 confirmed the findings. Given that the p value (0.028) was smaller than  $\alpha = 0.05$ , there is no significant effect of the null hypothesis and by the above findings is rejected (H02). In effect, and statistically, social media marketing has significant effect on customers’ satisfaction in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.

3.4.3 Analyses of Research Hypothesis Three

- II. Objective 3 - To evaluate the effect of e-mail marketing on customers’ loyalty in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.
- III. Research question 3 - How does the e-mail marketing affect customers’ loyalty in selected Deposit Money Banks in Osogbo, Osun State, Nigeria?
- IV. Hypothesis 3 - E-mail marketing has no significant effect on customers’ loyalty in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.

Table 4.7: Linear Regression Analysis Showing the Effect of E-mail Marketing on Customers’ Loyalty in Selected Deposit Money Banks in Osogbo, Osun State, Nigeria.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.411	.143		9.900	.000
	My bank responds to queries posed by customers via email.	.200	.076	.201	2.632	.009

$$R = .201^a; R^2 = .041; \text{Adj } R^2 = .035; F = 6.930; P < .009$$

a. Dependent Variable: I am likely to remain a customer of my bank in the future.

**Source:** *Field Survey, 2024* using SPSS 17.0

The results of the regression analysis are shown in Table 4.7. The coefficient of determination R squared was 0.041, indicating a poor fit and very little explanatory power for the model. A p value of 0.009 and a regression coefficient of 1.411 corroborated the finding. Given that the p-value (0.009) was smaller than  $\alpha = 0.05$ , the null hypothesis (H03) is rejected because it has no significant effect. In effect, and statistically, e-mail marketing has significant effect on customers' loyalty in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.

### 3.5 Discussion of Findings

The finding of the first hypothesis has revealed that mobile marketing has significant effect on customers' acquisition in selected Deposit Money Banks in Osogbo, Osun State, Nigeria. This finding was supported by the study carried out. This was consistent with Hsiao et al. (2016) conducted a study on the role of mobile apps in customers acquisition. The study findings indicates that companies with well-designed and user-friendly mobile apps experienced higher customers' acquisition rates. Mobile apps provided convenience, personalized experiences, and enhanced engagement, leading to increased customer acquisition and retention. Also, a study by Barnes and Sekhon (2017) carried out the effectiveness of mobile coupons in customer acquisition. The findings revealed that mobile coupons significantly influenced customer acquisition by attracting new customers, increasing purchase intention, and promoting repeat purchases. Mobile coupons were found to be an effective tool for acquiring and retaining customers in mobile marketing campaigns.

The finding of the second hypothesis has revealed that social media marketing has significant effect on customers' satisfaction in selected Deposit Money Banks in Osogbo, Osun State, Nigeria. The results from the above hypothesis analysis are consistent with the results of several studies. Onobrakpeya and Mac-Attama (2017) conducted a study on how customer satisfaction is affected by digital marketing in Nigerian deposit money institutions. According to research, social media marketing significantly improves customer satisfaction in Nigerian deposit money establishments. This suggests that consumers enjoy consistent social media communication because it makes them feel valued and satisfied. Also, a study by Khattab et al. (2020) investigated the effect of digital banking on customer satisfaction. The results revealed that digital banking (social media marketing) has a positive influence on customer satisfaction (P-value 0.05).

The finding of the third hypothesis revealed that e-mail marketing has significant effect on customers' loyalty in selected Deposit Money Banks in Osogbo, Osun State, Nigeria. These findings were in agreement with Liang et al. (2020) who examined the impact of personalized email marketing on customer loyalty. The findings revealed that personalized emails significantly influenced customer loyalty, as customers perceived personalized emails as more relevant, valuable and engaging. Personalization strategies, such as addressing customers by name or tailoring content based on customer preferences, positively influenced customers' loyalty. Also, a study by Chen et al. (2018) examined the effects of email timing and frequency on customers' loyalty. The study findings indicated that sending emails at optimal times (e.g., when customers are most likely to engage) and maintaining an appropriate email frequency positively influenced customer loyalty. Overwhelming customers with too many emails or sending them at inconvenient times could lead to decreased customer loyalty.

Table 4.8: Summary Table of Findings

S/N	Hypotheses	Results	Remark
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1.	Mobile marketing has no significant effect on customers' acquisition in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.	T-test = 1.839, p = 0.045<0.05; F-value = 3.381, p = 0.045<0.05	H01 was rejected
2.	Social media marketing has no significant effect on customers' satisfaction in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.	T-test = 1.716, p = 0.028<0.05; F-value = 2.945, p = 0.028<0.05	H02 was rejected
3.	E-mail marketing has no significant effect on customers' loyalty in selected Deposit Money Banks in Osogbo, Osun State, Nigeria.	T-test = 2.632, p = 0.009<0.05; F-value = 6.930, p = 0.009<0.05	H03 was rejected

Source: Research Data, (2024).

#### 4) CONCLUSION AND RECOMMENDATIONS

The study has examined the effect of digital marketing on customers' behaviour in selected Deposit Money Banks in Osogbo, Osun State, Nigeria using mobile marketing, social media marketing, e-mail marketing as the variables for independent on customers' acquisition, customers' satisfaction, and E-mail marketing. The study used a sample one hundred and sixty-nine selected Deposit Money Banks in Osogbo metropolis. From the regression analysis carried out, the study concludes that, digital marketing measured by mobile marketing has significant effect on customers' acquisition in selected Deposit Money Banks in Osogbo, Osun State, Nigeria. Based on the probability of p-value of 0.045 being greater than the 0.05 chosen significant level of the study, it shows that digital marketing (mobile marketing) has significant effect on customer behaviour (customers' acquisition) in selected Deposit Money Banks in Osogbo, Osun State, Nigeria; while digital marketing measured by social media marketing has significant effect on customer behaviour (customers' satisfaction) in selected Deposit Money Banks in Osogbo, Osun State, Nigeria. Based on the probability of p-value of 0.028 being greater than the 0.05 chosen significant level of the study, it shows that digital marketing (social media marketing) has significant effect on customer behaviour (customers' satisfaction) in selected Deposit Money Banks in Osogbo, Osun State, Nigeria. Lastly, digital marketing measured by e-mail marketing has significant effect on customers' loyalty in selected Deposit Money Banks in Osogbo, Osun State, Nigeria. Based on the probability of p-value of 0.009 being greater than the 0.05 chosen significant level of the study, it shows that digital marketing (e-mail marketing) has significant effect on customers' loyalty in selected Deposit Money Banks in Osogbo, Osun State, Nigeria. Drawing from these conclusions, it is recommended that DMBs in Osogbo should continue to invest in and enhance their mobile marketing strategies. This may involve the development of user-friendly mobile applications, targeted SMS campaigns and other innovative approaches to attract and engage new customers effectively. Regular updates and improvements based on customers' feedback can contribute to sustained success in customers' acquisition through mobile channels. Secondly, DMBs in Osogbo are advised to prioritize and strengthen their social media marketing. Regular and meaningful involvement on social media platforms might lead to increased levels of customers' satisfaction and help in meeting evolving customer expectations. Also, engaging content, responsive customers service, and strategic campaigns can contribute to positive customer's experiences and satisfaction. Lastly, DMBs in Osogbo should focus on implementing targeted and effective email marketing campaigns. This involves personalized communication, relevant promotions, and timely information dissemination. By understanding customer preferences and behaviour, banks can tailor their email marketing initiatives to strengthen customer loyalty and create lasting connections.

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