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DIGITAL MARKETING PRACTICES S AND PERFORMANCE OF ONLINE SHOPPING MALLS IN THE FEDERAL CAPITAL TERRITORY, ABUJA, NIGERIA

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Abstract

The advent and the dramatic change in technologies had shift the strengths of marketing practices from the traditional approach to more innovative and transformational approaches. The study examines the impact of digital marketing on the performance of online shopping malls in the Federal Capital Territory in Abuja, Nigeria. The study used quantitative research method and data were collected from respondents at Jumia and Konga online shopping malls through a well-structured questionnaire. The study population was 108 respondents and was used as the sample size, but the return rate was 98 respondents. Simple regression techniques were used to test the hypotheses of this study using the Statistical Package for the Social Sciences (SPSS) version 25 to analyze collected data to determine the strategic impact of digital marketing practices on the performance of online shopping malls. The study showed from the results that digital marketing had a strategic and significant impact on Jumia and Konga's performance as online shopping malls. Research also showed that digital marketing practices s had a significant impact on customer satisfaction and market share. The study concluded that the adoption of advanced technologies and digitalized marketing improved the marketing strategy execution of Jumia and Konga online shopping malls. The study recommends that the online shopping mall corporate settings should apply digital marketing intelligence to build on their strengths and weaknesses, thereby improving customer satisfaction and market share.

Key Word: Digital Marketing, Market Share, Customer Satisfaction, Social Media Marketing, E-commerce, Performance.

INTRODUCTION

Marketing can be described as a decades-long activity that involves the application of strategic strengths and capabilities used to improve the operational performance and sustainability of existing organizations. The application of different marketing mixes across operational target markets has paved the way for strategic thinkers in modern businesses to achieve operational marketing effectiveness in an effective and sustainable manner. Marketing practices s are an essential strategic tool to restore the lost strength of organizations and marketing practices s have helped shape and restructure comprehensive organizational and competitive strategies to achieve and sustained over the maturity stages of the marketing cycle. (Lim, 2023; Sandesh, et al. 2023; Sleep, et al. 2023). That is, the growing power of technology and digitalization has led to fundamental changes in marketing practices s in modern businesses (Cham, et al. 2022; Hoffman, et al. 2022).

Raviv (2023) believes that sustainable digital marketing will help modern businesses in 2023 evaluate changing customer needs and market conditions. The strategic importance attached to the adoption and practices of digital marketing is that it enhances global customer and marketing reach, local customer and marketing reach, and helps businesses reach expected target markets and customers. The challenges facing companies implementing digital marketing are changing customer behavior, company marketing budgets, and the changing global business landscape.

Recent studies had strategically investigated and discussed the impact and impact of digital marketing practices s and activities on marketing and operations, sustainability and profitability in modern business environment (Beasley, et al. 2023; Amiri, et al. 2023). A study shows that digital marketing helps modern businesses improve and advance their digital marketing strategies (Saura, et al. 2023). Another study found that digital marketing functions help promote and improve overall customer satisfaction (Zanubiya, et al. 2023). In this study, performance focuses on the strength and ability of online shopping malls to increase customer satisfaction and market share through digital marketing practices s.

These recent studies had described how digital marketing activities have improved and accelerated the business and operational performance of modern companies (Beasley et al. 2023; Amiri et al. 2023), but to my knowledge, none of these studies has been conducted on the impact of digital marketing on the performance of online shopping malls in Abuja, Nigeria. Additionally, none of the studies reviewed in this study conducted digital marketing and organizational estimates of customer satisfaction and market share.

Recent studies focusing on digital marketing and organizational performance have little literatures and their findings are contradictory and have mixed results, not helping to resolve strategic issues related to digital marketing within the organization (Alsukaini, et al. 2023; Bruce, et al. 2023; Raviv, 2023; Wu, et al. 2024). Therefore, to address the above-mentioned gaps, this study investigated the effect of digital marketing practices on performance of online shopping malls in Abuja, especially Jumia and Konga, as a knowledge contribution fair.

Based on the aforementioned challenges, the following are the research questions of the study: To what extent does digital marketing practices s influence customer satisfaction of online shopping malls in Abuja? To what extent do digital marketing activities impact the market share of online shopping malls in Abuja? The results and findings of this study could help Jumia and Konga online shopping malls to effectively and sustainably address the challenges of operating and practicing digital marketing in Abuja, Nigeria.

The findings of the study can help online shopping malls Jumia and Konga design strategies with significant effectiveness and sustainability in digital marketing, while improving operational performance their consistency and sustainability. This study may also be relevant for other online shopping mall operators to improve their performance and adapt to continuous technological changes to enhance the performance of digital marketing activities. digitally in Abuja and Nigeria.

1.2 Objectives of the Study

The main objective of the study examines digital marketing practices and performance of online shopping malls in the federal capital territory, Abuja. The specific objective to:

i. Investigate the effect of social media marketing on customer satisfaction of online shopping malls in Abuja.
ii. Assess the effect of E-commerce marketing on market share online shopping malls in Abuja.

1.3 Statement of Hypotheses

$H0_1$: Social media marketing has no influence on the customer satisfaction of online shopping malls in Abuja.

$H0_2$: E-commerce marketing has no impact on the market share of online shopping malls in Abuja.

LITERATURE REVIEW

2.1 Concept Digital Marketing (DM)

Digital marketing, or online marketing, is the adoption and application of technological variables by businesses to reach their operating markets and target customers on a global scale. Digital marketing has become one of the strategic assets that modern organizations and businesses around the world are applying and putting into practices to increase their customer base in the global market. Digital marketing involves promoting a business's brand and products to attract a global audience and potential customers by applying technological innovations new and digital media strategy. That is, technological variables and operational digitalization are important factors that

help improve the performance of digital marketing activities. Therefore, digital channels are mainly made up of social networks. That is, social media channels along with technological developments and transformations are the strengths and capabilities of digital marketing (Daoud, et al. 2024).

The main importance of digital marketing is that it enhances the reach of global and local customers and markets. Studies had confirmed the fact that digital marketing activities of businesses across the globe are enhanced and strengthened in harmony with the ever-evolving influences and impacts of technology, changes innovation and digitization are operationalized (Punjabi, et al. 2024; Kim, et al. 2023; Saura et al.2023; Cham et al. 2022; Hoffman et al. 2022). Recent studies had strongly emphasized the contributing and strategic impact of digital marketing on the operational performance and sustainability of modern organizations (Wu, et al. 2024; Amiri et al. 2023; Beasley et al. 2023; Saura et al. 2023; Zanubiya et al. 2023).

Amiri et al. (2023) believed that digital marketing activities and practices s have a strategic influence on the performance of small and medium-sized enterprises (SMEs) in the global business landscape. Studies also demonstrated that digital marketing activities and practices s have enhanced the growth strategies of small and medium enterprises globally (Wu, et al. 2024; Bruce et al. 2023). In other words, digital Marketing activities have strategic advantages for the performance of startups, especially in the age of social media. Study participants agreed that the operational aspects of digital marketing improve customer satisfaction and retention (Zanubiya et al. 2023). Another study strongly confirmed that optimizing digital marketing strategies helps businesses improve digital marketing communications and promotions in local and global markets (Wuisan & Handra, 2023). Chatterjee, et al. (2023) believed that the effectiveness and sustainability of customer relationship management have a significant impact on the performance of digital marketing communications in the modern business environment.

Digital marketing activities and practices s improve organizational performance in all its aspects (Wuisan & Handra, 2023; Chatterjee et al. 2023). Other research also supports the idea that the adoption and adoption of digital marketing methods also improves the operational performance and sustainability of modern businesses (Thottoli & Thomas, 2023; Bruce et al. 2023). Munir, et al. (2023) strongly agreed that digital marketing activities have a strategic and sustainable impact on the marketing performance of modern SMEs globally. Digital marketing practices s can help develop and influence customer experience and satisfaction in local and global contexts (Nuseir et al., 2023). Studies also revealed from their findings and findings that digital marketing helps increase customer satisfaction and expectations in various industrial activities (Efi, et al. 2023; Singh & Kumar, 2023). Bhandari and Sin (2023) firmly and specifically believed that improved digital marketing will improve the increase in customer satisfaction with hotel services.

Another study also supports the idea that digital marketing improves customer satisfaction during the COVID-19 pandemic (Alsukaini, et al. 2023). Hasan (2023) also revealed that digital marketing can help increase customer satisfaction and loyalty in the modern business environment.

Studies also revealed that digital marketing drives growth and improves market share in modern businesses (Zanubiya et al. 2023; Bruce et al. 2023; Bhandari & Sin, 2023). Munir et al. (2023) also support the idea that the adoption and application of digitalization practices s in marketing practices s can help promote and positively influence the market share of modern organizations. The following are the indicators of digital marketing practices:

Social Media Marketing: Social media marketing (SMM) is a digital marketing strategy that uses social media platforms to connect with target audiences, build brand awareness, and drive website traffic and ultimately increase sales or achieve other marketing goals. The concept of social media marketing involves leveraging the unique features and capabilities of various social media platforms to engage users and create a meaningful online presence (I 'MA, 2024). Different social media platforms cater to different user behaviors and demographics. Understand your target audience and choose the appropriate platform (e.g. , Facebook, Instagram, Twitter, LinkedIn, TikTok) is very important (Ren et al. 2024; Barnidge & Xenos, 2024).

Create and share relevant, valuable, and engaging content that resonates with target audiences and includes a combination of text, images, video, and other multimedia formats (Al- Abdallah, et al. 2023). Fostering community around the brand by actively engaging with followers, responding to comments, participating in conversations, and creating a sense of community helps build brand loyalty (Hou, 2023). Use paid advertising options on social media platforms to reach a wider audience. This may include sponsored posts, display ads, and other paid promotional activities. Partnering with influencers (individuals with a significant number of followers) to promote products or services, and influencers can help reach a wider audience and build credibility (Chang & Wu, 2024). Social media marketing are dynamic and successful campaigns that require a deep understanding of the target audience, creativity, and the ability to adapt to the changing landscape of social media platforms.

E-Commerce Marketing: E-commerce marketing refers to the strategies and activities that businesses use to promote and sell their products or services online. With the growing popularity of online shopping, e-commerce marketing has become a vital element for businesses to reach and engage with their target audience in the digital space (Zakaria, et al. 2024). E-commerce marketing encompasses a comprehensive approach that combines different digital marketing strategies to attract, engage, and convert online shoppers. Success in e-commerce marketing requires a constant effort to adapt to industry trends, customer preferences, and emerging technology. The strategic variable that has boost the effectiveness and sustainable of adopting e-commerce by modern corporate settings was the technologies and advancement in digital operations (Cheng, et al. 2023; Behl, & Zhang, 2023).

E-commerce marketing allows businesses to reach a global audience, eliminating geographical barriers, and with the right strategy, businesses can connect with customers around the world, expanding their reach. market and potential customer base (Sugiharto, 2024; Vyas et al. 2023). E-commerce marketing facilitates continuous communication with customers through various channels such as social media, email marketing, and live chat, while engaging customers regularly

helps build loyalty. brand loyalty and encourage customer loyalty (Zakaria, et al. 2024; Rustandi, et al. 2024). E-commerce marketing is vital to the success of online businesses in today's digital age. It plays a vital role in driving sales, increasing brand awareness and building customer loyalty.

2.2 Concept of Organizational Performance (OP)

Organizational performance can be described as the rate at which an organization achieves and maintains operational performance consistent with its strategic goals and objectives. Organizational performance describes the extent to which an organization achieves and maintains its vision, mission, and goals. Evaluating business performance is an essential aspect of strategic planning, marketing management and strategic alignment. Strategic thinkers in modern marketing organizations must continually evaluate their organizations to gain proactive and reactive insight into their performance and identify where strategic changes are needed. and link. Performance appraisal is complex and dynamic in a modern organization, but it is essential to ensure and sustain growth and improvement within the organization.

Recent studies had discussed in their research various factors and variables that can be applied and implemented to improve performance in modern organizations (Cirillo et al. 2023; Chu, Huang, Chen, & Tian, 2023). Research believes that the effectiveness and sustainability of corporate social responsibility has a strategic impact on the performance of modern organizations (Novitasari, Wijaya, Agustin, Gunardi, & Dana, 2023). Liu, Geng, Tse, and Han (2023) concluded that the effectiveness of using social media can enhance and improve the consistency of organizational performance. Studies have also found that modern sustainable performance in organizations can be attributed to the consistent adoption of newer technological changes and innovations (Hoque, Rasiah, Furuoka, & Kumar, 2023; Abbas et al. 2024). Performance measurement is a tool that helps change an organization's visions from different angles. This study focuses on measuring the following performance indicators:

Customer Satisfaction (CS): Customer satisfaction is a strategic element of performance metrics used primarily to measure organizational performance. Customer satisfaction can be described as a metric that a company uses to quantify how satisfied its customers are with its products and services. Customer satisfaction determines how quickly a company meets customer expectations in its target operating markets. Customer satisfaction helps improve customer acquisition and retention. Providing effective customer service, both offline and online, can improve customer experience and customer satisfaction. Innovation and organizational innovation increase customer satisfaction (Cabral & Marques, 2023; Naz, Asrar-ul-Haq, Iqbal, & Ahmed, 2023; Isichei et al., 2023). Digital marketing practices had a contributing factor to improving customer satisfaction of modern organizations (Alwan & Alshurideh, 2022; Abin & Sujianto, 2022; Singh & Kumar, 2023).

Market share (MS): Market share is the number of customers who favor a particular business in a particular industry. They are customers and buyers who are loyal and dedicated to a particular brand. The number of loyal customers a business has is often used to evaluate its performance. A

company's market share is a powerful indicator used to determine its level of growth and improvement. The company's market share grows and improves as the customer experience improves leading to customer satisfaction. Recent studies had explored whether market share is important for organizational performance in modern business environments (Csomós & Farkas, 2023; Kim, Moon, Lee, & Kim, 2023). Digital marketing activities had a significant impact on a company's market share growth according to some recent studies (Wuisan & Handra, 2023; Chen, Nan, Feng, & Liu, 2023).

2.3 Impact of Digital Marketing on the Performance of Online Shopping Malls

According to the literature reviewed, digital marketing practices s had a significant impact and influence on organizational sustainability performance. The growth and innovation of the modern digital age depends heavily on the strength and specificity of a business's digital marketing operations and practices s. Previous studies reviewed in this study had specifically revealed that digital marketing activities have a strategic impact and influence on the consistent performance of modern businesses in this environment. Modern digital technology (Amiri et al., 2023; Beasley et al., 2023; Saura et al. 2023; Zanubiya et al. 2023; and Chatterjee et al. 2023). Studies also specifically reveal that digital marketing has a strategic influence on the customer satisfaction level and market share of companies (Gao, et al. 2023; Chen et al. 2023; Abin & Sujianto, 2022; Romadhoni, Akhmad, Rusydi & Musttake, 2024).

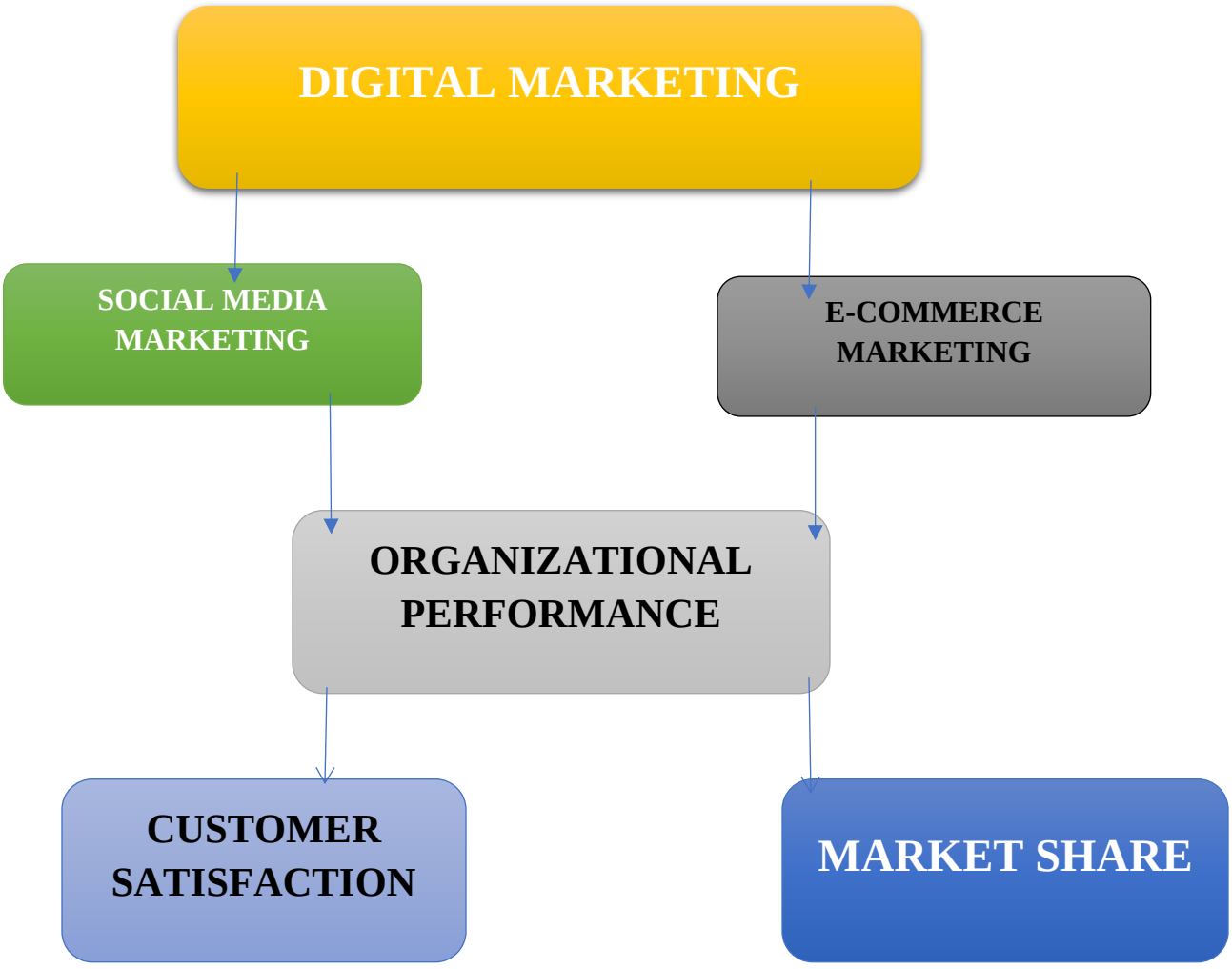

Fig. 1.1 The Impact of Digital marketing on Organizational Performance (Researcher, 2024)

This model clearly showed from the research that digital marketing activities in modern organizations are strategically aligned and connected to the improvement and sustainability of organizational performance at the organizational level. That is, digital marketing practices of social media and e-commerce marketing have a strategic impact on the growth and continuous improvement of customer satisfaction and market share of today's online shopping malls, corporations and other business organizations. It can also be inferred from the above model that digital marketing activities in modern marketing organizations have a strategic influence on the growth and improvement of their marketing performance and sustainability.

2.4 Theoretical Framework and Theoretical Basis for the Study

According to this study, two theories were considered: resource advantage theory and absorptive capacity theory. These theories describe how the adoption and application of digital marketing becomes a strategic resource to drive growth and consistently improve business performance. Resource Advantage Theory (RAT) is a strategic management framework that emphasizes the role of resources in achieving a competitive advantage. It posits that organizations can gain a competitive edge by effectively managing and leveraging their resources. Resource advantage theory was developed and attributed to Hunt (1997; 2012). This theory posits that any organizational resource must have the strategic competitive strength necessary to meet customer expectations and improve organizational performance.

Digital marketing, on the other hand, involves the use of digital channels and technologies to promote products or services. RAT suggests that organizations should allocate their resources strategically to gain a competitive advantage (Eze et al., 2021). In the realm of digital marketing, this means allocating resources effectively to channels and strategies that provide the most value. For instance, investing in high-performing digital channels, such as social media, content marketing, or search engine optimization, can contribute to a competitive advantage and the company's performance holistically. Digital marketing heavily relies on technological resources.

Organizations that invest in and effectively utilize cutting-edge technologies for analytics, automation, and customer relationship management can outperform competitors in the digital landscape. RAT emphasizes the importance of having superior and valuable resources, and this is applicable to the technological assets used in digital marketing. That is, this theory believes and supports the findings of this study that digital marketing activities as a strategic resource will impact the performance of online shopping malls. Resource Advantage Theory remains relevant in the context of digital marketing practices and organizational performance. It highlights the significance of resource management, strategic allocation, and the ability to leverage valuable assets, including technological resources and data, to gain a competitive advantage in the digital marketplace.

The theory of absorptive capacity focuses on an organization's ability to acquire, assimilate, and apply external knowledge for innovation and performance improvement. The concept has relevance in various industries, including digital marketing, where organizations need to adapt to rapidly changing technologies and consumer behaviors. Zahra and George (2002) contributed to Cohen and Levinthal's (1989) theory of absorptive capacity, which is grouped into two dimensions: potential absorptive capacity (PACAP) and actual absorptive capacity (RACAP). Absorption and assimilation are PACAP's strengths; processing and exploitation are attributed to RACAP (Müller, Buliga, and Voigt, 2021).

Absorptive capacity stresses the application of knowledge to develop innovative processes and products. In the context of digital marketing, this could involve applying insights gained from data

analytics to enhance targeted marketing efforts or adopting new technologies to improve customer engagement. Organizations that effectively apply digital marketing knowledge gained from absorptive capacity are likely to see improved performance in terms of customer reach, engagement, and conversion rates.

Absorptive capacity is closely linked to innovation. In digital marketing, innovative strategies are crucial for capturing audience attention and maintaining a competitive edge. Organizations that continuously innovate their digital marketing approaches based on the absorptive capacity are likely to achieve better results and, consequently, enhanced organizational performance. the theory of absorptive capacity is highly relevant to digital marketing practices s and can significantly impact organizational performance by ensuring the effective acquisition, assimilation, and application of knowledge in a rapidly evolving digital landscape.

2.5 Empirical Review

Wu et al. (2024) empirical study on digital marketing strategy and performance in small and medium enterprises (SMEs). The main objective of the study is to examine the impact of digital marketing on the performance of SMEs. Therefore, to analyze the relationship between these factors, 148 SMEs in Taiwan were surveyed. The results were obtained from structural equation modeling (SEM) and fuzzy set qualitative comparative analysis (fsQCA). The study demonstrates that innovation, proactiveness and management capabilities play a central role in influencing the adoption of MD strategies and, furthermore, that the adoption of MD strategies has a marked impact on organizational performance. Wang, et al. (2024) was on study digital marketing and business performance of selected micro-enterprises in China. Determining the impact of digital marketing for some micro-enterprises on business performance is the main challenge of the research. The study used a descriptive correlation method. Instead of increased market share, higher product demand, winning new markets or higher prices, respondents felt they were more successful in terms of customer acquisition, profits, sales and revenue. The research subjects were 40 micro-enterprises and analysis of variance (ANOVA) was used to analyze the collected data. The results indicate that social media is the most frequently used platform as it received an average rating of 4.80, corresponding to the verbal interpretation of “Always used”. In contrast, websites were reported by respondents as “Never used.”, with an average rating of 1. 45. Additionally, YouTube, mobile apps, short video screens and digital screens were found to be only occasionally used by respondents in their business operations.

Munir et al. (2023) conducted research on the impact of digital marketing capabilities and brand communications on improving marketing capabilities. The research addresses the gap between effectiveness and sustainability in online marketing and improves marketing performance. The study structured a closed-ended questionnaire to collect data from 230 small and medium enterprises in South Sulawesi, Indonesia. The study used structural equation modeling (SEM) to analyze the data collected and concluded that digital marketing activities and practices s have a strategic impact on the performance of marketing activities. in the organization. Gao et al. (2023)

focuses on the impact of e-commerce adoption and digital marketing on MSME financial performance and sustainability during the COVID-19 pandemic. The main objective of the study is to examine the influence of digital marketing on the sustainability of operational and marketing performance of MSMEs. The study used survey method to extract data from 212 MSMEs out of a total of 290 MSMEs who were distributed questionnaires. The study used partial least squares modeling (PLS-SEM) to test and analyze the collected data as well as the hypotheses made. The study found that digital marketing activities among MSMEs have a strategic impact on the sustainability of their operations.

METHODOLOGY

A descriptive research model was used to describe the impact of digital marketing on the performance of Jumia and Konga in terms of customer satisfaction and market share. This study was conducted in the Federal Capital Territory of Abuja, Nigeria and selected online shopping malls (Jumia and Konga) in their regional offices in Abuja due to their trustworthy reputation in mobile business activities. The study used simple random sampling and stratified sampling techniques to determine the expected number of respondents from the selected organizations in terms of relevance of digital marketing data and the performance of their organization.

Both companies had a total of 108 respondents and this information was obtained from their human resources department through a pilot interview at their Abuja office. Jumia has 56 employees, including 16 managers and 40 non-managers. Konga has 52 employees, including 14 managers and 38 non-managers. The managers of these companies could not participate in this study because they were involved in some very important administrative matters. The researchers adopted the population of 108 respondents as the sample size. This decision was taken because of the small nature of the respondents from the selected companies and could easily be managed.

The primary data was taken directly from the sample size achieved by the respondents and the researcher collected data from textbooks, literature reviews of different schools of thought, theses and research projects. Published research, journals, articles, case studies and theory through Internet tools and adjacent areas. libraries related to transformational leadership and organizational growth respectively. The instrument used in this study to collect data was a well-structured questionnaire. This study used structured closed-ended questionnaires that were fully and effectively administered by researchers and other experts in the field of business intelligence. The study used a questionnaire to help the researcher and researcher draw out the opinions of each respondent and provide information for the study. A questionnaire was distributed to 108 respondents, of whom 98 answered correctly and returned it, 10 did not respond.

Content validity was used to assess the credibility of the study because the questionnaire items were systematically derived from the research objectives, questions, and hypotheses, reviewed by experts in the field of marketing. carefully reviewed and managed and has undergone statistical-based testing on a critical analysis of the impact of digital marketing on the sustainable

performance of online shopping malls. Most previous studies have systematically used questionnaires in the field of digital marketing and organizational performance. This questionnaire produced reliable results and conclusions, making the same instruments used in this study credible in achieving reliability and acceptability. Simple regression analysis were used to test the hypotheses of this study using the Statistical Package for the Social Sciences (SPSS) version 27.0.1 to analyze data extracted from research.

Estimation of Study Variable

DM = (F) OP……...1

SMM = a + b_1CS+ b_2MS + e…….2

EM=a + b_1CS+ b_2MS + e…….2

Were,

CS and MS are customer satisfaction and market share. They are proxies of organizational performance (Dependent Variable)

a = constant

SMM and EM are social media marketing and e-commerce marketing which are indicators of DM that represents Digital Marketing (Independent Variable).

b_1, b_2, are regression coefficients which measure the degree of the responsiveness of the dependent variables to the independent variables

e = residual or stochastic term

RESULT AND DISCUSSION

However, to substantiate explicitly the analysis given so far above, the regression result or outputs obtained are presented thus below:

4.1 Testing of hypothesis one

$H0_1$: Social media marketing has no influence on the customer satisfaction of online shopping malls in Abuja.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880[a]	.774	.772	.22992

a. Predictors: (Constant), SMM

***Source**: Generated using SPSS Output Version 27.0.1*

The model summary provides key statistical metrics for a regression analysis. In Model 1, the coefficient of determination (R Square) is 0.774, indicating that approximately 77.4% of the variability in the dependent variable can be explained by the independent variable(s) included in the model. The adjusted R Square, which accounts for the number of predictors in the model, is 0.772. The high R Square and adjusted R Square values suggest a good fit of the model to the data. The value of R (correlation coefficient) is 0.880, indicating a strong positive linear relationship between the predictor(s) and the response variable.

The standard error of the estimate is 0.22992, representing the average deviation of observed values from the regression line. The model includes a constant and the predictor variable social media marketing. Overall, the model summary suggests that the predictors, particularly Social media marketing, contribute significantly to explaining the variation in the dependent variable, and the model is reasonably effective in capturing the underlying relationships in the data. The F-statistic of 329.241 is highly significant ($p < .000$), indicating that the regression model is overall statistically significant in explaining the variability in the dependent variable.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	.734	.200		3.663	.000
	SMM	.835	.046	.880	18.145	.000

a. Dependent Variable: CS

***Source**: Generated using SPSS Output Version 27.0.1*

The presented regression model (Model 1) aims to predict a dependent variable labeled "CS" using an independent variable denoted as "SMM" Social media marketing (presumably standing for social media marketing). The table provides information on the unstandardized coefficients (B), standard errors, standardized coefficients (Beta), t-values, and significance levels (Sig.) for both the constant term and the digital marketing practices s variable. The constant term has a B value of 0.734 with a standard error of 0.200, resulting in a t-value of 3.663, which is statistically significant with a p-value of 0.000. For the Social media marketing s variable (SMM).

The unstandardized coefficient (B) is 0.835, with a standard error of 0.046 and a high standardized coefficient (Beta) of 0.880. The associated t-value is 18.145, indicating strong statistical significance (p-value of 0.000). These results suggest that there is a significant positive relationship between social media marketing and the dependent variable customer satisfaction (CS). In summary, the regression model suggests that as social media marketing increase, there is a corresponding positive impact on the variable customer satisfaction (CS), emphasizing the potential importance of effective social media marketing in influencing the outcome represented by customer satisfaction (CS).

Testing of hypothesis two

$H0_2$: E-commerce marketing has no impact on the market share of online shopping malls in Abuja.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890[a]	.792	.789	.21138

a. Predictors: (Constant), EM

***Source**: Generated using SPSS Output Version 27.0.1*

The model summary provides an overview of the regression analysis conducted. In Model 1, the coefficient of determination (R Square) is 0.792, indicating that approximately 79.2% of the variability in the dependent variable can be explained by the independent variable(s) included in the model. The adjusted R Square, which accounts for the number of predictors in the model, is 0.789. The R value of 0.890 signifies a strong positive correlation between the dependent variable and the predictors. The standard error of the estimate is 0.21138, representing the average variability or distance between the observed values and the values predicted by the model. The model includes a constant term and a predictor variable denoted as (EM) E-commerce marketing. Overall, the high R Square value suggests that the model is a good fit, explaining a substantial proportion of the variance in the dependent variable. However, it's essential to interpret the results cautiously, considering the context of the specific analysis and the nature of the predictor variable E-commerce marketing (EM). The regression model, which includes the predictor variable E-commerce marketing (EM) (presumably related to digital marketing practices s), is statistically significant ($F(1, 96) = 364.766$, $p < .000$). This indicates that there is a significant relationship between the E-commerce marketing (EM) and the mean square market share (MS).

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.877	.184		4.762	.000
	EM	.808	.042	.890	19.099	.000

a. Dependent Variable: MS
***Source**: Generated using SPSS Output Version 27.0.1*

The provided table outlines the coefficients of a regression model where the dependent variable (DV) is denoted as market share (MS) and is predicted by an independent variable labeled "EM" (presumably E-commerce marketing). The model includes a constant term, represented by the intercept, with a coefficient of 0.877 and a standard error of 0.184. The independent variable "EM" has an unstandardized coefficient (B) of 0.808, a standard error of 0.042, and a standardized coefficient (Beta) of 0.890. The t-value of 19.099 is associated with a significant p-value of 0.000, indicating that the coefficient for "EM" is statistically different from zero. This suggests that E-commerce marketing (EM) have a significant positive effect on the dependent variable market share (MS), as evidenced by the high standardized coefficient (Beta) and the low p-value. The model's intercept of 0.877 represents the expected value of the dependent variable when the independent variable is zero. Overall, the results suggest that E-commerce marketing included in the model are associated with a positive impact on the predicted outcome variable market share (MS).

4.2 Discussion of Findings

From the above data analysis in this workshop, it was discovered and revealed that digital marketing has a strategic and significant impact on the consistent business performance of online shopping malls in Abuja. This conclusion is supported by the results of recent studies that conclude that digital marketing improves the effectiveness of consistent marketing decisions, bringing innovation to the entire organization and customers, while improving business value improves marketing consistency and organizational performance (Wu et al. 2024; Wang et al. 2024; Munir et al. 2023; Amiri et al. 2023; Beasley et al. 2023; Gao et al. 2023; Saura et al. 2023). The research findings also show that digital marketing has a strategic impact on customer satisfaction, which will lead to customer loyalty towards online shopping malls in the Prime Territory. Federal Capital Abuja. This conclusion is also supported by the results of studies that specifically assert that customer digital marketing brings about an improvement in the innovation gap between customers and the organization, which in turn improves service delivery efficiency and leads to improved customer satisfaction (Alwan & Alshurideh, 2022; Abin & Sujianto, 2022). The results of this study show that digital marketing had led to a significant improvement in the market share of online shopping malls in the Federal Capital Territory of Abuja. This finding is also consistent with the established conceptual assessment that digital marketing influences the creation of marketing value that can enhance customer goodwill and lead to improved market share. of companies overall (Romadhoni, et al. 2024 Chen et al. 2023).

This study revealed from the first hypothesis tested that social media marketing had an effect on customer satisfaction of the online shopping malls in Abuja. This finding was in alignment with recent studies that posit that social media marketing had strategic strength to build consistent

performance of businesses in modern changing environment (Al-Abdallah, et al. 2024; Huo, 2023; IMA, 2024; Ren, et al. 2024).

The study also revealed from the second hypothesis tested that electronic commerce had significant effect on the improvement in the market share of the online shopping malls in Abuja. This finding had been supported by the findings of Gao, et al. (2023); Rustandi, et al. (2024); Vyas, et al. (2023); Zakaria, et al. (2024) that e-commerce had strategic and significant effects and impact on the performance of businesses globally.

CONCLUSION AND RECOMMENDATIONS

From the research results discussed above, it can be concluded that digital marketing has a strategic impact on the performance of Jumia and Konga's online shopping business. Simply, digitalized and technologically enhanced marketing activities and is the backbone of all online shopping mall companies. These findings address the main objective of the study, which is to examine the effect of digital marketing on the performance of online shopping malls in the Federal Capital Territory of Abuja. The study also concluded that social media marketing had consistently improved the performance of customer satisfaction for Jumia and Konga online shopping malls. This finding answered the research question, which indicated the extent to which social media marketing influences customer satisfaction of online shopping malls in Abuja and the objective to indicate that determining the extent to which social media marketing influences customers satisfaction of online shopping malls in Abuja. The study also concluded that e-commerce was also contributing to improving the steady market share of Jumia and Konga, two online shopping malls. This finding also answers the research question, which shows the extent to which e-commerce activities influence the market share of online shopping malls in Abuja and the objective is to find a way to evaluate the degree to which e-commerce activities impact online shopping market share. shopping mall in Abuja.

Recommendations

The study recommends that strategic thinkers and senior managers at Jumia and Konga should make strategic choices to adopt newer and more innovative digital marketing activities (social media marketing and e-commerce) to enhance the experience customer positivity and increase consistent customer satisfaction. The two selected companies will have to specifically improve their digital marketing intelligence to leverage their strengths and weaknesses to improve their market share.

Contribution to Knowledge

The model, results and conclusions of this study can help online shopping mall operators and managers develop effective strategies to improve the adoption of new approaches to digital marketing strategies and improve sustainability in the operational performance.

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