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Collaborative Marketing and Online Purchase Behaviour of Consumers in South-South Nigeria

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Abstract

This present study examined the empirical link between collaborative marketing and online purchase behaviour of consumers in South-South, Nigeria. The study adopted cross-sectional survey and correlation designs. The study employed cluster sampling to survey 400 active online consumers at Jumia and Konga collection centers in South-South Nigeria. The questionnaire was used as source of primary data to elicit response from the participants. The Spearman Rank Order Correlation Coefficient statistical tool was employed for the bivariate analysis to test the three hypotheses. The findings revealed that information sharing, content sharing, and personalization significantly influence online purchase behaviour of consumers in a positive way. Based on the findings, the study concludes that collaborative marketing increases online purchase behaviour of consumers in South-South, Nigeria, through information sharing, content sharing and personalization. Therefore, the study recommends that e-retailers should incentivize online consumers to encourage them to make brand reviews, recommendations and ratings regarding their shopping experience, since consumers cannot physically feel or touch the product to ascertain its quality. Finally, e-retailers should strive to personalize shopping experience with relevant product suggestions, targeted offers, personalized messages like gratitude to customers, birthday or special event messages as a way of strengthening brand relationship.

Introduction

Online purchasing has increasingly become a standard practice in consumers' daily lives, offering a more convenient way to meet their needs. It is a quick and convenient mode of buying goods or services over the internet. Online purchasing is gaining widespread popularity globally, with scholars attributing this trend to factors such as price, convenience, user experience, privacy, trust, saving time, product variety,

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interactivity, online reviews, product information sharing, website quality (Al-Shukri & Udayanan, 2019; Park & Lee, 2009; Pilik & Jurickova, 2016; Sonwaney & Chincholkar, 2019) as well as demographic factors like age, income, education, marital status, family size and gender (Aswegan, 2015; Ifeanyichukwu, 2016). Online purchasing has emerged as an alternative to traditional shopping, with one distinctive feature being that consumers cannot physically evaluate products as they would in conventional retail stores (Ogbuji & Udom, 2018). Instead, they base their purchasing decisions on product information available online and reviews from fellow consumers (Hong, Thong, & Tam, 2015).

The online shopping market in Nigeria is estimated to have a potential value of $13billion dollars, with approximately 300,000 daily online orders and counting, indicating significant growth in online purchasing (Ogbuji & Udom, 2018). Despite this expansion, empirical evidence (Ayo et al., 2011; Yoruk, Dundar, Mogar & Mihaele, 2011) suggests that many consumers in Nigeria still prefer conventional shopping due to concerns about trust, perceived risks, security, technological fit and privacy. Perhaps, Nigerian consumers may perceive e-commerce as highly susceptible to fraud, fearing that e-retailers who collect their personal information could compromise their privacy information (Ugonna, Okolo, Nebo & Jeft, 2017). In addition, the lack of reliable information on digital platforms, particularly social media, appears to be hindering the adoption rate of online purchasing, leading to the underperformance of the sector in Nigeria.

In this context, efforts to increase online purchasing behaviour have become a key priority for practitioners and scholars in Nigeria. This is due to the fact that rise in online purchases has a direct and positive impact on the performance of the sector. But despite the numerous studies (Abiodun, 2013; Ayo et al., 2013; Ekwueme & Nehemiah, 2017; Ifeanyichukwu, 2016; Ogbuji & Udom, 2018; Osio & Orubu, 2018; Yoruk et al., 2011) that have been conducted to improve online purchase in Nigeria, lots of consumers are still reluctant to patronize online stores. Thus, the issue of online purchasing in Nigeria remains challenging, especially when compared to other developing countries like South-Africa, Egypt and Kenya. In order to improve online purchasing in Nigeria, it is suggested that e-retailers should resort to collaborative marketing (Castellano, 2019; Sawhney, 2001). Collaborative marketing is the process of working together with customers to create value in marketing exchange (Sawhney, 2001). With collaborative marketing, retailers can use customers as a great resource to increase brand awareness, engagement, transactions and profitability. Collaborative marketing helps in brand development, brand promotion and brand relationship.

Despite the importance of collaborative marketing, many e-retailers in Nigeria seems reluctant to adopt it in their businesses. This hesitation may stem from lack of understanding of its benefits, due to insufficient awareness or exposure to advance marketing trends. As such, it has caused a large number of e-retailers in Nigeria to experience low online patronage and forced many to go out of business. Today, OLX, Dealdey, and Career 24 which are one of the leading online stores had closed down operations, even EFrtin.com has earlier shut down its operations in 2015 (Ogbuji & Udom, 2018) and some are still at the verge of closing down their operations. This development is worrisome and could be linked to lack of collaborative marketing. However, several studies (Ahammed, 2017; Ateke & Kalu, 2016; Castellano, 2019;

Yuncu & Yuncu, 2015; Sawhney, 2001) have focused on collaborative marketing, with scholars (Erragcha & Romdhane, 2014; Kotler et al., 2010) highlighting that conventional marketing communications have shifted towards data-driven marketing. This shift has led to collaboration, interactive communication, customer engagement and sharing becoming key outcomes of the new marketing paradigm. Yet, none of these studies (Ahammed, 2017; Ateke & Kalu, 2016; Castellano, 2019; Yuncu & Yuncu, 2015; Sawhney, 2001) on collaborative marketing have empirically examined the association between collaborative marketing and online purchase behaviour. In addition, previous empirical studies (Ahammed, 2017; Castellano, 2019; Cook, 2014; Fernandes & Remelhe, 2016; Greer, 2011;Yuncu & Yuncu, 2015) on collaborative marketing basically concentrated on the definitions and its impact in terms of benefits to companies as well as factors that motivate consumers to participate in collaboration and collaborative innovations, but none of these studies was able to come up with a research model that clearly identifies the various components of collaborative marketing in online marketing context.

This study is departing from past studies by addressing the above research gaps and developing a research model that clearly identify the components of collaborative marketing (information sharing, content sharing and personalization) as it relates with online purchase behaviour. These components are highly relevant in the Nigerian market where trust is a significant barrier to e-commerce. Perhaps sharing relevant brand information, attractive content and tailoring individual customer needs (personalization) could help to build consumer confidence, engagement and online purchase behaviour. Therefore, this study aimed at providing theoretical and empirical understanding on collaborative marketing in business-to-consumer (B2C) value chain and how it could influence online purchase behaviour in South-South, Nigeria.

Literature Review

Collaborative Marketing

Collaborative marketing is a relationship that works for the mutual benefits of the parties involved (Ateke & Kalu, 2016; Wang & Yu, 2024). It entails the process by which firm actively work together with other non-competing firms (Business-to-Business) by jointly pooling resources to achieve specific goals for mutual benefitting relationship (Robinson & Nelson, 2023; Solis, 2011) or the process by which firm work together with customers (Business-to-Customer) to create value in marketing exchange (Sawhney, 2001). Perhaps this strategy is particularly effective in promoting credibility, reducing costs, and enhancing innovation through shared insights and expertise (Robinson & Nelson, 2023). The essence of collaborating with customers is to create value for both parties, maximizing the efficiency of companies by creating strong emotional connections between customers and brands. Collaborative marketing brings much greater change by helping companies in spreading their messages, understanding customers' opinions about products or services and using consumer generated contents to engage customers (Castellano, 2019; Muniz & Schau, 2011).

In collaborative marketing, customers actively participate to the marketing campaign, cooperating during production, giving feedback and opinions (Martin & Lee, 2023). As such, company that really understands the strength of collaborative marketing will go beyond their level of operation and start delivering timely, cost-effective marketing campaigns that truly attract the attention of consumers and engaging them to be loyal customers. Indeed, Ateke and Kalu (2016) reinvigorated that collaborative marketing is a predictor variable to business wellness and it enables companies to respond effectively and timely to challenges and opportunities in the business environment. However, in Nigerian context, certain socio-economic factors such as trust could influence how businesses apply collaborative marketing in order to drive online purchase behaviour. As such, trust could be a significant challenge due to past experiences with unreliable business practices (Adeola & Ezenwafor, 2016; Aminu & Bello, 2019). This is because online fraud and scams are prevalent in Nigeria, with many consumers having either personal experiences or knowing someone who has been defrauded online as well as non-delivery of purchased goods, has resulted to widespread skepticism about collaborating with e-retailers or engaging in online purchasing behaviour (UNODC Report, 2020).

Collaborative marketing requires deep trust between consumers and brands. This means that brands must invest in transparent communication when sharing brand information to consumers, quality assurance and reliability in order to promote trust. This might involve using customers' reviews, trusted celebrity or social media influencer to become brand ambassadors in leveraging the importance of brand relationship. Collaborative marketing could take many forms (Cook, 2014) such as information sharing, content sharing, personalization, incentive reward, collaborative pricing, risk sharing, resource sharing, collaborative segmentation, co-branding, co-creation, brand community, affiliate marketing, joint promotion, knowledge sharing, and crowd sourcing (Ateke & Kalu, 2016; Chou & Sawang, 2015; Cook, 2014; Osatuyi, 2013; Robinson & Nelson, 2023; Shaalan, 2021) and so on. In this study, we are going to discuss only three of these components such as information sharing, content sharing and personalization.

Conceptual Framework and Hypotheses Development

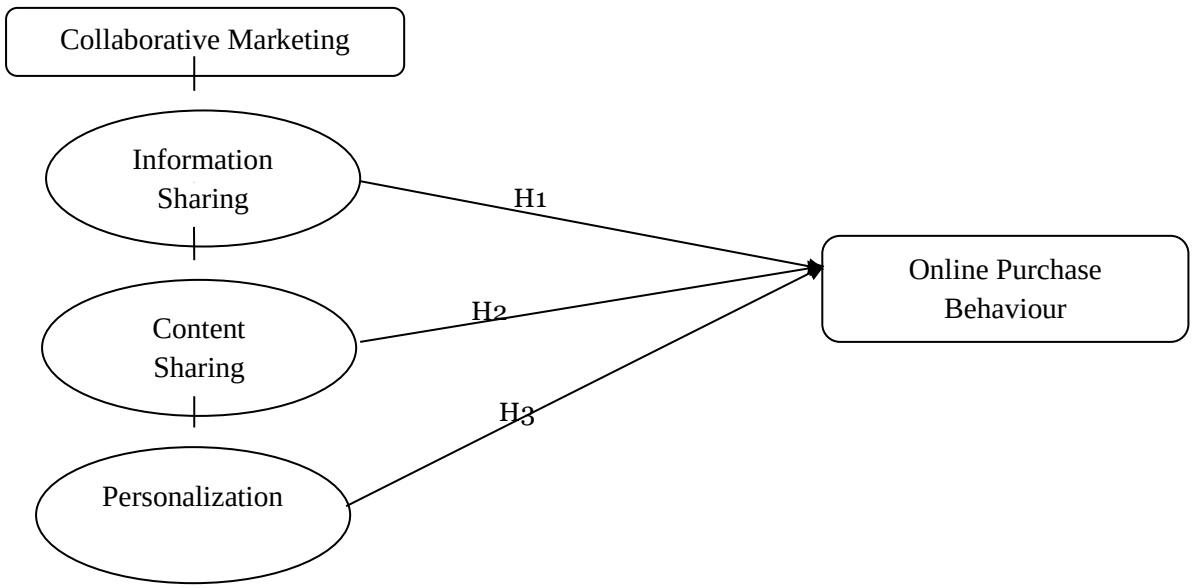

Fig 1: Conceptual Framework and Hypotheses Development
Source: Researchers' Model, 2024.

Information Sharing

Information sharing could be defined as the process of exchanging relevant, exclusive and timely information between companies and their customers through interactive activities (Ghafari, Karjalian & Mashayekhnia, 2011). Thus, in online context, it deals with sharing of relevant and valuable brand information or messages to target audience through various online channels such as websites, social media platforms, e-mail campaigns, online advertisements by e-retailers to engage and educate potential customers, build brand awareness, drive traffic to websites and ultimately convert leads into sales. Effective information sharing in online marketing, encourage interactivity, brand rating, reviews, referrals, recommendations and electronic word of mouth (Bugshan & Attar, 2020). Online consumers often share information concerning their shopping experiences with other consumers in digital platforms by making positive or negative comments concerning their brand experiences. This consumer-created information regarding their comments such as online reviews is helpful in making purchase decisions, because it stands as the basis of consumers' product evaluation and purchase (Park, Lee & Han, 2007). In other words, the volume of online reviews of a product or service reflects the popularity of the brand in respect to consumers that have patronized the brand.

Information sharing has been proven to have a significant effect on online consumers buying behaviour because several empirical evidences (Erickson, 2011; Osatuyi, 2013; Yoong & Lian, 2019) have proven so. Bugshan and Attar (2020) and Noor et al (2014) opine that information sharing activities help in building trust between firms and consumers which lead to customer loyalty towards a brand web site, increased engagement and the customer intention to purchase online. Based on the above discussion, we proposed as follows:

H1: There is significant association between information sharing and online purchase behaviour.

Content Sharing

Content sharing is the process of marketing and business development in which relevant and valuable contents are shared to attract, obtain and engage a pre-determined target customer with the intent of profitable consumer action (Pulizzi, 2012). Content sharing normally takes place when the company designs electronic content such as video, audio, pictures, blog text, and animation as well as social media posts among users in order to building brand by engaging, attract, and retain customers (Ramzan & Syed, 2018). Companies are expected to engage consumers by distributing or sharing quality brand contents that are attractive and entertaining to create relationship between the customer and the brand (Hanke, 2015). Perhaps, an attractive content can strengthen relationship between brand and customer (Bunpis & Haron, 2014) and it has been linked to increase website visits (Moros, 2021).

However, previous empirical studies have proven that creating brand engagement actually require quality content that need to be shared to enhance confidence, trust and satisfaction in brand (Bunpis & Haron, 2014). In addition, Ansari et al (2019)

discovered that in social media, content marketing positively influences consumer purchase decision. Based on the discussions, we theorized as follows:

H2: There is significant association between content sharing and online purchase behaviour.

Personalization

The concept of personalization refers to as the process of creating and adjusting product/service to fit the individual customer requirements (Ball, Caelho & Vikres, 2006). Thus, the concept has some related terms such as customization, adaptation and one-to-one marketing and sometimes used interchangeably with customization (Fan & Poole, 2006; Lee & Xinran, n.d). Several scholars have suggested variety of ways by which personalization can take place between the firm and customers. According to Crash, Kahsay and Shamoun (2018) says that personalization can be done by sending personalized e-mails, use of banner advertisement and pop-ups online by requesting customers to accept cookies so that their personal information could be stored in the company's data base. In line with this reasoning, Yu-Wen (2009) identified three ways to offer personalized services to customers in order to create empathic response to the customers such as appearing socialness, personalized interface and personalized recommendation.

In similar vein, Ball et al (2016) suggested that before personalization can take place, it requires three conditions such as; the retailer should be willing and able to adjust his/her offerings to the individual customer. Secondly, the customer must seek for unique value i.e something different from other customers. Finally, communication and collaboration between the customer and the firm must be establish to provide or established the parameters for personalization.

Furthermore, empirical evidences (Lee & Xinran, n.d; Michael & Ferdinand, 2015) have shown that personalization has a positive influence on consumer purchase intentions. In addition, Halimi et al (2011) conducted an empirical study to examine the effect of personalization on customer loyalty across the banking industry in Sweden and found that personalization enhances customer loyalty through customer relationship satisfaction and relationship commitment. Based on the above discussions, we proposed that:

H3: There is significant association between personalization and online purchase behaviour.

Online Purchase Behaviour

Online purchase behaviour could be referred to as the implementation stage of the consumer rational online buying decision process (Li & Zhang, 2023). It is the stage where the online consumer actually placed an order and pay for the order. In most situations the consumer could develop preference or an intention to buy online but such actions sometimes would not lead to actual purchase choice. This situation is commonly experienced among consumers in online shopping (Igwe, Coker & Luke, 2021). The reasons could be attributed to so many factors that can influence the choice of the consumer. For example, a friend might be disappointed in the preferred choice based on prior online negative shopping experience concerning the brand. Marketers are expected to engage consumers online to reduce all negative reviews concerning

their brands in order to reduce consumers' negative perceptions regarding brands. This initiative would assist to increase trust and online purchase. Majority of the online companies endorse celebrities to share brand content and brand information in order to promote brand credibility and trust. Online purchase behaviour could be measured in respect to the frequency or number of purchases, value of online purchase, unplanned purchase or impulse buying, and internet store sales (Li & Zhang, 2023).

Methods

Research Design

This present study adopted the quantitative method and the descriptive cross-sectional survey and correlation designs were used in order to examine the relationship between collaborative marketing and online purchase behaviour of consumers in South-South, Nigeria.

Population and Sampling Procedure

The population for this study consists of 4.3 million active online customers of Jumia and Konga e-stores in South-South, Nigeria (Statista Global Report on Market Data in Nigeria, 2022). The sample size of 400 respondents was determined using Taro Yamene formular. Consequently, a cluster probability sampling technique was employed to group the population based on geographical regions, ensuring efficient data collection across diverse clusters, which is more suitable than using the simple random sampling for this geographically disperse population. Thereafter, a purposive non-probability sampling technique was used within each cluster to select respondents from the sub-clusters (sampling frames i.e Jumia and Konga collection centers or pick-up stations) who met the specific criteria of being an active online customer and collaborator. Here, "active online customer and collaborator" means individual that shops online regularly at least once within two months interval and always share brand content, shopping experience, making comments, reviews and share brand information. The reason of using these criteria is because active online customers and collaborators have the necessary experience and knowledge related to online shopping and could provide valuable insight based on their experiences, which can improve the quality and depth of the findings.

Data Collection Methods

The data for this study was gathered through two major routes of data collection such as primary and secondary sources. The primary source deals with the distribution of structured questionnaire to the target respondents. As such, 400 questionnaires were distributed physically to Jumia and Konga online customers at various collection centers across the six (6) states in the region, but only 316 were usable for statistical analysis representing 79% rate of response. Thus, the instrument was designed to mirror the components of collaborative marketing and online purchase behaviour. On the other hand, the secondary data deals with already established sources (Bryman & Bell, 2015) such as journals, textbook, online articles and existing dissertations relating to the study.

Instrumentation and Measurement

The instrument was measured using already existing scales from related literature of collaborative marketing and online purchase behaviour. The instrument has two

sections such as A and B. Section A is the demographic information of respondents, while section B is the variables under investigation. These variables are measured, coded and represented on five-point Likert scale ranging from strongly agree (5), agree (4), moderately agree (3), disagree (2) and strongly disagree (1) using ordinal scale. The scales were adapted from the works of several scholars as presented below:

- Information sharing was measured with 5-items scale adapted from Bugshan & Attar, (2020); Hannan et al., (2017) such as: I always receive and share information about new products/services. I make recommendations concerning my shopping experience. I receive and share timely information on sales promotion. I exchange relevant product information to my friends/family members. I always receive and share timely information concerning e-retailers brand.
- Content sharing was measured with 5-items scale adapted from Erdogmus & Cicek, (2012); Poturak & Softic (2019); Ramzan & Syed (2018) such as: I receive and share brand content that is relevant to me. I like sharing new product content. I like sharing sales promotional content. I share content for usage tips. I share video, audio, text or picture content concerning my shopping experience.
- Personalization was measured with 5-items scale adapted from Kaniewiskasieba & Pilarvczyk (2014); Lee & Xinran (2010) such as: I like it when promotional e-mails are specially prepared for me. I like it when e-retailers send me e-mails on special occasions like birthday. I like it when advertisement aligned with my needs and interests. I like it when e-retailers address me by my names. I like it when e-retailers take care of my preference.
- Online purchase behaviour was measured with 4-items scale as adapted from Li and Zhang (2023) such as. I always develop the intention to buy online. I like online purchase because I pay on delivery. I patronize e-retailers because they always share product information. I am always willing to pay for my order.

Validity and Reliability

Before the instrument was distributed to the respondents, two electronic marketing experts from different Universities in South-South Region were consulted to validate the instrument using content and construct validity. Under the content validity, the experts evaluated to ensure that the instrument adequately covers all relevant aspects of the concepts under investigation and equally ensure that there is clarity and precision. On the other hand, the construct validity was assessed to ensure that the instrument accurately and meaningfully measured the theoretical constructs of collaborative marketing, information sharing, content sharing, personalization and online purchase behaviour. Perhaps, each item was carefully selected to ensure it reflected the theoretical definition of the respective construct. Based on their feedback, minor modifications were made to the wording of several items to ensure they better aligned with the underlying constructs. Thereafter, the instrument was pilot-tested with a small sample group of 20 online consumers in Yenagoa City. And this group of online consumers was not part of the main study.

Subsequently, the reliability statistical test was conducted using Cronbach alpha coefficient statistics and the outcomes in table 1 revealed that the instrument is reliable with alpha values above 0.7 which is the recommended threshold (Hair et al., 2010).

Table 1: Summary of Reliability Statistics

S/No.	Variables	No. of Items	Cronbach Alpha
1.	Information sharing	5	0.714
2.	Content sharing	5	0.749
3.	Personalization	5	0.884
4.	Online purchase behaviour	4	0.712

Source: SPSS Output, 2024.

Results

The study employed the univariate and bivariate statistics to analyze the data. The univariate considered the descriptive statistics such as frequency distribution (percentages), central tendency (mean) and dispersion (standard deviation). On the other hand, the bivariate is concerned with the Spearsman Rank Correlation Coefficient (rho) statistical tool to test the hypotheses. The essence is to verify the degree of monotonic association between the variables.

Analysis of Respondents Demographics

Table2: Respondents' Demographics

Variables	Demographic Profile	Frequency	Percentage (%)
Gender	Male	199	63.0
	Female	117	37.0
Age	18-25 years	136	43.0
	26-33 years	58	18.4
	34-41years	80	25.3
	42-49years	36	11.4
	50-57years	4	1.3
	58- above	2	0.6
Educational Qualification	PhD Degree	15	4.7
	M.Sc.	39	12.3
	B.Sc.	149	47.2
	HND	26	8.2
	OND	20	6.3
	WAEC/SSCE	66	20.9
	FSLC	1	0.3
Marital Status	Married	101	32.0
	Single	196	62.0
	Divorce	19	6.0
Profession	Civil servant	64	20.2
	Private employee	49	15.5
	Business	42	13.3
	Politician	56	17.7
	Student	85	26.9
	Others	20	6.3
Preferred onine e-retailer	Jumia	167	52.8
	Konga	64	20.3
	Jiji	46	14.6
	Cheki	6	1.9
	Supermart	6	1.9
	Wish	18	5.7
	Others	9	2.8

Shopping frequency	Once monthly	44	13.9
	Twice monthly	45	14.2
	Thrice or more monthly		
	One-three months interval	48	15.2
		179	56.6

Source: Field Survey, 2024

As depicted in table 2, the study shows that one hundred and ninety-nine (199) respondents are male which represents 63% of the total respondents, while one hundred and seventeen (117) of the respondents are female, which represents 37% of the total respondents. This shows that online consumers in South-South Region of Nigeria are predominantly male consumers. It is obvious that majority of the respondents have attained the age of 18-25 years, which represent 43% of the total respondents. This shows that the youth population dominates online shopping in South-South, Region of Nigeria. This is because this age group has grown up with digital technology making them more comfortable with online platforms. They are more inclined in using smart phones, social media and internet for shopping and more likely to engage in collaborative marketing by actively involved in sharing brand information and attractive brand content.
In addition, it shows that majority (47.2%) of the respondents had B.Sc Degree, which implies that most of the online consumers that patronize e-retailers in South-South Region in Nigeria are university graduates and most of them are single (62%) in marital status and students (26.9%). Thus, their preferred online stores are Jumia (52.8%) and Konga (20.3%) as well as they shop frequently between 1- 3 months interval (56.6%).

Summary of Descriptive Statistics

Table 3: Summary of Descriptive Statistics

Variables	N	Minimum	Maximum	Mean	Standard Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Information sharing	316	1.00	4.80	3.2247	.82101
Content sharing	316	1.00	4.80	3.0335	.86175
Personalization	316	1.00	5.00	3.8354	.88831
Online purchase	316	2.50	5.00	3.7832	.76174
Valid N (listwise)	316	-	-	-	-

Source: Research Data (SPSS Output), 2024.

Table 3 above shows that personalization has the highest mean score (M=3.8354, SD=0.88831) and followed by information sharing (M=3.2247, SD=.82101) and lastly content sharing (M=3.0335, SD=0.86175). This implies that majority of the participants confirmed that personalization is the predominant collaborative marketing strategy that influenced their online purchase behaviour.

Test of Hypotheses

Test of Hypothesis One (H1):

Ho_1: There is no significant association between information sharing and online purchase behaviour.

Ha_1: There is significant association between information sharing and online purchase behaviour.

Table 4: Correlations for Information sharing and Online Purchase Behaviour .

			Information sharing (IS)	Online Purchase (OPB)
Spearman's rho	IS	Correlation Coefficient	1.000	.360**
		Sig. (2-tailed)	.	.000
		N	316	316
	OPB	Correlation Coefficient	.360**	1.000
		Sig. (2-tailed)	.000	.
		N	316	316

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N = 316

The result of hypothesis one in table 4 shows that there is a significant, moderate positive link between information sharing and online purchase behaviour; which is statistically significant at rh_0=0.360**, n=316 and P-value estimated at 0.000 which is less than (P<0.01) a 1% significant level. Therefore, the null hypothesis is not supported. Hence, we reject the null hypothesis and accept the alternative hypothesis on the basis of significant level of correlation. In other words, the moderate positive outcome implies that there is a noticeable, but not overwhelming link between the two variables. Thus, information sharing influences online purchase behaviour, but it is not the sole driver of online buying decisions. Other factors like price, content sharing and personalization could play significant roles as well. This finding suggests that e-retailers could implement systems that allow customers to leave reviews, ratings and recommendations for products. This is because positive reviews help build trust, and potential buyers often rely on the opinions of others before making a purchase.

Test of Hypothesis Two (H2):

Ho_2: There is no significant association between content sharing and online purchase behaviour.

Table 5: Correlations for Content sharing and Online Purchase Behaviour.

			Content sharing (CS)	Online Purchase (OPB)
Spearman's rho	CS	Correlation Coefficient	1.000	.482**
		Sig. (2-tailed)	.	.000
		N	316	316
	OPB	Correlation Coefficient	.482**	1.000
		Sig. (2-tailed)	.000	.
		N	316	316

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N = 316

Test of Hypothesis Three (H3):
Ho_3: There is no significant association between personalization and online purchase behaviour.

Ha_3: There is significant association between personalization and online purchase behaviour.

Table 6: Correlations for Personalization and Online Purchase Behaviour

			Personalization (P)	Online Purchase (OPB)
Spearman's rho	P	Correlation Coefficient	1.000	.569**
		Sig. (2-tailed)	.	.000
		N	316	316
	OPB	Correlation Coefficient	.569**	1.000
		Sig. (2-tailed)	.000	.
		N	316	316

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N = 316

The result of hypothesis two in table 5 shows that there is a significant, moderate positive connection between content sharing and online purchase which is statistically significant at rh_0=0.482**, n=316 and P-value estimated at 0.000 which is less than (P<0.01) a 1% significant level. Therefore, the null hypothesis is not supported. Hence, we reject the null hypothesis and accept the alternative hypothesis on the basis of significant level of correlation. This means that there is a clear link, but it is not an exclusive factor driving online purchase behaviour. E-retailers should consider other factors alongside content sharing to increase online purchase behaviour further. They should not rely on it exclusively but combine it with other marketing efforts.

The result of hypothesis three in table 6 shows that there is a significant, strong positive association between personalization and online purchase behaviour, which is statistically significant at rh_0=0.569**, n=316 and P-value estimated at 0.000 which is less than (P<0.01) a 1% significant level. Therefore, the null hypothesis is not supported. Hence, we reject the null hypothesis and accept the alternative hypothesis on the basis of significant level of correlation. This means that personalization has a robust influence in driving online purchase behaviour. Thus, e-retailers that tailor their offerings and communication based on individual customer preferences, culture, behaviour, or demographic information will see a stronger impact on their sales. This suggests that investing in personalization technologies and strategies is critical for boosting online purchase and sales.

Discussion

As regards the hypotheses tested, the results are discussed within the context of existing literature of collaborative marketing and online purchase behaviour of consumers in South-South, Nigeria. Hypothesis one (H_1) was proposed to find out if there is significant association between information sharing and online purchase behaviour. The finding revealed that there is moderate positive significant association between information sharing and online purchase behaviour. This implies that information sharing influences online purchase behaviour. This finding is in agreement with that of Bugshan and Attan (2020) that information sharing activities in social commerce platforms increases trust and reduces perceived privacy risk, which significantly improve the decision-making process and online purchase intentions. This finding also corroborates with the suggestion made by Park, Lee and Han (2007) that information sharing such as online reviews is helpful in making purchase decisions because it stands as the basis of consumers' product evaluation and purchase.

Hypothesis two (H_2) was proposed to find out if there is significant association between content sharing and online purchase. The finding revealed that there is moderate positive connection between content sharing and online purchase behaviour. This implies that content sharing affects online purchase in a positive way. This finding is related with that of Ansari et al (2019) that content shared on social media marketing has a moderate positive significant nexus with consumer purchase intention. This finding aligns with the view made by several scholars (Bunpis & Haron,2014; Moros, 2021) that if company provide relevant and valuable content with useful information in a timely fashion, the consumer will reward the company by purchasing online and also advocating for the company by sharing content to attract others to buy online.

Hypothesis three (H_3) was proposed to find out if there is significant association between personalization and online purchase behaviour. The finding revealed that there is strong positive significant link between personalization and online purchase behaviour. This implies that personalization has a robust influence on online purchase behaviour. This finding concurs with that of Jungkook and Lehto (2010) that personalization features give rise to online consumer behavioral variables such as purchase intention and willingness to use travel websites. The findings from Michael and Ferdinand (2015) corroborated with this finding that web personalization features impact positively on purchase intentions of online users, but the relationship is mediated by exposure of service; hence there is no direct relationship. Therefore, the implication of this finding is that when product or service is being tailored to suite the customer taste, preference or culture, the customer would like to identify with such product or service by developing positive intentions towards it and this could lead to online purchase.

Conclusion

This study confirms that collaborative marketing strategies, including information sharing, content sharing, and personalization, significantly enhance online purchase behavior in South-South Nigeria. Therefore, given the representativeness of the sample population, it is important to conclude that online consumers tend to purchase online, if e-retailers (example, Jumia and Konga e-stores) are willing to share reliable and timely brand information to customers, share attractive brand content and personalize shopping experience as well as being trustworthy by keeping to promise and protect customers private information from third party.

Practical Implications

The practical implications of this study suggest that businesses should enhance their online platforms to support better information and content sharing, fostering greater customer engagement. Additionally, investing in personalization through data-driven insights will allow brands to offer tailored experiences, increasing customer satisfaction and purchase likelihood. Overall, integrating these dimensions into marketing strategies can boost online purchase, sales, and improve customer loyalty.

Recommendations

Based on the findings, the following recommendations are provided in order to achieve the objectives of the study.

(i) E-retailers should incentivize online consumers by offering discounts to encourage them to make brand reviews, recommendations and ratings regarding their shopping experience, since consumers cannot physically feel or touch the product to ascertain its quality. Thus, it should be the basis for product evaluations and purchase.
(ii) It is suggested that e-retailers should encourage user-generated content by launching social media campaigns where customers can share their experiences with products through photos, videos, or stories. Featuring this content on e-retailer website or social media channels adds authenticity and motivates others to engage and buy.
(iii) E-retailers should strive to personalize shopping experience with relevant product suggestions, targeted offers, personalized messages like gratitude to customers, birthday or special event messages as a way of strengthening brand relationship.

Limitations and Future Research

This study has a few limitations, as it only examined three dimensions of collaborative marketing and online purchase behaviour, which are not exhaustive. Components like incentive sharing, knowledge sharing, affiliate and crowd sourcing as well as measures like purchase intentions, repeat purchase and customer retention were not examined. In other words, future studies should look at these dimensions and measures in regards to online purchase behaviour. Secondly, the study was restricted to Jumia and Konga active online customers in South-South region and other regions in Nigeria were not investigated which could undermine the generalization of the findings. As such, future studies should focus on other sub-regions in Nigeria like South-East, South-West as well as other e-retailers like Jiji, Payporte, Wish and so on, Finally, this study focused on the synergy between e-retailers and online consumers in influencing online purchase behaviour but e-retailers were not investigated in the study. Therefore, the study suggests that future studies should examine e-retailers in order to ascertain the relationship between the variables.

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