Audience perception and use of online advertising in Nigeria: a study of Jumia collectibles

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Abstract

This study sought to examine audience perception and use of online advertising in Nigeria with a special focus in Jumia collectibles. In order to achieve this, the study raised specific objectives which were find out the extent to which audience use Jumia online advertising or application, find out challenges encountered by audience in the use of Jumia application or online media platform for the purchase. Acceptance model and diffusion of innovation theory was used for this study. The researcher used sequential mixed method design involving the combination of quantitative (survey) and qualitative (in depth interview) research design. The population of this study is the internet subscribers in Enugu State which is 3,096,071. The researcher used the Cochran formular of statistics to arrive at a sample size of 380. The multi stage sampling technique was used. The researcher used the questionnaire and the interview guide in collecting data. This study also revealed that Jumia users in Enugu state do not use Jumia online advertising and application frequently. The researcher also found out that Jumia users in Enugu state perceive Jumia online advertising and application both perceptively and negatively. This study also revealed that Jumia users in Enugu state face various challenges while using Jumia application. The chi square test was used to test the hypothesis. The study concluded that Jumia users do not use Jumia online advert and application to a large extent despite the fact the fact that they are exposed to Jumia online advertising and application to a large extent.

Introduction

The essence of advertising is to influence the perception of consumers and prospective consumers. The ability of advertisement to influence this perception and subsequently induce the use of the intended product constitutes economic success because advertising aims to dig into the pocket of the individuals and induce purchase or influence a cause. Consumers and prospective consumers use adverts to build opinion and possibly to make choices. In the case of choices, Jumia collectibles kind of advertising gives different product prices for consumers to patronize. This is why advertising is important to companies/manufacturers and online retail stores.

According to Haruna (2005), advertising is prominent to firms and the general public. Presently, the growth in new technological development has commenced a new era of internet advertising which according to Ekwueme and Akagwu (2017) means creating awareness about a particular product via the internet.

Online advertising has given rise to a more powerful channel of communication that can create an interactive forum for both advertisers and customers; it is attractive to the customers because advertisers focus them to match the customers' interest. Tavor (2011). According to Okereke (2016) online advertising, in Nigeria, has become popular due to relative convenience and the reasonable price of goods and services available online.

The evolution and rapid growth in technological development has led to the adoption of the Internet by advertising agencies to advertise goods, and services. As new media continue to grow in Nigeria, consumers and marketers are beginning to embrace online advertising. However, despite the growing rate of internet advertising most consumers seem not to use and appreciate online advertising. This is based on reasons like misinformation which has to do with the placing of wrong information for a particular product advertised. In this case, when an order is placed by a consumer upon delivery, the product will turn out to be fraudulent. There are other issues such as delay in delivery time frame, quality of product, inadequate internet connection, and payment problems e.t.c. These problems are peculiar to Jumia online retail store and it seems to have affected how individuals perceive and use Jumia advertisement (Ekwueme&Akagwu 2017;Tavor 2011).

Therefore this study sought to examine audience perception and use of online advertising using Jumia collectibles online advertisements.

Literature Review

Advertising is any paid, non-personal presentation of products, ideas, goods, services by an identified sponsor to induce sells from the audience (Chelmsford, 2003; Kotler, 2003; George, 2015; Jaideep, 2017). The internet being an integral part of the society gave rise to online adverting (Bourne, 2012). In Nigeria for instance advertising is constantly improving by the second (Dabiri, 2015). With online advertising, interactivity between the consumers and the advertisers has improved (Ugonna, Okolo, Nebo and Ojieze, 2017). Online advertising have given companies opportunities to create content despite the budget through social media and other online features (Adeolo, 2010).

However, some scholars complain that some of these online adverts use mostly sexual appeals in creating awareness for their products (Nwanejuafor, 2013; Dunu & Ugbo, 2014), the credibility and authenticity of products advertised online are being questioned (Adeola, 2010) thereby making consumers loose trust in the product being advertised (Tinubu, 2018). Based on these challenges, the advertising practitioners' council of Nigeria (APCON) decided to regulate online advertalthough it has been almost unsuccessful due to excessive internet freedom and fraud (Nwokpoku, 2013).

The challenges of online advertising had led to various negative perception on online advertising. According to a Jupiter research survey (2016) some audience see online advertising as annoying, lack credibility and authenticity (Deshwal, 2016). With these negative views some people still feel that online advertising is entertaining, captivating and colorful when it is properly crafted and displayed (Nnaji, 2017; Jenyo, 2015). Some consumers actually perceive online advertising as convenient because the advert leads to the online shopping store; this is means that shopping is simply one click away (Amannah, 2018).

Gap in literature

Various studies have been carried out on online advertising. Nizam (2018) discovered that interactive online advertising can be effective marketing strategies which according to Jenyo and Soyeye (2015) can increase online marketing and consumers purchase behavior. These scholars established a relationship between consumers purchase decision and Nigerian internet. Their findings were in agreement with the findings of other scholars like Agwu, Ikpetan, Ochei, Atuma, Achugomonu and Bede (2014); Nwokah and Ngrika (2018) who explained that there is a relationship between online advertising, consumer purchasing habit and consumer satisfaction. Advertising through social media platforms is also a form of online advertising (Nyekwere, 2012) and these platforms can be a vehicle that creates awareness about a product (Okoro & Epepe, 2015; Akinola & Okunade, 2016). Jumia is an online app that uses online advertising to attract its audience (Okon, Efrenfron & Akan, 2016). However, Ekwueme and Akagwu (2017) explained that consumers face

challenges while using Jumia online advert. This could be because of the inability of technological knowledge and acceptance (Olumayaoma & Adeyeye, 2013; Agwu, 2017)

These studies reviewed confirmed that online advertising have influenced consumer purchasing behaviour but failed to mention how audience perceive and use Jumia online adverts and also the challenges consumers face while using Jumia online adverts. It is on this note that this study set out to ascertain audience perception and use of online advertising using Jumia collectibles as the focus of the study.

Theoretical Framework

This study is anchored on the Technological Acceptance Model and the Diffusion of Innovation Theory.

Technological Acceptance Model

The technology acceptance model (TAM) was first created by Davis (1989). The basic TAM model included and tested two specific beliefs: Perceived Usefulness (PU) and Perceived Ease of Use (PEU). Perceived Usefulness is defined as the potential user's subjective likelihood that the use of a certain system (e.g: single platform E-payment System) will improve his/her action and Perceived Ease of Use refers to the degree to which the potential user expects the target system to be effortless (Lai, 2017).

This model is of relevance to this study in the sense that it provides an explanation into why the internet, been a recent technology of communication is adopted by producers or online retail stores to advertise and the ability for the customers to use these adverts and have different perception about advert viewed online. Perceived Ease of Use explains the degree to which the potential user expects the target system to be effortless. For instance, customers find it effortless to use Jumia adverts to decide if they want to purchase a product or not and also purchase that product at ease by ordering it onlinewithout the stress of going to a market place or a mall. Audience usually use internet which is the target system because they believe that it is effortless and that it makes their daily activities easier. Therefore this theory is relevant to this study.

Diffusion of Innovation Theory

Halton (2019) explained that Diffusion of innovations theory is a hypothesis outlining how new technological and other advancements spread throughout societies and cultures, from introduction to wider-adoption. The diffusion of innovations theory seeks to explain how and why new ideas and practices are adopted, with timelines potentially spread out over long periods.

This theory is fitting to this study because it explains how people adopt new idea, invention, behaviour or product and how they perceive the idea or new product through its diffusion process. In relation to this study online advertising is a new idea, or invention that has been diffused into the social system and people like the early adopter, early majority (as classified by Rogers) have adopted this invention while the late majority have issues with Jumia online advertising. However, all the classifications have different perception about Jumia online adverts. Therefore this theory is relevant to this study.

Research Methodology

The researchers made use of explanatory sequential mixed method which involved the combination of questionnaire in collecting the qualitative data and in-depth interview in collecting the quantitative data. This study focused on only Jumia users in Enugu state. The pollution of this study are internet subscribers in Enugu State which according to (National Bureau of Statistics, 2016) is 3096071. Since the researchers do not know the actual population (Jumia users in Enugu State) the researchers used the Cochran formular to determine their sample size which resulted to 380. However, 373 copies of the questionnaire were returned from the field, therefore, 373 copies of the questionnaire was used for the analysis. As for the indepth interview,15 persons were interviewed, which according to Onyebuchi (2016) was appropriate for this study, to get more details on how audience perceive Jumia online advertising.

The multi stage sampling technique was used for the study. The population was first grouped into geographical zones before the researchers randomly selected five from each of these areas. 25 copies of the questionnaire was shared to each local government (Enugu North, Nsukka and Udi) selected for this study.

Data Presentation and Analysis

Identifying the extent at which Jumia users in Enugu state see Jumia online advert.

Options	SA	A	D	SD	N	M	Decision
I see Jumia online advert and application	233 62.5	140 37.5	-	-	373	3.6	Accept
	At least once a day	At least twice a day	At least once a week	At least once a month			
How often do you see Jumia online advert and application	120 32.1	114 30.6	82 22	57 15.3	373		

Source Field survey, 2020. Variables key: SA=strongly agree 3.3-4.0, A=Agree 2.5-3.2, D=Disagree 1.8-2.4, SD= Strongly Disagree 1-1.7.

The mean analysis indicates that residents in Enugu State see Jumia online online adverts and applications very often.

Respondents view on their perception on Jumia online adverts and application

Options	SA	A	D	SD	N	M	Decision
I think that Jumia online adverts are genuine	116 31.1%	81 21.7%	126 33.7%	50 13.4%	373	2.7	Accept
I think Jumia marketing application is convenient for shopping	122 32.7	155 41.6	51 13.6	45 12.1	373	2.9	Accept
I think Jumia products are of good and quality standard	112 30.0	77 20.6	132 35.3	52 13.9	373	2.6	Accept
I think there is financial safety while using Jumia applications for shopping	113 30.2	144 38.6	65 17.4	51 13.7	373	2.8	Accept
I think purchasing products from Jumia online application meets the consumers taste	80 21.4	116 31.1	124 33.2	53 14.2	373	2.5	Accept
Average mean						2.7	

Source Field survey, 2020. Variables key: SA=strongly agree 3.3-4.0, A=Agree 2.5-3.2, D=Disagree 1.8-2.4, SD= Strongly Disagree 1-1.7. Decision Rule: If the average mean score is lower than 2.5 the researchers decide that Jumia users in Enugu have both positive and negative perception of Jumia online adverts and applications. If the average means is lower than 2.4 this means that Jumia users in Enugu state do not have any perception (either negative or positive perception) on Jumia online advert and application.

Analysis of the mean from the table above indicates that Jumia users in Enugu State perceive Jumia online advertising and application positively or negatively.

Identifying the extent at which residents in Enugu state use Jumia online advert and application

Options	SA	A	D	SD	N	M	Decision
I use Jumia online advert and application	191 51.2	182 48.7	-	-	373	3.5	Accept
	Once in 4 months	At least once a month	At most once a month	At least once in 2 months			
How often do you use Jumia online advert and application	120 32.1	104 27.9	88 23.6	61 16.4	373		

Source Field survey, 2020. Variables key: SA=strongly agree 3.3-4.0, A=Agree 2.5-3.2, D=Disagree 1.8-2.4, SD= Strongly Disagree 1-1.7.

The mean analysis indicates that residents in Enugu State use Jumia online adverts and applications. However, they do not use Jumia online adverts and application to a very large extent.

Analyzing the challenges audience when using the Jumia online advert and application

Options	SA	A	D	SD	N	M	Decision
It is difficult to get through Jumia customer service	112	77	132	53	373	2.6	Accept
Products on Jumia online Application can be deceitful	84	123	99	67	373	2.6	Accept
I do not trust products advertised by Jumia online advert	106	116	81	74	373	2.7	Accept
I have the delivery terms difficult	82	127	98	66	373	2.6	Accept
Returning an already delivered product can be difficult.	99	128	87	59	373	2.7	Accept
Delivered products do not come in the quality advertised	97	94	84	98	373	2.5.	Accept
Average mean						3.9	Accept

Source Field survey,2020. Variables key: SA=strongly agree 3.3-4.0, A=Agree 2.5-3.2, D=Disagree 1.8-2.4, SD= Strongly Disagree 1-1.7. Decision rule: If the average mean score is lower than 2.5 the researchers decide that there no challenges faced by Jumia users while using Jumia online adverting and application but if the average mean is higher than 2.4 that means Jumia online users face challenges while using Jumia online advert and application.

Analysis of the mean from the table above indicates that Jumia users in Enugu accept that they face various challenges while using Jumia online advert and application.

Summary of the In-depth Interview

Respondents spoke widely on their exposure to Jumia online adverts and application in Enugu State. Through their responses, Jumia users in Enugu State are exposed to Jumia online adverts and applications to a very large extent. Respondents explained that they see Jumia online adverts as long as their internet connection is on. Respondents also explained that they see a lot of Jumia online adverts on facebook messenger social media platform. They also explain that Jumia adverts pops up on their screen when the internet is on. One of the respondents stated that the moment you click on Jumia online advert and visit their application that you will begin to see the advert more often than usual. Respondents also explained that social media applications like facebook. Instagram and facebook feature Jumia online advert and application a whole lot. Therefore, since Jumia users in Enugu State are online and visiting social media sites that mean they will always see Jumia online adverts and application. Again most of the respondents explained that they see these adverts more often during black Fridays or ceremonial events like Christmas, Easter, valentine e.t.c. Based on this, it can be concluded that Jumia users in Enugu State are exposed to Jumia adverts and application to a very large extent.

Respondents spoke widely on their perception of Jumia online adverts and application in Enugu State. Through their responses, Jumia users in Enugu State perceive Jumia online adverts and application both positively and negatively. Respondents explained that Jumia advertiser's exaggerate about their products. The respondents think this way because judging from the well packaged advert the product does not meet the expectation of the users. Respondents believe that it is because they expect so much from the product because usually use the advert to judge the content of the product. Respondents also explained that they believe that Jumia adverts are fake and that they are not totally sincere about the product when they are being advertised. One of the respondents also explained that Jumia has quality adverts for substandard products. She explained that she has bought things from Jumia online retail store using Jumia online advert and the product did not last. Respondents believe that Jumia managers are not being sincere with the standard of the product being advertised and sold on Jumia online adverts and retail store. However, some other respondents believe that some of their products are of good quality. Some

respondents believe that there are some kinds of product you can buy from Jumia and it will still last for a long time. Some respondents also explained that they like to use Jumia adverts and application because it is convenient especially when you want to order a gift or purchase something without having to be present. This study also reveals that it is easy and use Jumia adverts to purchase products. This means that respondents perceive Jumia online advert and application as stress free. Respondents also explained that using Jumia online adverts to purchase products can be financially safe. They explained that they mostly pay on delivery so they have no fear when they use Jumia online adverts and application. The idea of paying on delivery makes them feel financially safe. Based on this, it can be concluded that Jumia users in Enugu State perceive Jumia adverts and applications negatively.

Respondents spoke widely on the extent Jumia users in Enugu state use Jumia adverts and application. Through their responses, Jumia users in Enugu State hardly use Jumia online advert. Respondents explain that they use Jumia online advert and application once in a while. One of the respondents explained that she uses Jumia online advert and application once in a four months. Some respondents explain that they use Jumia online advert and application occasionally especially when during valentine or when they want to send surprises like birthday gifts or engagement packages. Some respondents explain that they use once in a year. Some respondents even explained that they are not sure the last time they have used Jumia online advert and application on a long time because they hardly use it. However, some respondents explain that they use it often. They explain that that they most of their hair accessories like (like hair stretchers, weave on combs e.t.c) from Jumia online adverts and application. Some respondents also explained that there are products that are really nice on Jumia and they order these products once in a while. Based on this, it can be concluded that Jumia users in Enugu State hardly use Jumia online advert and application.

Respondents spoke widely on the challenges they face while using Jumia adverts and application. Through their responses, Jumia users in Enugu State face various challenges while using Jumia adverts and application. Respondents explained that some of the challenges they face is that the delivery fee can be expense this limits them and makes them not to use the advert and application very often. Some respondents explained that sometimes they might not get what they ordered for some respondents also explained that Jumia staff sometimes delivers the products late. This has made people loss interest especially when they are in a hurry to use the product. Some respondents also explained that the quality of product advertised is not the same with the quality of product delivered.

However, some respondents have found a solution to some of the challenges they face. Some respondents explained that they do not use Jumia online advert to purchase products if they are in a hurry to purchase that product. They like to use Jumia online advert or

application when there is no deadline to be met. Some respondents explained that if they want to deliver a birthday gift that they send notification days before, with this there will be less delivery disappointments by Jumia management.

Based on this, it can be concluded that Jumia users in Enugu State face various challenges while using Jumia adverts and application.

Discussion of Findings

Findings from data analysis revealed that the level of audience exposure to Jumia online adverts and application is very high. This is because over 80% of the respondents strongly agree and agree that they are exposed to Jumia online adverts at least once a day. This is in collaboration with the respondents data from the qualitative study. Respondents spoke widely on their level of exposure to Jumia online adverts and application. Through their various data Jumia users in Enugu State are exposed to Jumia online adverts and application to a very large extent. Most of the respondents stated "As long as my data is on I see Jumia adverts". Therefore, Jumia users in Enugu State are exposed to Jumia adverts and application to a very large extent. This finding is not also very distinct from the findings of In Pakistan, Lodhi and Shoaib (2017) which stated that almost 80-90% people are exposed to online advertising especially for youths that use social media applications like instagram, whatsapp e.t.c. This finding is also related to the findings of Malahaxmi and Ranjith (2016) which stated that over 50% of the respondents aware of digital marketing.

Based on the findings of this study, Jumia users in Enugu State have both negative and positive perception about Jumia online adverts and application. Over 60% of the respondents stated that Jumia online adverts and application is convenient and it is financially safe. Also over 50% of the respondents explained that products placed on Jumia online adverts and applications are not of standard quality and that some these products do not meet the taste of the consumers. This implies that Jumia users in Enugu State recognize the good qualities of Jumia online adverts and applications as they also condemn the bad qualities of Jumia online adverts and application.This finding is in collaboration with the respondents data from the qualitative study. Respondents spoke widely on their perception towards Jumia advert and application. Through their various responses Jumia users have both negative and positive responses about Jumia adverts and applications. However it is important to state that some users are not yet sure about their feelings on Jumia adverts and application. According to respondents "Jumia adverts are fake", "Shopping with Jumia can be convenient" and "Some of their products can be nice while some can be of low quality". The positive perception of Jumia users in Enugu state is very related to the TAM theory. The technology acceptance model that stated the basic TAM model included and tested two specific beliefs: Perceived Usefulness (PU) and Perceived Ease of Use (PEU). Perceived Usefulness is defined as the potential user's subjective

likelihood that the use of a certain system (e.g: single platform E-payment System) will improve his/her action and Perceived Ease of Use refers to the degree to which the potential user expects the target system to be effortless. This means that one major reason why Jumia users use Jumia application is simply because they perceive the system to be effortless which according to TAM means (PEU). There are some factors that that determine users' acceptance of social networks marketing using Technology Acceptance Model (TAM). One major factor revealed by this book and largely supported by Olumayoma, and Adeyeye (2013) is convenience. The idea that one can purchase a product conveniently and without stress is one major reason people still appreciate Jumia online adverting and application. This finding is also related to the findings of Akinbode, Ekpudu, Ojo and Are (2016). They explained that audience perceive online advertising as convenience and timeliness, however, audience do the neglect that fact that there is online account insecurity, fraud, overpayments, quality differences between displayed and delivered products etc.

The positive perception of this finding is very similar to the findings of Oshai (2009) who explained that Nigerians disposition for online sales and advertising is very favourable, he however, went further to explain that there are some environmental factors that can twist a consumers positive perception to a negative perception.

Findings revealed from the data analysed reveals that Jumia users in Enugu State do not use Jumia online adverts and applications to a large extent since over 50% of the respondents indicate that they use Jumia adverts and applications at most once 4 months and at most once 2 months as opposed to 27% respondents who stated that they use Jumia adverts and application once in a month.This is relation to Akinola and Okunade (2016) who explained that in as much audience are exposed to online advertising and marketing audience mostly use the Internet more for social networking than seeking advertising and marketing messages.This finding is also related to the findings of Agwu (2017) who explained that people adopt or use the internet for various purposes. Using the online banking system the established the fact the acceptance of a new technology is dependent why the audience can decide to use that technology. This finding is also related to the Diffusion of Innovation theory. Rogers explains that various people in the environment accept new innovation and technology either slowly, fast or never. This means that Jumia users in Enugu state do not accept new technologies and innovations very fast. Some could be referred to as the early majority ads they are waiting for evidence that Jumia online adverts and application works effectively.

This study also revealed that Jumia users in Enugu State face various challenges while using Jumia online adverts and application. over 70% of the respondents agreed and strongly agreed that products placed on Jumia application can be deceitful, they do not trust the quality of products advertised by Jumia, they find it difficult to come to terms with

the delivery time frame, returning products already delivered is a major challenge for respondents, that the delivery placed on Jumia adverts do not come in the quality advertised.This finding is connected to the findings of the qualitative study, where respondents spoke widely on the challenges they face while using Jumia adverts and application. Respondents explained that sometimes Jumia delivery system can be slow. Respondents explained that they can deliver you product a day late, 5 hours late or 2 days late. Respondents also explained that they order products from Jumia whenever they are not in a hurry to use the product; with this method/practice the factor of late delivery will not be a problem or issue. The findings of this study are also related to the findings of Ekwueme and Akagwu (2017) in their study "The Influence of Online Marketing of Jumia and Konga on Consumer Purchasing Behaviour among Kogi State Residents of Nigeria". Their study revealed that people do not trust online shopping fully because of factors such as; challenge of delivery time frame, quality of products, inadequate internet connection and card payment problem. Relatively Agwu (2017) stated that beliefs especially security, privacy and infrastructures to be significant factors affecting the adoption of internet banking services in Nigeria. This was made evident when respondent comfortable stated that "I think shopping with Jumia is safe as far as you pay on delivery". This means that Jumia users in Enugu have already considered the financial security while using Jumia online application which according to Agwu (2017) can be a major challenge. Akinbode, Ekpudu, Ojo and Are (2016) supports these findings when they explained that quality differences between displayed and delivered products which at the long run leads to lack of trust. Relatively, Okon, Efremfon, and Akang (2016) further explained that there are challenges faced by customers while using online advertising. These challenges includes internet surfing skill, ease of website access, advert content, location of advert on the web page, and the quality of advertised products.

Conclusion

Based on the findings of the research, this study comes to a conclusion that although Jumia users in Enugu are extremely exposed to Jumia advert and they also believe that it is very convenient and financially safe for shopping, they still do not use Jumia online adverts and application so frequent. This is because they believe that Jumia products are not of very high standards, again Jumia users do not trust Jumia online adverts and application because they believe that Jumia online adverts are not genuine. Jumia users in Enugu state also believe that it is very difficult to return an already delivered product and that they find it difficult to come to terms with the delivery pattern of Jumia online adverts and application. These challenges have led Jumia users in Enugu State to perceive Jumia online adverts and application negatively. Therefore audience negative perception towards Jumia online adverts and application really affects their patronage to Jumia online application.

However, if these challenges are being looked into it will increase how Jumia users in Enugu state patronize Jumia online retail store using Jumia online adverts.

Recommendations

1. Given that Jumia users in Enugu state are exposed to Jumia online adverts and application, Jumia management should continue to advertise their product and application because it will help create more awareness to the audience.
2. Given that Jumia users in Enugu state believe that products in Jumia adverts and application is sub standard and does not meet the consumers taste leading to the audience having negative perception about Jumia online adverts and application; Jumia management staff should be more sincere about their product during advert, purchase and deliver standard products. This will help build customer trust and improve the positive perception of Jumia users in Enugu State.
3. Considering the fact that Jumia users in Enugu state do not use Jumia online advert and application to a large extent, Jumia management staffs find out why audience do not use Jumia online advertising and application very often and work on these issues so that consumers can begin to use it more often.
4. Considering that fact that Jumia users in Enugu state face various challenges while using Jumia adverts and application; these challenges should be looked in and addressed by their management; this will help them have more positive perception from the users. It will also improve the extent Jumia users use Jumia adverts and application.

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