



ELECTRONIC MARKETING AND CUSTOMER RETENTION IN THE FAST FOODS INDUSTRY IN YENAGOA, BAYELSA STATE

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ABSTRACT: *Fast food businesses are known to be affected by some existential problems. This economic sector faces problems ranging from insufficient capital, lack of efficient manpower, inefficient management, fraud, and inability to analyse and capture market opportunities. Other problems also include marketing problems, research inefficiencies and production problems such as poor standardisation and low-quality products to mention but a few. In a quest to find lasting solutions to these problems, governments in Bayelsa State both at the state and local levels have been embarking on programs geared towards the development of businesses in the state especially the fast food sector which is very popular in the state. Authors have argued that the adoption of e-marketing has been found to improve firm performance. E-marketing is gradually gaining prominence as a tool for gaining competitive advantage and this has implications for marketing practice in Nigeria. The primary objective of this paper, therefore, is to review the current situation of e-marketing in Fast food restaurants in Nigeria and will also digress to understand its effect on customer retention, given that there are different levels of development of e-marketing in all countries. In line with the foregoing, the study used a cross-sectional survey design method based on an array of information collected from the population. The study target Sample size for the study was 138 customers drawn from the five selected fast food restaurants in Yenegoa. After an extensive analysis of the data gathered from administering structured questionnaires, the study revealed, among others, that Social media marketing has a significant influence on customer retention among customers of fast foods in Yenegoa, Bayelsa state. From the analysis of the hypothesised variables, the study concluded that there is a positive relationship between the independent variables (social media marketing, email marketing and online advertising) and the dependent variable (customer retention). Thus, on the basis of the findings and conclusion of the study, the researcher recommended, among others, that Fast food restaurants should pay strong attention to social media tools like Facebook, Instagram, WhatsApp etc to reach both potential and current customers to enhance retention.*

KEYWORDS: E-Marketing, online marketing, social media marketing, email marketing, online advertising, customer retention.



INTRODUCTION

Amidst the current global crisis, one line of business in Nigeria that continues to promise greater returns on investment is the Fast Food Restaurant. Despite the presence of economic, social and political dilemmas in the country, the business continues to strive.

Advances in information technology have revolutionised marketing operations and business systems globally. Several businesses are adopting the Internet and other electronic media in conducting their marketing operations, this has led to the growth and development of e-marketing as a new marketing philosophy (Ighomereho, Salome and Iriobe, 2019), and fast food restaurants have also inculcated the use of the information technology (E-marketing) in delivering their services to customers.

E-marketing or internet marketing is the marketing of products and services over the internet (Emeh, Ahaiwe & Okoro, 2019). It entails the execution of marketing campaigns and strategies through digital and internet-based channels. Electronic marketing is not limited to marketing activities executed on the Internet; its scope encompasses marketing operations done through electronic mail (e-mail) and wireless communication channels such as wireless local area networks (WLANs), wireless sensor networks, terrestrial microwave networks, cell phones, and satellite communication networks (Gao et al., 2021). It uses a range of technologies to help connect businesses to their customers (Emeh, Ahaiwe & Okoro, 2019). The use of digital technologies, especially the internet and social media, by some SMEs has intensified as they scramble to develop response strategies to cushion the effect of the pandemic and ensure the continuity of their operations in the future (Aladejebi, 2020; Saidu & Aifuwa, 2020; Chinazor, 2021). Consequently, small and medium enterprises (SMEs) from various industries are increasingly adopting social media platforms (such as Facebook, Twitter, Instagram, and WhatsApp); email marketing (email newsletters, acquisition emails, retention emails, and promotional emails); search engine optimization; mobile marketing; and online advertising (pop-up advertisements, banner advertising, and direct-response advertisement) to promote their offerings. The emergence and proliferation of the COVID-19 pandemic across Nigerian states appear to have boosted the popularity and adoption of social media networks for marketing purposes by some small and medium-sized enterprises (SMEs). During the almost 10-month-long lockdown, when vehicular and human movements were grounded (Olawajun, 2020), most SMEs in Nigeria moved their marketing operations to social media networks using free or sponsored posts, videos, pictures, and a combination of all to promote their offerings (Lawrence & Lawrence, 2021). The use of online advertising media such as websites, display advertising, pay-per-click, and affiliate promotions; and email marketing also became popular among some SMEs (especially ICT-based and fashion accessories dealers) as a response strategy to the pandemic (Bularafa & Adamu, 2021).

E-marketing is one of the modern and popular marketing methods in modern business, it has other names such as (digital marketing) or (network marketing), and e-marketing is an important part of the modern comprehensive marketing strategy, as it is considered an important type of marketing method Who strives to achieve his goals online (Ali, Meysam & Nibras 2022). Electronic marketing has been defined as a "mixture of advanced communication technology and traditional methods that are usually applied by marketing men". What is meant by modern communication technology is the electronic media which is known as the Internet (Kotler,2017).



The importance of E-marketing for the organisation is highlighted in enabling it to obtain the largest possible number of customers via the Internet (Ali, Meysam, and Nibras 2022). As a result of the significant growth in the use of smartphones and social networking sites, more companies are turning to these digital channels significantly and Fast food retailers have bought into the E-marketing train as a means of gaining customers in their numbers and developing systems and operations so as to give their customers the best services they could offer. They also aim to make it as stress-free as possible all in the bid to keep those customers coming back to patronise them. In view of the above arguments, this study seeks to examine the relationship between electronic marketing and customer retention amongst fast food restaurants in Yenegoa.

Statement of Problem

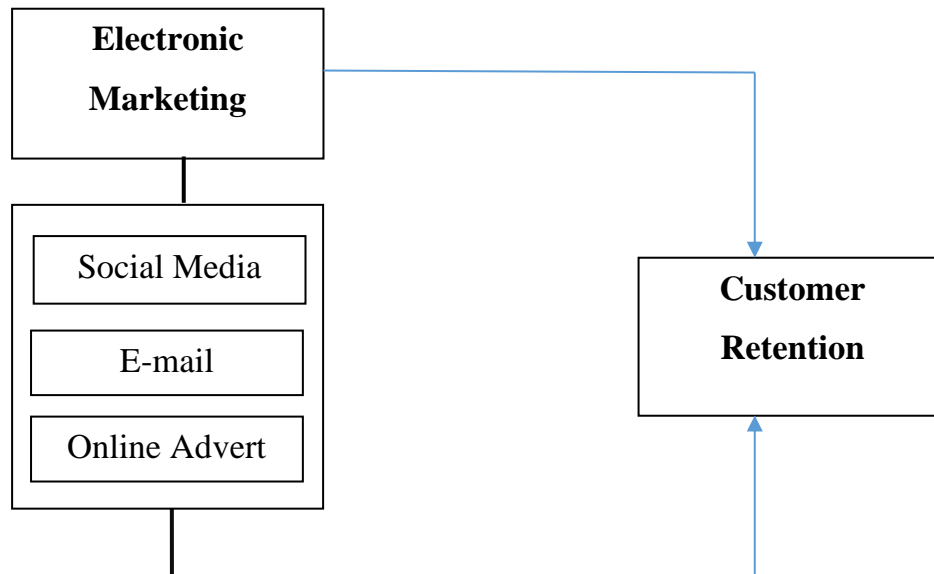
Fast food businesses are known to be affected by some existential problems. This economic sector faces problems ranging from insufficient capital, lack of efficient manpower, inefficient management, fraud, and inability to analyse and capture market opportunities. Other problems also include marketing problems, research inefficiencies and production problems such as poor standardisation and low-quality products to mention but a few. In a quest to find lasting solutions to these problems, governments in Bayelsa State both at the state and local levels have been embarking on programs geared towards the development of businesses in the state especially the fast food sector which is very popular in the state.

The adoption of e-marketing has been found to improve firm performance (Sheikh, Shahzad, & kuIshak, 2017). E-marketing is gradually gaining prominence as a tool for gaining competitive advantage and this has implications for marketing practice in Nigeria.

As noted by Rahayu and Day (2015) the use of electronic platforms in business practices differs from developed countries to developing countries. It has been observed that E-marketing is growing rapidly in developed and some developing economies but it is lagging behind specifically in most African countries as a result of accessibility, low connectivity and poor infrastructural development. It is however important to point out that there is rapid expansion of internet access in Nigeria (International Telecommunication Union (ITU), 2017) but most rural areas are yet to be connected. Where there is connectivity in some rural communities, it has been observed that accessibility is still a challenge (Nyirenda-Jere & Biru, 2015). The effect of this has been highlighted as being responsible for the slow growth of e-marketing and also stands as a big opposing factor to customer retention.

Our aim is to review the current situation of e-marketing in fast food restaurants in Nigeria and will also digress to understand its effect on customer retention, given that there are different levels of development of e-marketing in all countries.

Conceptual Framework



Source: *Researchers Conceptual framework of electronic marketing and customer retention in fast food restaurants in Bayelsa State, 2023*

OBJECTIVE OF THE STUDY

The aim of this study is to examine the relationship between electronic marketing and Customer retention in the fast food industry in Yenagoa, Bayelsa State. The objectives of this study are:

- i. To determine the extent to which Social media influences customer retention in the Fast food industry in Yenagoa, Bayelsa state
- ii. To determine the extent to which online advertising influences customer retention in the Fast food industry in Yenagoa, Bayelsa state
- iii. To determine the extent to which E-mail marketing influences customer retention in the Fast food industry in Yenagoa, Bayelsa state

RESEARCH QUESTION

- i. To what extent does Social media marketing influence customer retention in the fast food industry in Yenagoa, Bayelsa State?
- ii. To what extent does E-mail marketing influence customer retention in the fast foods industry in Yenagoa, Bayelsa State?
- iii. To what extent does online advertising influence customer retention in the fast food industry in Yenagoa, Bayelsa State?



RESEARCH HYPOTHESES

H0₁: Social media marketing does not significantly influence customer retention in the fast food industry in Yenagoa, Bayelsa State.

H0₂: E-mail marketing does not significantly influence customer retention in the fast food industry in Yenagoa, Bayelsa State.

H0₃: Online advertising does not significantly influence customer retention in the fast food industry in Yenagoa, Bayelsa State.

LITERATURE REVIEW

Conceptual Review

Electronic marketing

E-marketing is an umbrella term for the process of carrying out marketing activities using digital technologies mainly on the internet but it also includes mobile phones, display advertising and any other digital medium (Agwu & Murray, 2014). El-Gohary (2010) opined that e-marketing is a recent innovation and a current business practice that is concerned with marketing goods, services, facts and concepts using the internet and other electronic measures such as mobile phones, intranets and extranets. A small business implementing electronic marketing could shape the nature of its business worldwide. Engaging in e-marketing might not only enhance opportunities for small businesses but could also address various threats. Strauss et al (2006) defined e-marketing as using information technology to create, communicate, and deliver values to customers and managing customer relationships in ways that benefit the business and its stakeholders. This definition explains that e-marketing is not just about selling goods and providing services through Information Technology but it is far more than that. According to Jalang'o (2015), e-marketing refers to the strategies employed by businesses in order to advertise their goods and services and also improve the experience of their clients through digital channels. These channels include social media, e-mail, websites, banner ads, blogs, mobile phone applications, and Search Engine Optimization (SEO) among others. According to Tuten (2014), e-marketing has become an essential part of many companies and organisations' marketing mix due to a rapid increase in the number of persons accessing the internet on a daily basis and the digitisation of many aspects of day-to-day life such as shopping, education, government services and communication.

E-marketing or internet marketing is the marketing of products and services over the internet (Emeh, Ahaiwe&Okoro, 2019). It entails the execution of marketing campaigns and strategies through digital and internet-based channels. Electronic marketing is not limited to marketing activities executed on the internet; its scope encompasses marketing operations done through electronic mail (e-mail) and wireless communication channels such as wireless local area networks (WLANs), wireless sensor networks, terrestrial microwave networks, cell phones, and satellite communication networks (Gao et al., 2021). It uses a range of technologies to help connect businesses to their customers (Emeh, Ahaiwe & Okoro, 2019). The use of digital technologies, especially the internet and social media, by some SMEs has intensified as they scramble to develop response strategies to cushion the effect of the pandemic and ensure the



continuity of their operations in the future (Aladejebi, 2020; Saidu & Aifuwa, 2020; Chinazor, 2021). Consequently, SMEs from various industries are increasingly adopting social media platforms (such as Facebook, Twitter, Instagram, and WhatsApp); email marketing (email newsletters, acquisition emails, retention emails, and promotional emails); search engine optimisation; mobile marketing; and online advertising (pop-up advertisements, banner advertising, and direct-response advertisement) to promote their offerings. The emergence and proliferation of the COVID-19 pandemic across Nigerian states appear to have boosted the popularity and adoption of social media networks for marketing purposes by some small and medium-sized enterprises (SMEs). During the almost 10-month-long lockdown, when vehicular and human movements were grounded (Olarewaju, 2020), most SMEs in Nigeria moved their marketing operations to social media networks using free or sponsored posts, videos, pictures, and a combination of all to promote their offerings (Lawrence & Lawrence, 2021). The use of online advertising media such as websites, display advertising, pay-per-click, and affiliate promotions; and email marketing also became popular among some SMEs (especially ICT-based and fashion accessories dealers) as a response strategy to the pandemic (Bularafa & Adamu, 2021). However, due to the unavailability of adequate empirical evidence, it is yet to be established whether or not the application of E-marketing strategies by SMEs has led to significantly visible improvements in their performance in the post-COVID-19 era. Similarly, even though some SMEs, particularly ICT-based and fashion accessories dealers have integrated E-marketing strategies into their operations, the pace of adoption of E-marketing strategies by most SMEs is still hampered by significant challenges, such as digital illiteracy, risk of online fraud, consumer privacy concerns, high maintenance costs, poor internet connection, and poor digital skills (Soyinka, 2021). As such, it is possible for operators of SMEs in Nigeria to either be afraid, incapable, or unwilling to use E-marketing strategies for marketing their offerings because of the risk of fraud, ignorance of the potential of E-marketing, and high maintenance costs.

Social Media

Social networking is a form of e-marketing that utilizes social networking websites and platforms as a marketing tool (Bansal, 2014). The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. Bansal (2014) asserts that Social Media marketing is more cost-effective than any other form of marketing and that building a profile on the most followed Social Media platform is not going to cost much.

Social media is engaging with consumers online. According to Wikipedia, social media is an internet-based tool for sharing and discussing information among human beings. Social media is all about networking and networking in a way that espouses trust among parties and communities involved. Any website which allows user to share their content, opinions, and views and encourages interaction and community building can be classified as a social media. Some popular social media sites are Facebook, YouTube, Twitter, Dig, and my space, stumble Upon, Delicious, Scribe, Flickr etc. (Neti, 2011). Social media has caused a significant change in the strategies and tools companies use for communicating with customers. Social media marketing enables companies to achieve a better understanding of customer needs in order to build effective relationships (Cox, 2012). Social media marketing is marketing using online communities, social networks, blog marketing and more. It's the latest "buzz" in marketing. Global companies have recognised Social Media Marketing as a potential marketing platform,



and utilised them with innovations to power their advertising campaign with social media marketing (Neti, 2011).

E-mail Marketing (EM):

Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt out of future emails, or it may be sent with the recipient's prior consent. As a tool for strengthening customer relationships, email marketing helps companies keep in touch with their customers regularly at a low cost. As asserted by Merisavo and Raulas (2004) customers appreciate regular communication through e-mail because it brings value and satisfaction to them by providing them with relevant information and by reducing their efforts to search for information. Onobrakpeya and Mac-Attama (2017) studied "Improving Customer Satisfaction Through Digital Marketing in the Nigerian Deposit Money Banks" and found that email marketing has a positive and significant effect on customer satisfaction in Nigeria.

Online Advertising

Advertising featuring attractive spokespersons and models fills television screens and print media, presumably because attractive people sell more products (Dion, Berschied & Walster 1972). Rarely is an attractive person or object featured prominently in an advertisement save the occasional character. Bovee (1992) defined advertising as a nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through various media. Internationally, advertising entails the dissemination of a commercial message to target audiences that differ from country to country in terms of how they perceive or interpret symbols or stimuli, respond to humour or emotional appeals, as well as in levels of literacy and languages spoken. An important issue in determining advertising on an international level strategy is whether or not to develop a global or regional advertising campaign, or rather tailor communication to differences in local markets (Peebles & Ryans 1984). The advertising market in Africa has grown significantly in the past five years, due in part to investment from international advertising networks, as well as, the digitisation of the industry. Advertising in Africa retaining broadcast's share of the Pie (July 2016) is a new report published in July 2016 by Balancing Act, an independent consultancy and research company focused on ICT and media in Africa, that provides a health check of the advertising industry on the continent. The report was produced to collect data about the industry on the continent and to highlight emerging trends.

Concept of Customer Retention

Customer retention is increasingly being seen as an important managerial issue, especially in the context of a saturated market or lower growth of the number of new customers (Ahmad & Buttle, 2016). Dawkins and Reichheld (2020) first published the tangible effects of companies' commitment to retaining customers and claimed that a higher retention rate leads to a higher net present value of customers. Customer retention is viewed as a way to improve customer service quality. Customer retention can be seen as being done through the forging of multi-level bonds comprising financial, social and structural bonds (Turnbull & Wilson, 2019); and retention and prevention of customer defection through learning from former customers, analysing complaints and service data and identifying and raising barriers to customers switching (Roseberg & Czepiel, 2014). Reichheld (2016) also noted that building and



sustaining customer loyalty which leads to retention requires the approaches of retaining investors, retaining employees, and retaining customers. In addition, Parasuraman and Berry (2019) also identified three retention-building approaches through adding financial benefits. Social benefits and structural ties (Kotler & Keller, 2006; Wunderman, 2016).

Concept of Social media and customer retention

Social media is a collection of internet platforms or networks that promote virtual communications and exchanges of content between and among registered participants in an interactive, two-way manner (Jussila, Kärkkäinen & Aramo-Immonen, 2014). Social media marketing is, therefore the adoption and utilisation of social networks and platforms such as Twitter, Facebook, Instagram, and YouTube to run advertisements or other promotions; interact with target customers; deliver customer services; carry out sales and build harmonious relationships with the target market (Leung, Bai & Stahura, 2015). It is the integration of social media into the marketing mix of companies and the deployment of social networks and sites as channels for executing marketing campaigns and strategies. The effectiveness of social media marketing at enhancing the performance of business organisations intensifies rapidly as social media proliferates and penetrates deeper into consumer populations. Consequently, customers rely on social media to obtain information on potential purchases, while companies use social media to promote their brands, interact with potential and existing customers; and enhance their sales and marketing performance (Emeh, Ahaiwe & Okoro, 2019; Anne, 2020). This premise is supported by the study of Onyango (2016), which revealed that social media marketing had a strong correlation with the performance (revenue, market share, and profitability) of flower firms in Kenya.

Concept of Online advertising and customer retention

Online advertising is the non-personal and paid-for presentation and promotion of goods, services, and ideas using the internet as a medium by an identified sponsor (Emeh, Ahaiwe & Okoro, 2019). It is the process of using internet tools like display advertising, search engine optimization, company-owned or affiliated websites, etc., to communicate information about a firm, its products, and services to specific groups of online-based users (customers) in order to enlighten, inform, educate, and persuade positive responses from customers towards a firm and its products and services (Deshwal, 2016). Online advertising is the process of targeting specific sets of customers on the internet using consumer information gathered on them for the purpose of reaching them with information about goods and services they are likely to require and influencing them to patronise. Online advertising is flexible, far-reaching, innovative, less expensive, and has a wider reach, thereby enabling companies, including SMEs to target and promote their offerings to a large audience. A creative and well-executed online advertising campaign can enable a company to gain market awareness and amass large sales volumes of its products within a very short period of time (Silas & Junior, 2020). This entails that online advertising could substantially improve a company's marketing performance. This premise is reinforced by the study of Adede, Kibera, and Owino (2017), which revealed that online advertising had a significant positive influence on the performance of telecommunications companies in Kenya. The premise is also backed by the study of Njau and Karugu (2014), which revealed that online advertising had significant positive associations with the performance of SMEs in Kenya. Similarly, the premise is reinforced by the study of Olusegun, Olympus, and Olakunle (2020), which revealed that online advertising had



significant positive effects and correlations with the performance of SMEs in Lagos State, Nigeria.

Email marketing and customer retention

Email marketing is the use of electronic mail by firms to target specific groups of consumers and to present and promote products and services to them with the objective of informing, reminding, and leading them to make purchases (Elrod & Fortenberry, 2020). It is marketing activities that are formulated and executed using electronic mail (email). Firms often use a variety of ways to get customers' email addresses like registration requirements or buying from online marketers. They use these email addresses to prepare a mailing list based on unique customer preferences and patterns and periodically send messages containing information about available products and services to customers on those mailing lists. Zhang, Kumar, and Cosguner (2017) viewed email marketing as the act of sending a commercial message, typically to a group of people, using email. Email marketing has become a very popular form of communication in business. The purpose of email marketing is to reach customers quickly and increase customer patronage instantaneously. When used as part of a marketing strategy, email can quickly and easily share information with customers; it can be used to gather marketing data; and it can be tailored to customers based on their needs and preferences (Kamarov & Anatoley, 2014). As a dominant E-marketing tool, email marketing has the capacity to substantially improve the marketing performance of organisations across industries. The foregoing assumption is confirmed by the study of Onyango (2016), which revealed that e-mail marketing had a strong correlation with the performance (revenue, market share, and profitability) of flower firms in Kenya. The assumption is also backed by the study of Saleh (2020), which revealed that email marketing had a significant positive effect and relationship with the performance of small and medium-sized family enterprises in Malaysia. Similarly, the foregoing assumption is supported by the study of Njau and Karugu (2014), which revealed that email marketing had a significant positive association with the performance of SMEs in Kenya.

Theoretical Framework

Change Theory

This study was anchored in Kurt Lewin's change theory, a theoretical framework explaining the stages that organisations go through to respond to and manage structural and environmental change. It was propounded by Lewin (1890) to provide a theoretical framework that could enable organisations to effectively manage dynamic changes posed by their immediate and operating environments. The basic premise of Kurt Lewin's change theory is that change is an inevitability in organisations, individuals, and entities; hence change must be effectively planned for and managed in order to ensure it is successful. It assumes that the change process involves forming the perception that change is required, then advancing towards the new, desired level of behaviour, and finally, maintaining the new behaviour as the normal way of doing things. The theory is mostly considered as the bedrock of most change models; and it is useful for managing change in individuals, groups, and organisations (Šuc, Prokosch & Ganslandt, 2009). The change management process, according to Lewin (1890) includes the following three stages: unfreezing, changing, and refreezing.



According to Lewin (1890), the unfreeze stage of change management is the first stage in the change management process; it is where an organisation first recognises that it needs to change; maybe its structure, operations, strategies, activities, orientation, policies, or any other critical organisational issue of concern. At this stage, the organisation is specific about the operation, activity, strategy, or policy that needs to change, so it actively encourages the abandonment of old methods, behaviours, perceptions, and strategies in favour of the contemplated change. However, such preparation for change will only be effective if there is adequate support from an organisation's management team because they determine the big changes to take place in the organisation. As such, the change agent (it could be a manager, marketer, accountant, or any other staff) would have to carefully listen and tactfully address management's concerns and hesitation towards change in order to lay the groundwork for the expected new change. The next stage in Kurt Lewin's change theory changes (Lewin, 1890); this is where the organisation, having secured general consensus on the need to change, plans activities for the introduction of the change. The manager strategizes on how the new changes will be implemented in the required departments, units and operations. It is also critical to gain the cooperation of employees in the implementation of change by enlightening them on the potential benefits of the change and why the organisation needs it. Finally, the last stage is known as 'refreeze' (Lewin, 1890); which is where the organisation adjusts to a new normal, having established the needed change in operations, strategies, policies, orientation, or decision-making. The organisation has implemented the new change successfully; it has been integrated into it as a new normal way of operating, so the change now becomes a stabilised part of the organisation's policy, strategy, orientation, and/or culture. The most urgent task for managers at this stage is sustainability; the managers must develop strategies to sustain the new change as the new norm over the long term, provided the change benefits the organisation and accelerates the success of its operations (Sarayreh, Khudair&Barakat, 2013). The relevance of Kurt Lewin's change theory to this study is that change is inevitable in the operational environment of SMEs, given that the environment is dynamic and susceptible to a series of potential changes. This is particularly true in light of the unanticipated emergence of the COVID-19 pandemic, which forced SMEs to change their operations in an attempt to survive the socio-economic drawbacks of the pandemic.

Empirical Review

Anucha (2019) studied the relationship between electronic marketing and customer retention in the hospitality industry in Nigeria. The study employed the survey research design. Data were obtained from 87 managers and marketers of some selected hotels in Port Harcourt. A structured questionnaire was used as the main instrument for data collection while the hypotheses were tested using the Spearman Rank Order Correlation with the aid of the SPSS 21.0 version. The findings revealed that there is significant relationship between digital marketing and customer retention in hospitality organisations. The study also found a significant relationship between e-mail marketing, social media marketing and customer retention. From the above findings, it was concluded that e-marketing significantly enhance customer retention in hospitality organisations in Nigeria. Based on the findings and conclusion, it was recommended that hospitality organisations in Nigeria should practice e-marketing as it would enhance customer retention and loyalty.



Akyuz and Ibrahim (2020) studied the effect of electronic marketing on the performance of SMEs in Karu Local Government Area, Nasarawa State of Nigeria. The study obtained primary data from 400 SMEs in the Nasarawa State of Nigeria with the aid of a structured questionnaire. The hypotheses developed for the study were tested using simple linear regression. Consequently, the findings revealed that social media marketing had a significant positive effect on the performance of SMEs in Nasarawa State, while email marketing had a non-significant effect on SMEs performance in this regard.

Anne (2020) studied the influence of Digital marketing strategies on the marketing performance of top 100 small and medium enterprises (SMESs) in Kenya. The study used a structured questionnaire to obtain primary data from 30 SMEs operating in Kenya. The hypotheses developed for the study were tested statistically using multiple linear regression. The findings of the study revealed that digital marketing strategies (social media, search engine optimization, websites, blogs, and display advertising) had significant influences on the marketing performance of SMEs. Hence, the study concluded that the adoption of digital marketing strategies by SMEs would undoubtedly enhance their marketing performance.

Korir (2020) conducted a study on E-marketing strategies and performance of registered rated hotels in Nakuru County, Kenya. The study obtained primary data from 63 marketing, ICT, and management staff of 18 hotels in Nakuru County Kenya using a semi-structured questionnaire. The data obtained were analyzed using descriptive statistics while multiple regression was adopted to test the hypotheses developed for the study. The findings of the study, therefore, revealed that social media, email marketing, mobile marketing, and search engine optimization had significant positive effects on the performance of hotels in Nakuru County, Kenya.

Saleh (2020) conducted a study on "Enhance small-medium enterprises (SMEs) family business in Malaysia through E-marketing strategies". The study collected primary data from 140 operators of SMEs in Kuala Lumpur using an online survey (Google forms). Multiple regression and Pearson's Product Moment Correlation analysis were adopted to test the hypotheses developed for the study. Consequently, the findings revealed that website marketing, social media, email marketing, digital marketing, and viral marketing had significant positive effects and relationships with the performance of small and medium-sized family enterprises in Malaysia.

Olusegun, Olympus, and Olakunle (2020) studied the impact of online marketing on the performance of small-scale enterprises in Ikeja, Lagos, Nigeria. A structured questionnaire was used to obtain primary data from 221 operators of SMEs in Ikeja, Lagos State. The data were analyzed using correlation, Analysis of Variance (ANOVA), and simple regression in the Statistical Package for the Social Sciences (SPSS 20). The findings of the study revealed that social media marketing and online advertising had significant positive effects and correlations with the performance of SMEs in Lagos State, Nigeria.

Ilyas, Munir, Tamsah, Mustafa and Yisriadi (2021) studied the influence of digital marketing and customer perceived value on customer loyalty among Indonesian consumers. Purposive sampling was used to select the sample subjects. Questionnaires were used in gathering data and 125 responses were used in the study. Multiple regression analysis was used in testing the study hypotheses. The effect of the perceived value on customer satisfaction is positive and significant. The regression coefficient value $\beta_2 = 0,293$ with a significance level of 0.03 which



means significant (Sig <0.05). 3) The influence of digital marketing variables on customer loyalty is positive and significant. It was found that the regression coefficient value $\beta_3 = 0.248$ with a significance level of 0.00 which means significant (Sig <0.05). 4) The effect of customer perceived value on loyalty is positive and significant. The regression coefficient value $\beta_4 = 0.431$ with a significance level of 0.00 which means significant (Sig <0.05). 5) The influence of the customer satisfaction on customer loyalty is positive and significant. The regression coefficient value $\beta_5 = 0.394$ with a significance level of 0.03 which means significant (Sig <0.05). 6) The influence of digital marketing variables through customer satisfaction on customer loyalty is positive and significant.

Adesunkanmi, Ishola and Olubodun (2022) examined the effect of electronic marketing on customer retention in selected food and beverages firms in South-western Nigeria. This was done to determine the effect of electronic marketing on customer retention among selected foods and beverages firms in Southwestern Nigeria. Descriptive research survey based on cross-sectional mode was adopted. Data were collected from six purposively selected companies from Nigerian Exchange Group. Data was analysed using descriptive and inferential statistics. Hypotheses testing were done using multiple regression analysis. The findings showed that electronic marketing have a significant effect on customer retention in the selected food and beverages firms in Southwestern Nigeria. Specifically, the study found that all proxies of electronic marketing (e-mail marketing, internet marketing, mobile marketing, intranet marketing except extranet marketing) have significant effects on customer retention. It is concluded that firms in the manufacturing sector should emphasise the usage of combined channels of e-marketing rather than deploying them individually, otherwise optimal benefit would become a mirage.

Lumumba and Aila (2022) studied the relationship between e-marketing and customer loyalty to brand choice among supermarkets in Kisumu city, Kenya. Specific objectives were to establish the effect of personalised email marketing, social media marketing, and SMS alert marketing on loyalty to brand choice. Correlational survey design was adopted for the study. Target population of 371 employees from eight supermarkets was the focus of the study. Yamane's formula (1987) was used to obtain a sample size of 193 respondents. Data was analysed by means of descriptive statistics, while the relationship between customer relationship marketing and loyalty to brand choice was estimated using regression analysis. Findings revealed that personalised email marketing (B=7.29), social media marketing (B=19.277) and SMS alert marketing (B=51.39) all have significant (p=0.000) effect on loyalty to brand choice. The three variables contribute 25.3% change in loyalty of customers to brand choice ($R^2 = 0.253$; p=0.000). This implies that 74.7% change in customer loyalty to brand choice is caused by other factors other than electronic customer marketing practices. The study concludes that SMS alert marketing has the highest effect on loyalty of customer to brand choice. Supermarkets should ensure that SMS alerts are persistently sent relevant customers to enhance their loyalty to brand choice is enhanced.



METHODOLOGY

The study used cross sectional survey design. The research survey was preferred because it outlines primary concern of relationship between the variables. The study target population comprised of all customers of the Fast Food restaurants in Yenagoa, Bayelsa State, Nigeria. Enquiries at the Ministry of Trade, Industry and Investment did not turn up anything concrete. Due to the inability to ascertain the total number of registered fast foods restaurants in the state capital and their customer strength, it is impossible to ascertain the total population size for the study. The study population was therefore be considered to be unknown (infinite). Hence, five of the most popular restaurants in Yenegoa were sampled. These restaurants are Comfort kitchen, Pepperoni, Chicken Republic, Ellas Creaming and Crunchies Fried Chicken.

The sample size for the study was obtained using Cochran's (1977) formula for sample size determination when population size is unknown.

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

Where n = sample size

P = population proportion assumed to be 0.1

e = acceptable sampling error (e = 0.05)

z = z value at reliability level or significance level. At significance level of 0.05 (reliability level of 95%), z score is 1.96.

Substituting into the formula;

$$n = \frac{0.1(1-0.1)(1.96)^2}{(0.05)^2} \quad n = \frac{0.1(0.9)(3.8416)}{(0.05)^2}$$

$$n = \frac{0.345744}{0.0025}$$

$$n = 138.2976 = 138$$

Sample size for the study was 138 customers drawn from the five selected fast foods restaurants in Yenegoa. The structured questionnaire of the study was administered to the 138 customers of the selected fast food firms in order to solicit their responses on the electronic marketing and customer retention of fast food firm in Bayelsa State.

The data from the responses was analyzed using a combination of descriptive and inferential statistics. The frequencies and simple percentages were used in describing the data especially the demographic data of respondents. On the inferential side, simple linear regression was used to test the effect of electronic marketing on customer retention. The independent variable (electronic marketing) had social media marketing (SMM), e-mail marketing (EM) and online advert (OA) as its dimensions. The simple linear regression equations were expressed as follows:

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon \dots \dots \dots 1$$



$$Y = \beta_0 + \beta_2 X_2 + \varepsilon \dots \dots \dots 2$$

$$Y = \beta_0 + \beta_3 X_3 + \varepsilon \dots \dots \dots 3$$

Where; Y= Customer Retention (CM),

β_0 = constant (coefficient of intercept),

X1= Social Media (SMM)

X2= E-mail (EM)

X3= Online advert (OA)

ε = error term;

$\beta_1 \dots \beta_3$ = regression coefficient of variables.

DATA PRESENTATION

In this study, a total of one hundred and thirty-eight (138) copies of questionnaire were distributed to customers of the selected restaurants in Yenegoa, Bayelsa State. However, only a total of one hundred and nine (109) copies of the questionnaire representing 79% of the total copies were found usable. This means twenty-nine (29) copies representing 21% were not used by the researcher.

Demographic Variables

Table 1: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	55	50.5	50.5
	Female	54	49.5	100
	Total	109	100.0	

Source: *Field Data, 2024*

From the table above, it can be seen that 55 (50.5%) of the respondents were male while, 54 (49.5%) are female.

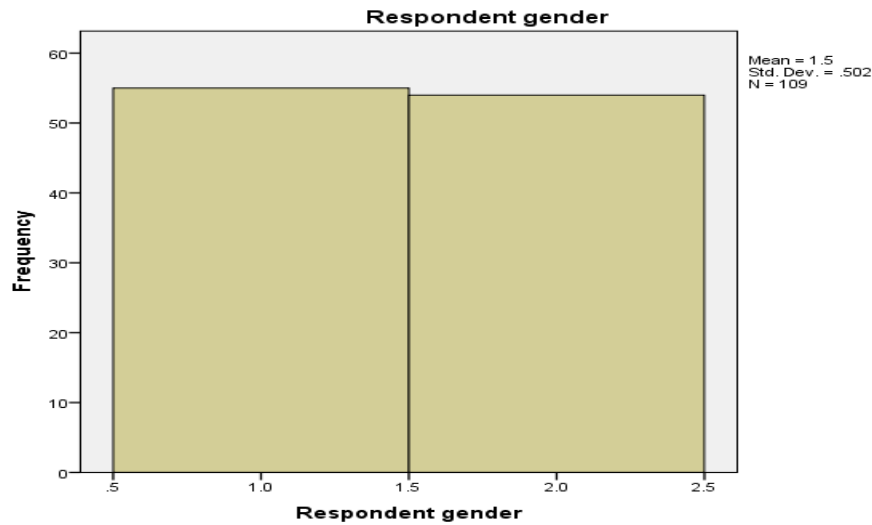
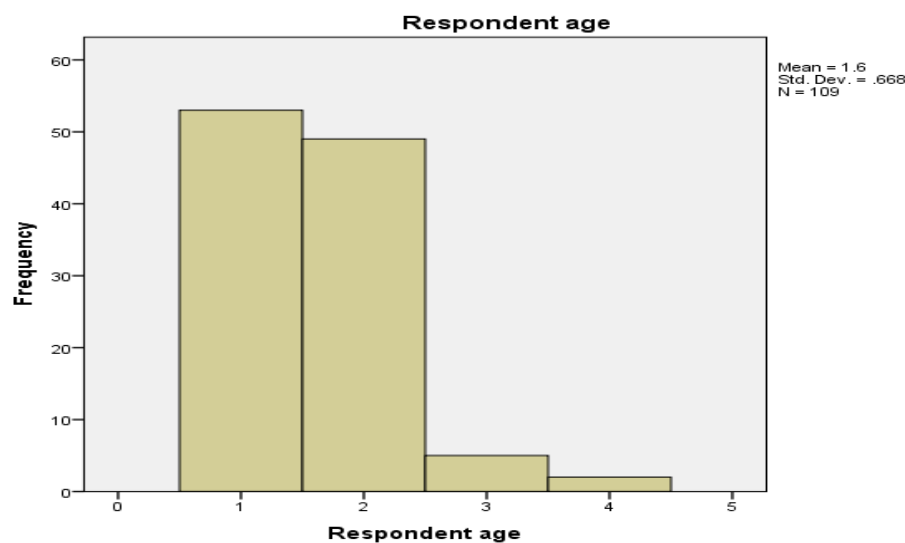


Table 2: Age Bracket

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 – 28 years	53	48.6	48.6
	29 – 39 years	49	45.0	93.6
	40 – 49 years	5	4.6	98.2
	50 and above	2	1.8	100
	Total	100	100.0	

Source: *Field Data, 2024*

From the table above, it can be seen that 53 (48.6%) of the respondents are between the ages of 19- 28 years, 49 (45.0%) are between 29 – 39 years, 5 (4.6%) are between the ages of 40 – 49 years and 2 (1.8%) are 50 years and above.





TEST OF HYPOTHESES

The F-ratio generated in the ANOVA table was used to measure the best fit line. The p-value generated should be less than 0.05 for the equation to be statistically significant at 5% significance level and the model is statistically significant if the p-value is less than 0.05 level of significance while the model is not statistically significant if the p-value is greater than 0.05 level of significance. The significant test for the hypotheses was set at 95% confidence level ($p < 0.05$).

Hypothesis one: Social media marketing does not significantly influence customer retention in the fast foods industry in Yenagoa, Bayelsa State.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.554 ^a	.306	.300	.42851

a. Predictors: (Constant), Socialmedia

From the model summary above, the coefficient of correlation is 0.554 signifying that there is a positive relationship between social media and customer retention. The coefficient of determination (R^2) shows that both social media accounts for 30.6% of the change in customer retention.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8.680	1	8.680	47.272	.000 ^b
	Residual	19.647	107	.184		
	Total	28.328	108			

a. Dependent Variable: Custretention

b. Predictors: (Constant), Socialmedia

The analysis of variance (ANOVA) has a F-statistic of 47.272 which is also significant thereby showing that there is a fit between the model and the data obtained.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.706	.330		5.169	.000
	Socialmedia	.570	.083	.554	6.875	.000

a. Dependent Variable: Custretention

The standardized coefficient (β) is 0.554 showing the strength of the effect of social media on customer retention and it is significant ($p < 0.05$).



Decision Rule

Reject H_0 if p-value < 0.05

Accept H_0 if p-value > 0.05

From the SPSS output above, it can be seen that p-value calculated is less than 0.05. Therefore, the null hypothesis which states that social media does not significantly influence customer retention in the fast foods industry in Bayelsa state.

Hypothesis two: E-mail marketing does not significantly influence customer retention in the fast foods industry in Yenagoa, Bayelsa State.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.380 ^a	.145	.137	.47590

a. Predictors: (Constant), Email

From the model summary above, the coefficient of correlation is 0.380 signifying that there is a positive relationship between e-mail marketing and customer retention. The coefficient of determination (R^2) shows that e-mail marketing accounts for 14.5% of the change in customer retention.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.094	1	4.094	18.077	.000 ^b
	Residual	24.234	107	.226		
	Total	28.328	108			

a. Dependent Variable: Custretention

b. Predictors: (Constant), Email

The analysis of variance (ANOVA) has a F-statistic of 18.077 which is also significant ($p < 0.05$) thereby showing that there is a fit between the model and the data obtained.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.666	.307		8.682	.000
	Email	.325	.076	.380	4.252	.000

a. Dependent Variable: Custretention

The standardized coefficient (β) is 0.380 showing the strength of the effect of email marketing on customer retention and it is significant ($p < 0.05$).



Decision Rule

Reject Ho if p-value <0.05

Accept Ho if p-value >0.05

From the SPSS output above, it can be seen that p-value calculated is less than 0.05. Therefore, the null hypothesis which states that E-mail marketing does not significantly influence customer retention in the fast foods industry in Yenagoa, Bayelsa State.

Hypothesis three: Online advert does not significantly influence customer retention in the fast foods industry in Yenagoa Bayelsa State.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 ^a	.632	.931	.13415

a. Predictors: (Constant), OnlineAd

From the model summary above, the coefficient of correlation is 0.765 signifying that there is a positive relationship between online advertising and customer retention. The coefficient of determination (R^2) shows that online advertising accounts for 63.2% of the change in customer retention.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	26.402	1	26.402	146.978	.000 ^b
	Residual	1.926	107	.018		
	Total	28.328	108			

a. Dependent Variable: Custretention

b. Predictors: (Constant), OnlineAd

The analysis of variance (ANOVA) has a F-statistic of 146.978 which is also significant ($p < 0.05$) thereby showing that there is a fit between the model and the data obtained.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.283	.097		2.930	.004
	OnlineAd	.732	.024	.765	38.301	.000

a. Dependent Variable: Custretention



The standardized coefficient (β) is 0.765 showing the strength of the effect of online advertising on customer retention and it is significant ($p < 0.05$).

Decision Rule

Reject H_0 if p-value < 0.05

Accept H_0 if p-value > 0.05

From the SPSS output above, it can be seen that p-value calculated is less than 0.05. Therefore, we reject the hypothesis which states that online advert does not significantly influence customer retention in the fast foods industry in Yenagoa Bayelsa State.

DISCUSSION OF FINDINGS

From the analysis of the data, it was found that dimensions of electronic marketing (i.e. social media marketing, email marketing and online adverts) have a significant influence on customer retention. These findings are consistent with the results of previous studies. Lumumba and Aila (2022) studied the relationship between e-marketing and customer loyalty to brand choice among supermarkets in Kisumu City, Kenya. Specific objectives were to establish the effect of personalised email marketing, social media marketing, and SMS alert marketing on loyalty to brand choice. Findings revealed that personalised email marketing, social media marketing and SMS alert marketing all have significant effects on loyalty. Anucha (2019) studied the relationship between electronic marketing and customer retention in the hospitality industry in Nigeria. The findings revealed that there is a significant relationship between digital marketing and customer retention in hospitality organisations. The study also found a significant relationship between e-mail marketing, social media marketing and customer retention.

Ilyas et al. (2021) studied the influence of digital marketing and customer perceived value on customer loyalty among Indonesian consumers. The influence of digital marketing variables on customer loyalty is positive and significant. The influence of digital marketing variables through customer satisfaction on customer loyalty was found to be positive and significant.

Aliu and Agbetokun (2018) studied the effects of internet marketing on customer loyalty at Jumia Nigeria Limited. They found that Social Media Marketing, Email Marketing, Search Engine marketing have a significant effect on customer loyalty. Njau and Karugu (2014) studied the influence of e-marketing on the performance of small and medium manufacturing enterprises in Kenya. They found that search engine marketing, email marketing, blog marketing, and online advertising had significant positive associations with the performance of SMEs in Kenya. Onyango (2016) conducted a study on the influence of digital marketing strategies on performance of cut-flowers exporting firms in Kenya. They found that e-mail marketing, social media marketing, websites, and online advertising had strong correlations with the performance (revenue, market share, and profitability) of flower firms in Kenya.

Njoroge (2017) examined the relationship between e-marketing strategies and brand performance of large bookstores in Nairobi County. The study found that email marketing, display advertising, social media, company website, and search engine marketing had significant positive influences on the performance (new customer acquisition, sales volume,



new market acquisition, sales revenue, profitability, market share, and customer demand) of large bookstores in Kenya. Adesunkanmi, Ishola and Olubodun (2022) examined the effect of electronic marketing on customer retention in selected food and beverages firms in Southwestern Nigeria. The findings showed that electronic marketing has a significant effect on customer retention in the selected food and beverages firms in Southwestern Nigeria. Specifically, the study found that e-mail marketing, internet marketing, mobile marketing, intranet marketing have significant effects on customer retention. Anne (2020) studied the influence of Digital marketing strategies on the marketing performance of top 100 small and medium enterprises (SMESs) in Kenya. The findings of the study revealed that digital marketing strategies (social media, search engine optimization, websites, blogs, and display advertising) had significant influences on the marketing performance of SMEs. Olusegun et al (2020) studied the impact of online marketing on the performance of small-scale enterprises in Ikeja, Lagos, Nigeria. The findings of the study revealed that social media marketing and online advertising had significant positive effects and correlations with the performance of SMEs in Lagos State, Nigeria.

FINDINGS

The findings from the analysis of the study are summarized as follows:

1. Social media marketing has a significant influence on customer retention among customers of fast foods in Yenegoa, Bayelsa state.
2. E-mail marketing has a significant influence on customer retention among customers of fast foods in Yenegoa, Bayelsa state.
3. Online advertising has a significant influence on customer retention among customers of fast foods in Yenegoa, Bayelsa state.

CONCLUSION

From the analysis of the hypothesized variables, the study concludes that there is a positive relationship between the independent variables (social media marketing, email marketing and online advertising) and the dependent variable (customer retention). In other words, the firm that engages the use of social media, emails and online advertising would experience increase in their customer retention rates.

RECOMMENDATIONS

Thus, on the basis of the findings and conclusion of the study, the following recommendations are made:

1. Fast food restaurants should give strong attention to social media tools like facebook, Instagram, WhatsApp etc to reach both potential and current customers to enhance retention.



2. Fast food restaurants should take advantage of the wide reach of emails to keep in touch with customers and retain them.
3. Fast food restaurants should recognize the importance of the internet especially in this era of mobile internet capabilities and take advantage of it to reach customers using online adverts whether directly by setting up their own websites or hosting their adverts on third party websites.

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