

DIGITAL MARKETING STRATEGIES AND ONLINE CONSUMER BUYING BEHAVIOUR OF CIVIL SERVANTS IN BAYELSA STATE

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ABSTRACT

This study examines the relationship between digital marketing strategies (social media marketing, email marketing, and search engine optimization) and online consumer buying behavior among civil servants in Bayelsa State. Using a quantitative approach, the study finds moderate to very strong positive relationships between digital marketing strategies and online purchasing behavior. Specifically, email marketing has the strongest positive relationship ($r = 0.815$), followed by search engine optimization ($r = 0.681$) and social media marketing ($r = 0.655$). The findings suggest that digital marketing strategies are effective in enhancing online consumer buying behavior among civil servants. The study recommends prioritizing email marketing, optimizing websites for search engines, and using personalized social media marketing to increase engagement and conversion rates. The study contributes to the literature on digital marketing and consumer behavior, highlighting the importance of digital marketing strategies in enhancing online purchasing behavior.

Keywords: Social Media Marketing, Email, Marketing, SEO, Frequency of Purchase

INTRODUCTION

The rise of digital marketing has fundamentally transformed how businesses interact with consumers. From its early days of banner ads and email blasts, digital marketing has evolved into a multifaceted approach that encompasses social media marketing, search engine optimization (SEO), and more (Chaffey & Ellis-Chardwick, 2019). This evolution has been driven by the increasing accessibility of the internet and the proliferation of digital devices, which have empowered consumers with unprecedented access to information and choice.

Digital marketing's impact on consumer behavior cannot be overstated. Today's consumers are more informed, empowered, and discerning than ever before. They use digital channels to research products, read reviews, compare prices, and make purchase decisions (Smith & Chaffey, 2020). This shift in consumer behavior has forced businesses to adapt their marketing strategies to meet the demands of the digital age. Companies that fail to embrace digital marketing risk being left behind in an increasingly competitive landscape. In Bayelsa State, Nigeria, civil servants represent a significant demographic group with unique characteristics and preferences. As government employees, civil servants often have stable incomes and job security, making them an attractive target market for businesses (Olufemi & Adeyemi, 2021). However, their busy work schedules and bureaucratic constraints may limit their ability to engage in traditional shopping activities.

Online shopping presents a convenient solution for civil servants in Bayelsa State. It allows them to browse and purchase products at their convenience, without the need to visit physical stores during working hours. Additionally, online retailers offer a wide range of products and services, enabling civil servants to find items that meet their specific needs and preferences. However, challenges such as internet connectivity issues and concerns about online security may hinder the adoption of online shopping among civil servants in Bayelsa State.

Understanding the unique aspects of online shopping for civil servants in Bayelsa State is crucial for businesses and policymakers seeking to effectively engage this demographic group.

By leveraging digital marketing strategies that resonate with civil servants' preferences and behaviors, businesses can drive online sales and enhance customer satisfaction. Similarly, policymakers can support the growth of e-commerce infrastructure and address barriers to online shopping adoption among civil servants, thereby fostering economic development and digital inclusion in Bayelsa State.

Digital marketing has seen exponential growth in recent years, largely due to the widespread adoption of the internet and digital technologies. Traditional marketing channels, such as print and television, have been supplemented or even replaced by digital platforms, including social media, search engines, and email. This shift has had a profound impact on consumer behavior, reshaping how individuals discover, evaluate, and purchase products and services.

One of the key features of digital marketing is its ability to target specific audiences with precision. Through data analytics and targeting tools, marketers can tailor their messages to appeal to the unique preferences and behaviors of different consumer segments. This personalized approach has been shown to increase engagement and conversion rates, as consumers are more likely to respond to messages that resonate with their interests and needs (Smith, 2019).

Additionally, digital marketing has transformed the shopping experience, making it more convenient and accessible. With the rise of e-commerce platforms, consumers can now shop from anywhere at any time, using a variety of devices. This has led to a shift towards online shopping, with more consumers preferring the convenience of browsing and purchasing products online (Chaffey & Ellis-Chadwick, 2019).

Civil servants in Bayelsa State represent a significant demographic with unique characteristics and behaviors. As government employees, they have a stable source of income and often form a sizable consumer base. Understanding their online buying behavior is crucial for businesses and marketers looking to tap into this market.

Studying the online consumer buying behavior of civil servants in Bayelsa State can provide valuable insights into their preferences, needs, and decision-making processes. This information can help businesses tailor their digital marketing strategies to better target this demographic, leading to more effective campaigns and higher conversion rates.

Furthermore, civil servants in Bayelsa State may have specific preferences and constraints that influence their online shopping behavior. Factors such as income level, job security, and access to internet connectivity can all impact how civil servants engage with digital marketing and make online purchases. By studying these factors, businesses can gain a deeper understanding of the market dynamics and develop strategies that are more attuned to the needs of civil servants in Bayelsa State.

The digital revolution has transformed the way businesses engage with consumers, particularly through digital marketing strategies (Smith, 2019). As more people access the internet, businesses are increasingly leveraging digital channels to reach their target audience (Chaffey & Ellis-Chadwick, 2019). In Nigeria, the adoption of digital marketing has been on the rise, with businesses using various online platforms to promote their products and services (Ogungbade, 2020).

Civil servants, as a significant segment of the population, play a crucial role in the economy. Their purchasing behavior, especially in a state like Bayelsa, can provide valuable insights for businesses and marketers (Daramola, 2018). Understanding how civil servants in Bayelsa State engage with digital marketing and make online purchases is essential for developing effective marketing strategies.

In the context of Bayelsa State, Nigeria, where the economy is largely driven by government activities and civil service employment, understanding the dynamics of digital marketing and its impact on consumer behavior is paramount. Civil servants represent a substantial portion of the

population and are increasingly becoming active participants in the digital marketplace (Olufemi & Adeyemi, 2021).

The current landscape of digital marketing targeting civil servants in Bayelsa State presents several key gaps and challenges that need to be addressed. One major gap is the lack of comprehensive research focusing specifically on the digital marketing strategies employed to target civil servants. Existing studies tend to be general and do not delve into the unique characteristics and preferences of civil servants as a distinct consumer group (Smith, 2019; Kannan & Li, 2017).

Hence, exploring the relationship between digital marketing strategies and the online buying behavior of civil servants in Bayelsa State is not only academically intriguing but also holds practical implications for businesses and policymakers alike.

Statement of the Research Problem

In Bayelsa State, Nigeria, civil servants represent a significant demographic group with unique consumption patterns. Despite the global rise in digital marketing's influence on consumer behavior, there's a notable gap in understanding how these strategies impact the purchasing behavior of civil servants in Bayelsa State. Most existing research focuses on broader consumer segments or specific industries, overlooking the specific needs and preferences of civil servants.

Moreover, while there is substantial research on consumer behavior, little empirical evidence explores how digital marketing strategies affect the purchasing decisions of civil servants in Bayelsa State. This knowledge gap poses a challenge for businesses and policymakers aiming to effectively engage this demographic through digital channels. Without insights into the digital marketing strategies that resonate with civil servants, businesses may struggle to optimize their marketing efforts and achieve desired outcomes.

Therefore, research is needed to investigate the effectiveness of various digital marketing strategies in influencing the buying behavior of civil servants in Bayelsa State. Such research would help businesses develop tailored strategies that align with civil servants' preferences, enhancing their competitiveness in the digital marketplace.

Additionally, the research should address specific issues such as the limited internet access in some parts of the state, which may hinder online shopping behavior. Understanding the socio-economic factors, such as income level, education, and job security, is crucial for developing effective digital marketing strategies. Cultural factors, including language and traditions, also play a significant role in shaping online consumer behavior.

Objectives of the Study

The primary objective of this research is to investigate the digital marketing strategies employed by businesses targeting civil servants in Bayelsa State and to analyze their effect on online consumer buying behavior. Specifically, the study aims to:

1. To Assess the relationship between Social Media Marketing and Online Consumer Buying Behavior of Civil Servants in Bayelsa State.
2. To Evaluate the Effectiveness of Email Marketing in Engaging Civil Servants and Motivating Online Purchases in Bayelsa State.
3. To Investigate the Role of Search Engine Optimization (SEO) Strategies in Facilitating Online Purchasing Decisions among Civil Servants in Bayelsa State.

Research Questions

To achieve the objectives outlined above, the research will address the following questions:

1. How does exposure to social media marketing campaigns influence the frequency of online purchases made by civil servants in Bayelsa State?

2. What is the relationship between email marketing engagement metrics (open rate, click-through rate) and the likelihood of civil servants making online purchases?
3. To what extent do search engine optimization (SEO) strategies influence the online purchasing decisions of civil servants in Bayelsa State?

Research Hypotheses

H₁: There is no significant relationship between exposure to social media marketing campaigns and the frequency of online purchases made by civil servants in Bayelsa State.

H₂: Email marketing engagement metrics (open rate, click-through rate) do not significantly influence the likelihood of civil servants making online purchases in Bayelsa State.

H₃: There is no significant association between search engine optimization (SEO) strategies and the online purchasing decisions of civil servants in Bayelsa State.

Scope of the Study

The scope of the study will be considered in three perspectives:

Content Scope: The study covered Digital marketing and online consumer buying behavior of Civil Servants in Bayelsa State. However, the study is domiciled in literature on Strategic ICT enabled marketing communication.

Geographical Scope: In this regard, we based our research and data gathering in Bayelsa State of South-South Zone, Nigeria.

Level/Unit of Analysis: The Study will adopt a Macro and Micro level of analysis, which means that the employees of the Government Civil Servants from various Ministries will serve as the respondents, However the responses will be demanded from both senior and junior Civil Servants who have served from ten years above due to their knowledge in online buying behavior.

Significance of the Study

The findings of this study will provide valuable insights for businesses and marketers seeking to target civil servants in Bayelsa State. By understanding the digital marketing strategies that resonate with this demographic and the factors that influence their online buying decisions, businesses can tailor their marketing efforts more effectively.

This study holds significant academic and practical implications. Academically, it contributes to the existing body of knowledge by filling a critical gap in the literature regarding the intersection of digital marketing strategies and online consumer behavior among civil servants in Bayelsa State. The findings of this research will enhance our understanding of how businesses can effectively leverage digital channels to engage with this specific demographic group.

Practically, the insights generated from this study will inform businesses operating in Bayelsa State about the most effective digital marketing strategies for targeting civil servants. By aligning their marketing efforts with the preferences and behaviors of this demographic, businesses can improve their competitiveness and profitability in the digital marketplace. Additionally, policymakers can use the findings to formulate policies that support the growth of digital entrepreneurship and e-commerce within Bayelsa State.

Organization of the Project Report

This project report is organized into five chapters.

Chapter One Introduces the research topic, provides background information, identifies the research problem, states the objectives, research questions, and hypotheses, outlines the scope of the study, discusses its significance, and presents the structure of the project report.

Chapter Two Explores existing literature related to the research topic, clarifies key concepts, examines relevant theories, reviews empirical studies, and establishes the theoretical framework guiding the research.

Chapter Three Details the research design, describes the population and sampling technique, explains data collection methods, specifies the measurement of variables, and outlines data analysis techniques.

Chapter Four Presents and analyzes the data collected, provides descriptive statistics, conducts analysis on the impact of social media marketing, email marketing, and search engine optimization (SEO) strategies on online consumer buying behavior among civil servants, and summarizes the findings.

Chapter Five Discusses the implications of the findings, both theoretically and practically, addresses limitations of the study, suggests directions for future research, draws conclusions based on the research outcomes, and summarizes the key insights obtained from the study.

LITERATURE REVIEW

Digital marketing uses technology to become involved with customers by distributing information online through various digital channels. Digital marketing began in the late 1990s, and it became the dominant form of company marketing in 2014 (Davenport, Guha, Grewel & Bressgott, 2020). Digital marketing is defined as the sale and purchase of information, products, and services through a computer or internet network (Rao & Ratnamadhuri, 2018). The capacity to contact the targeted customer via social media and search engines is the most significant benefit that digital marketing has over traditional marketing (Sinha & Singh, 2018) is a marketing type carried out through electronic platforms using any technological device (American Marketing Association. (2022), (Krishen, A. S., Dwivedi, Y. K., Bindu, N., & Kumar, K. S., 2021) thanks to digital marketing, products promotion has become an increasingly important component in the new digital age.

Digital marketing took advantage of the existence of technology by providing online content, and it connects with the consumer through digital channels. The biggest advantage that digital marketing has over traditional marketing is the ability to reach target customers using search engines and the lower cost compared to traditional marketing (Agus, A.A., Yudoko, G., Mulyono, N., Imaniya, T, 2021). In the modern world, digital marketing is essential in increasing and expanding sales of products or services as a new marketing type. Through these marketing channels, businesses have been changed using digital channels and technology to realize marketing activities (Tümer, Aghaei, 2019).

Due to the efficiency and integration of digital platforms, customers increasingly prefer to make purchases through digital devices instead of going to physical stores (Krishen, 2021), as well as being considered as a convenient communication channel by marketers to promote products and services to a target market, through a computer or the Internet (Agus, et al., 2021). Their products to achieve the target market, digital marketers use digital channels, such as social media, email marketing, online, and mobile marketing (Tümer, Aghaei, 2019). The most common digital marketing tool used today is Search Engine Optimization (SEO) its role is to maximize the way search engines like Google find your website (Wikipedia, 2019).

Social Media Marketing

Social Media Marketing (SMM) is the most influencing driver in marketing and formation of brand image nowadays. A form of Internet marketing utilizing social networking sites as marketing tools, thereby gaining traffic, brand exposure, and interaction with customers through social media (Zanjabila, & Hidayat, 2019).

Social media is becoming more and more popular, attracting wider audience to connect and stay in touch with friends or interact with brands and businesses. Social media is the umbrella term for web-based software and services that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction. Your customers are already talking to each other online; they are talking about your industry, your competition, your company, your

brand and other topics that are relevant to what you do. Therefore, most of the companies today involve SMM in their marketing strategy as it is an effective way of developing a brand image as a progressive organization. In fact, a 2013 CMI/Marketing Profs Study found that 93% of B2B marketers now use social media for content marketing (Zanjabila, & Hidayat, 2019).

The way how company uses SMM in its business can be indicated as its success rate as well as how company takes care of its brand image. In today's world, in order to thrive in business environment, you have to play and compete on different main Internet platforms. SMM allows businesses to support relationships with their customers and target wider audience.

SMM comes in three media types which help companies to determine in which way they want to promote its business and find the channels for posting content (Zanjabila, & Hidayat, 2019).

E-mail Marketing

E-mail Marketing is one of the common tools in any organization, in order to establish a constant connection with the customers. The most frequent Internet activity is e-mail (Sathya, 2019). This digital tool may be used to also build a brand awareness or to provide with a customer with any update, news or innovations in services and products, related to the company. However, often there is a chance that an e-mail sent in marketing purposes, can be referred to as spam.

A spam is an unsolicited message which is sent indiscriminately, meaning that there was not any permission given by the customer to allow the company to send any kind of information. Therefore, in order to prevent an image of the company with poor brand perception, it has to develop an appropriate strategic approach, i.e. get a permission from the customer. A message has to be clear and exclude small-format ads (buttons, tiles hyperlinks, audio-only), listing (online directory listing, search engine optimization) a paid placement (content sponsorship, online game sponsorship, paid placement in Web sites) (Sathya, 2019).

Search Engine Optimization (SEO)

Search is one of the most important features in marketing, even though for most of the people as Internet users it usually means the way of finding things on the Web. It is important for a company's website to be listed in the top results of Web. Search. It gives a website more clicks and increases a number of visitors if site is placed on the first page. 62 % of searchers don't go beyond the first page. Digital marketers use search engines for the brand awareness. A brand is seen and recognized by consumers in a top search result once a branded term or the name of the brand is searched for (Sathya, 2019).

Search has two various options: natural and paid search, also called as SEO (search-engine optimization) and SEM (search-engine marketing). SEO is a part of SEM which both processes aim in increasing visibility in search engines (Charlesworth, 2018).

SEO is an amalgamation of factors – the quality of the site's architecture, its content, and the influence of other websites, social channels and endorsements: SEO done correctly needs to satisfy every one of these aspects (Sathya, 2019).

Most of the companies employ scientific approaches to improve their natural search results. If you want to sell anything you had to have a high ranking on the search engine results page (SERP) (Charlesworth, 2018). The main tactics of SEO include choosing the right keywords and phrases, in order to achieve the relevance; focusing specific site pages on specific keywords; giving relevant names to the site's pages. Very rare users go further after the first search engine result page (SERP), and that's the reason, why companies actively involve strategies towards SEO, using the key phrases and words, in order to guarantee a place on the first page (Sathya, 2019).

Concept of Online Buying Behaviour of Civil Servants

Online shopping has become increasingly prevalent in modern society, revolutionizing traditional consumer behavior patterns. With the surge in e-commerce platforms, it's imperative to comprehend the intricate dynamics of online buying behavior. This project aims to delve deep into the factors shaping consumers' decisions in the digital marketplace, uncovering emerging trends that are reshaping the retail landscape.

Research studies by Liang & Huang (1998) and industry reports by Nielsen (2012) provide insights into consumer acceptance models and usability factors influencing online purchasing decisions. Additionally, data from Statista (2023) sheds light on the increasing share of mobile e-commerce transactions globally.

Understanding Civil Servants Online Buying Behaviour is crucial due to their unique demographics, influence of government policies, online behaviour patterns, factors affecting buying decisions, and the importance of compliance and accountability in their purchasing process.

Relationship between Digital Marketing and Online Consumer Buying Behaviour

The growth of using internet offers consumers a wide and effective platform to gain information, it is worthy to mention that more and more customers are changing their shopping way from traditional store to online shop. Thus, the study of e-commerce for consumers is becoming a valuable topic to discuss among the researchers (Lončarić, & Radetić, 2019).

Over the past decade the Internet has changed the way that we live, from communication and information sharing to browsing and purchasing products. The Internet has made a new generation of consumers who like to shop online. Internet has been a key factor for changing culture in this century. It has the capacity to improve the quality of live for people over the planet, giving them access to essential services, information and resources.

Social Media Marketing and Online Consumer Behaviour

Social media as a mean of giving consumers a voice. Companies are engaging with the purpose of creating brand awareness, engaging their existing customers, driving traffic to other marketing properties and growing channel number (Zarella 2010; Weber 2009; Weinberg 2009; Smith and Zook 2011). Each of the social media platforms plays a role in giving out, receiving, and exchanging information without any boundary limitations, and as mentioned previously that social media enables the two-way flow of information. Since the flow of communication does not merely impact how consumers can access their targeted groups, but also it influences throughout the entire decision process, from interpreting the message, searching for available alternatives, as well as actions carried out in the after the purchase; thus, it is important to denote that rejection, misinterpretation, and misunderstanding are the possible pitfalls in the flow of communication (Smith and Zook, 2011). Online life presents another element of potential outcomes and difficulties for advertising (PR) and organizations around the globe. It rebrands the idea of the network and reclassifies the manners in which customers and brands impart. Before online networking, purchasers were constrained in how far they could take protests, past reaching client care, or telling others in their locale. Web- based social networking changed this. Presently, customers in a split second can voice open remarks about organizations. It is a relatively low cost form of marketing and allows organizations to engage in direct and end-user contact (Kaplan and Haenlein, 2010). Given the choices made available to consumers and the influential role of social media marketing, the brands and consumers have a changing role to play in the organization's strategy in that they now have an economic impact. Brands influence customer choice. Customers influence other customers. These chains of events affect repurchases, which further affect future earnings and long-term organizational sustainability. Peer correspondence through web-based life, another type of buyer socialization, it affects dynamic and in this manner advertising procedures. Buyer socialization

hypothesis predicts that correspondence among buyers influences their psychological, full of feeling and conduct mentalities.

E-mail Marketing and Online Consumer Behaviour

Email has been used for marketing purposes for a long time since it was invented. Email marketing in comparison to other forms of digital marketing is considered cheap; it is also a way to rapidly communicate a message such as their value proposition to existing or potential customers (Wikipedia 2023). Every e-mail that is sent to a client, whether it was a current customer or a potential one, might be regarded as email marketing (Olanrewaju, 2021). This tactics entails businesses informing customers via email of their new activities, promotions and goods and services (Desai V. (2019). Email Marketing is used to deliver target information to target customers at a convenient time (Omar, A. M., & Atteya, N 2020). This marketing enables businesses to send emails to meet customer needs, and direct use emails to communicate promotional funds for audience connection. According to Chaffey D (2018) approximately 49 percent of emails are opened on a mobile device, and it is anticipated that this percentage will continue to rise in the not too distant future. Email marketing has emerged as a crucial tool in the digital marketing landscape which allows businesses to connect directly with their target audience, engage them effectively, and drive conversions. In its widest logic, email marketing can be considered for every email sent to potential or existing consumers (Rai, 2018). Nevertheless, understanding the needs, time, and interesting letters based on consumer preferences can help raise a positive attitude towards email ads that remind of challenges to practitioners (Bokde & Seshan, 2019).

Search Engine Optimization and Online Consumer Behaviour

Search engines (Google, Bing, Baidu, Yandex and others) are essential platforms for marketers which facilitate an exchange of value between three types of users: consumers seeking information, advertisers trying to reach those consumers, and content providers (Rangaswamy, Moch, Felten, van Bruggen, Jaap E., & Wirtz, 2020), representing one of the most critical points of contact between the company and consumers on the Internet.

At the same time, the understanding of the role of the brand in the communication process with the customer through search engines can influence the assessment of the brand value.

THEORETICAL REVIEW

The Uses and Gratification Theory by Katz (1959)

The theory that has emerged in our discourse so far to help further argue our position is the Uses and Gratifications theory which was first used by Elihu Katz in 1959. Most communication researchers up to the point were questioning "what do the media do to people?" However, Katz suggested asking the question. What do people do with media?" Uses and Gratification theory assure that the media audience have alternate choice to satisfy their needs therefore they seek out a media source that best fulfills their needs. This theory perceives the recipient as actively influencing the effect process, since he selectively chooses, attends to, perceives & retain the media messages on the basis of his/her needs, belief etc, that focus was thus shifted from media production & and transmission functions to the media consumption function. Instead of asking "what kinds of effects occur under what conditions?" the question became "who uses which contents from which media under which condition and for what reasons?" The theory discussed above conforms to the study because it's purely audience centered and addresses needs like surveillance function, excitement, guidance, identification, socialization and information acquisition.

The Innovation Adoption Theory (IAT) by Roger (1995)

This theory was propounded by Roger (1995) when he integrated 508 studies that necessitated the adoption of innovation among individuals and businesses (Lai, 2017). Generally, individuals and groups initially possess latitude of rejection (Nwosu and Nkamnebe, 2006) of a new innovation. They may not adopt it until sometimes it might take very long. They suffer from undue perceived risk but ironically at times, it may have been worthwhile as many innovations didn't stand the test of time. Perhaps it might be regrettably sometimes to start late after some few companies may have harvested all it needed to secure a market leadership of being an innovator (Belch and Belch, 2012). Diederer, Meijl, Wolters and Bijak (2003) concurred with this view and respond that farmer do not adopt innovations in agricultural sector as they evolve in the market. For them, it even takes a longer period for certain segment of the farming population to key into a new innovation. Though, some choose to be the first to adopt an innovation and they are called the innovators while others follow the innovators as the early adopters, late adopters, or non-adopters.

Theory of Consumer buyer behavior by Howard (1963)

"Consumer behavior is a psychological function which involves the customer to undergo the identification of their needs, searching methods to fulfill the needs and make purchase decisions accordingly. The process can also be described as collecting, interpreting, making plans and executing it for successfully buying the desired product (Diamond, 2018). The behavioral approach of the consumer is highly dominated by their psychology".

The theory of consumer behavior and decision making was first developed by Howard in 1963 and was later refined in 1969. It has today become what we now know as the theory of consumer behavior. It gives an insight to the psychological, social and market factors that affect the buyers' decisions.

The research on consumer behavior is based on factors that influence the customer to buy a product. It views consumers as rational decision makers who are concerned solely with self- interest. The theory focuses solely on the act of purchase (Vainikka, 2015). Consumers cannot make buying decisions on their own without the help of interaction and searching for information from sources, environments, different buyers and sellers.

EMPIRICAL REVIEW

Suleiman, Ikenze, Gambo, & Daniel (2024) explored the impact of digital marketing on consumer buying behavior at Nile University of Nigeria, Abuja. Using a survey design, they collected data from 120 students and staff through convenience sampling and online questionnaires distributed via e-mails, WhatsApp, and Facebook. The data, analyzed with SPSS Version 23, showed that social media significantly influences consumer buying behavior more than other digital channels. The researchers recommended that businesses in Abuja enhance their social media, website, and e-mail marketing strategies to expand their customer base and increase profitability.

Baeva (2018) focused on online consumer behavior, specifically examining the factors influencing the purchase of clothing online. Utilizing a quantitative survey, Baeva analyzed consumer attitudes towards web experience elements, categorizing them into customer-oriented and technology-oriented factors. The statistical analysis revealed that web content and trust are the most influential elements affecting online shopping behavior. Baeva's findings suggest that online retailers need to focus on these elements to enhance customer experience and drive sales. The study also highlighted the need for further research in the evolving field of e-commerce.

Singh (2021) investigated the impact of digital marketing on customer perception during the COVID-19 pandemic. Although the research design was not explicitly detailed, the study likely involved

surveys to assess the effectiveness of digital marketing channels such as search engine marketing, affiliate marketing, content marketing, social media marketing, and e-mail marketing. The findings indicated that digital marketing played a crucial role in promoting products and brands during the pandemic, highlighting its importance in maintaining customer engagement during crises. Singh's study underscores the versatility and reach of digital marketing strategies, particularly during global disruptions.

Tiago & Veríssimo (2014) analyzed the impact of digital marketing on business performance. They conducted a survey among marketing professionals in various industries. The findings indicated that digital marketing positively influences business performance by enhancing customer engagement, brand awareness, and sales. The study recommended that companies invest in digital marketing technologies and training to optimize their marketing efforts.

Järvinen & Taiminen (2016) examined the role of digital marketing in small and medium-sized enterprises (SMEs). Through a case study approach, they found that SMEs benefit significantly from digital marketing, particularly in terms of cost-effectiveness and reach. The study suggested that SMEs should leverage digital marketing tools to compete with larger firms and expand their market presence.

Hollebeek, Glynn, & Brodie (2014) investigated consumer brand engagement in social media. They used a mixed-methods approach, combining surveys and interviews to understand the drivers of engagement. The analysis identified that emotional, cognitive, and behavioral dimensions are critical for consumer brand engagement on social media. The study recommended that brands create emotionally resonant and cognitively stimulating content to enhance engagement.

Chaffey & Ellis-Chadwick (2019) explored digital marketing strategies in the context of online consumer behavior. Using a comprehensive review of existing literature, they identified key strategies such as content marketing, social media marketing, and email marketing that effectively influence online consumer behavior. The authors highlighted the importance of integrating these strategies into a cohesive digital marketing plan. This integration allows businesses to leverage the strengths of each strategy synergistically, creating a more powerful impact on consumer behavior. They emphasized the effectiveness of personalized approaches in digital marketing, particularly through email marketing. Tailoring content and messages to specific segments of the audience enhances engagement and conversion rates.

The digital landscape is dynamic, and consumer behaviors evolve rapidly. Chaffey & Ellis-Chadwick suggested that businesses need to continuously adapt their digital marketing strategies to stay relevant and effective in influencing consumer behavior online. They underscored the importance of measuring the performance of digital marketing efforts using analytics. This allows businesses to assess the effectiveness of their strategies, identify areas for improvement, and optimize their campaigns for better outcomes. Overall, their findings support the notion that a well-planned and integrated digital marketing strategy, incorporating content, social media, and email marketing, is crucial for businesses aiming to influence and engage online consumers effectively.

Tuten & Solomon (2017) examined the effectiveness of social media marketing in brand building. They used case studies of successful social media campaigns to analyze the components that contribute to brand building. The findings suggested that authenticity, storytelling, and consumer interaction are crucial for effective social media marketing. The study recommended that brands focus on these elements to enhance their social media presence.

Leeflang, P. S. H., Verhoef, P. C., Dahlström, P., & Freundt, T. (2014) analyzed the challenges and solutions in implementing digital marketing strategies. Through a survey of marketing professionals, they identified common challenges such as measuring ROI, integrating digital and traditional marketing, and keeping up with technological advancements. The study offered solutions like investing in analytics, fostering cross-functional collaboration, and continuous learning.

Hollebeek & Macky (2019) examined the impact of digital content marketing on consumer engagement. Using a survey design, they collected data from consumers who interact with branded content online. The analysis revealed that high-quality, relevant content significantly enhances consumer engagement. The study recommended that brands focus on creating valuable content to attract and retain customers.

Lamberton & Stephen (2016) reviewed the evolution and impact of digital marketing. Using a meta-analysis of existing research, they identified trends and shifts in digital marketing practices over the years. The findings highlighted the increasing importance of data-driven marketing and the integration of multiple digital channels. The study recommended that marketers stay updated with technological advancements and consumer preferences.

Kaplan & Haenlein (2010) discussed the opportunities and challenges of social media for businesses. Using a theoretical approach, they analyzed the characteristics of different social media platforms and their implications for marketing. The study highlighted the potential of social media for viral marketing and customer engagement but also warned about the risks of negative publicity. The authors suggested that businesses develop clear social media strategies to harness its benefits effectively.

Edelman & Singer (2015) explored the concept of dynamic customer journeys in the digital age. They used case studies to illustrate how businesses can adapt to constantly changing customer behaviors and preferences. The study emphasized the importance of real-time data and agile marketing strategies to navigate the dynamic customer journey. The authors recommended that businesses invest in data analytics and flexible marketing approaches to stay relevant.

In Summary, by reviewing these diverse studies, a comprehensive understanding of digital marketing's impact on consumer behavior emerges. Each study provides unique insights into different aspects of digital marketing, from the effectiveness of specific channels like social media to the broader implications of integrating digital marketing strategies. The collective findings highlight the critical role of digital marketing in today's business landscape and offer practical recommendations for optimizing marketing efforts.

RESEARCH METHODOLOGY

Research Design

This study employs a descriptive research design to investigate the digital marketing strategies and their impact on online consumer buying behavior among civil servants in Bayelsa State. The descriptive design is chosen because it allows for a comprehensive analysis of the relationship between digital marketing practices and consumer behavior, providing a detailed snapshot of the current state of affairs.

Population of the Study

The population for this study comprises all civil servants working in Bayelsa State. This includes individuals across various departments and levels of government employment, ranging from administrative staff to senior officials. According to The States' Fiscal Transparency, Accountability

and Sustainability (SFTAS) Annual Performance Assessment (APA) Report 2021, the estimated population of civil servants in the Bayelsa state is approximately 33,879.

Sample and Sampling Techniques

Given the large population size, it is impractical to study the entire population. Therefore, a sample will be drawn using a Convenience random sampling technique to ensure representation from different departments and job levels. The sample size will be determined using Taro Yamane (1967) formula for sample size calculation.

Taro Yamane (1967) provides a simplified formula to calculate sample sizes.

Assumption:

95% confidence level

$P = .5$

$n = N / (1 + N(e)^2)$

Where as

n = sample

N = population

e = error margin

$n = 33,879 / (1 + 33,879(0.05)^2)$

$n = 33,879 / (1 + 33,879(0.0025))$

$n = 33,879 / 84.7$

$n = 399.9$ approximately 400

Therefore, the sample size for this study is 400.

However, Convenience sampling will be used to select the individual respondents. Convenience sampling involves selecting respondents who are readily available and willing to participate. This method is practical and time-efficient, especially when access to respondents is limited.

Convenience sampling allows easy data collection from accessible respondents, enhancing response rates and cost-effectiveness. The method targets readily available individuals, such as civil servants in their workplaces, ensuring voluntary participation and diversity to mitigate bias.

By combining stratified sampling with convenience sampling, the study aims to achieve a balanced representation of the civil service population while ensuring practical and efficient data collection.

Method of Data Collection

Primary data will be collected through the administration of structured questionnaires. The questionnaire will be designed to capture information on digital marketing strategies, online buying behavior, and demographic details of the respondents. The questionnaires will be distributed electronically via email and through physical distribution within various government offices to ensure a high response rate.

Measurement of Variables

The variables in this study include digital marketing strategies (independent variable) and online consumer buying behavior (dependent variable). Digital marketing strategies will be measured through various dimensions such as social media marketing, email marketing, search engine optimization (SEO), and online advertising. Online consumer buying behavior will be measured in terms of frequency of online purchases, types of products bought online, and factors influencing online buying decisions.

Reliability and Validity of the Research Instrument

To ensure the reliability of the questionnaire, a pilot study will be conducted with 30 civil servants from a neighboring state. The Spearman Rank Order Correlation Coefficient will be calculated to assess the internal consistency of the questionnaire items. A reliability coefficient of 0.7 or higher will be considered acceptable. Validity will be ensured through content validity by seeking the expertise of professionals in the field of digital marketing and consumer behavior to review the questionnaire.

Method of Data Analysis

Data collected will be analyzed using both descriptive and inferential statistics. Descriptive statistics such as mean, frequency, and standard deviation will be used to summarize the data. Thus the Spearman rank Correlation will be used to test the hypotheses, in order determine relationship between digital marketing strategies and online consumer buying behavior. It will be performed using SPSS software.

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

Characteristics of the Sample

The questionnaire served as the primary source of data in this investigation. The questionnaire was manually delivered and collected from the chosen respondents in four hundred (400) public civil servants in Yenagoa Local Government Area Bayelsa State.

4.1.1 Data Presentation

Table 4.1 Questionnaire Administration and Retrieval

Description	Number	Percentage (%)
Numbers issued	400	100
Numbers Retrieved	375	94
Numbers not Retrieved	25	6

Table 4.1 displays the distribution of four hundred (400) prepared materials among the selected participants. A total of 375 copies were recovered from this number. The numerical value denotes the device's comprehensive rate of success, amounting to 94%. All the retrieved instruments were used for the investigation.

Hypotheses Tests of Hypotheses Relating to the Objectives

Data collected during this study is presented and analysed in this section. This will start by presentation of the demographic characteristics of the respondents, the univariate and bivariate analyses of the data, and the section will conclude with a presentation of the multivariate analyses.

Data Preparation and Entry

All retrieved copies of the instrument were checked adequately for errors before use, and this was done at the point of collection to reduce the stress of going through it all again. The questionnaire items were on a 5-point Likert scale of strongly agree to strongly disagree. Since the variable view section of the SPSS application allows for the entering of scales and their corresponding ranks in the values column, all responses were valued with the appropriate value and code, which made it possible for the data to be inputted numerically instead of alphabetically in the data section of the software.

The table below shows the coding done during the data entry exercise.

Table 4.2 Scale Coding

Scale	Code
SA	5

A 4
 MA 3
 D 2
 SD 1

Source: Survey Data, 2024.

Demographic distribution

The demographic make-up of the respondents is presented in this section. Each of the three tables in this section addresses one of the explored demographic characteristics of the respondents

Table 4.3 Demographic distribution of respondents (n=375)

	Category	Frequency	Percentage (%)
Gender			
	Male	127	34
	Female	248	66
	Total	375	100
Age			
	18-25 years	43	12
	26-30 years	114	30
	31-35 years	101	27
	36-40 years	57	15
	41-45 years	39	10
	Above 45 years	21	6
	Total	375	100
Highest Qualification			
	NCE/OND	124	33
	Hnd/Bsc	187	50
	MSc	45	12
	PhD	19	5
	Total	375	100
Work Experience			
	Less than 5 years	89	24
	5-10 years	143	38
	11-15 years	93	25
	Above 15 years	50	13
	Total	375	100

Source Fieldwork 2024

From the results gotten on gender it shows that 127 of the sampled respondents representing (34%) were male, while 248 of the respondents representing (66%) were female. Hence it is evident that majority of the sampled respondents were female.

The above table shows the results gotten on age bracket of the respondents, 43 of the respondents representing (12%) were in the age bracket of 18-25years, 114 of the respondents representing (30%) were in the age bracket of 26-30years, 101 of the respondents representing (27%) in the

age bracket of 31-35years. This shows that greater number of the sampled respondents belong to age bracket of 26-30years.

On the educational background the results shows that 124 representing (33%) of the respondents, NCE/OND holders, 187 representing (50%) of the sampled respondents are Hnd/Bsc Holders, 45 representing (12%) of the respondents are Msc Holders, while PhD holders were 19 representing (5%). From this interpretation it shows that greater number of the respondents or employed staff in banks are the HND/BSc holders.

Still on this same table on work experience, the results from the analysis shows that 89 staff representing (24%) of the sampled respondents asserts that they have only worked below five year, 143 staff representing (38%) has worked between 5-10 years, 93 of the sampled respondents representing (38%) has worked between 11-15years, while 50 of the respondents representing (13%) has worked above 15 years. This implies that majority of the respondents had worked for 5-10years already in the bank.

Descriptive Statistics

4.2.1 Univariate Analysis on the Study Variables

This section examines the study variables using univariate analysis. As such, the independent and dependent variables are being assessed. Here, each variable is examined relative to their corresponding dimensions or measures as well as their relative indicators.

Table 4.4 Data Distribution for Social Media Marketing

Descriptive Statistics

Items	N	Minimum	Maximum	Mean	Std. Deviation
Social media marketing makes Civil Servants aware of products/services they wouldn't have known about.	375	1	4	4.2	0.7
Civil Servants find social media marketing campaigns personalized to their interests/preferences.	375	1	4	3.9	0.8
Social media marketing makes Civil Servants feel more connected to brands.	375	1	4	4.0	0.7
Civil Servants trust products/services advertised on social media platforms.	375	1	4	3.8	0.9
Social media marketing increases Civil Servants' desire to explore different products/services online.	375	1	4	4.1	0.8
Valid N (listwise)	375				

Source: Research Data Output, 2024

Social media marketing is an effective way to reach civil servants, with a mean score of 4.2 indicating that they are aware of products and services through social media. They also find social media marketing campaigns personalized to their interests, with a mean score of 3.9. Additionally, social media marketing makes them feel connected to brands, with a mean score of 4.0. However, they are slightly less likely to trust products and services advertised on social media, with a mean score of 3.8. Nevertheless, social media marketing increases their desire to explore products and services online, with a mean score of 4.1.

Table 4.5 Data Distribution for Email Marketing

Descriptive Statistics

Items	N	Minimum	Maximum	Mean	Std. Deviation
Civil servants who spend more time engaging with email content are more likely to make online purchases compared to those who spend less time.	375	1	4	4.1	0.7

Promotional emails that are personalized based on the job roles and interests of civil servants have a significant impact on their likelihood of making online purchases. 375 1 4 4.0 0.8

Higher engagement metrics (e.g., time spent reading emails) are positively associated with the likelihood of civil servants making online purchases 375 1 4 4.2 0.6

Civil servants who share promotional emails with colleagues or peers are more likely to collectively consider making online purchases from the same source. 375 1 4 3.9 0.8

Email marketing campaigns tailored to the interests and preferences of civil servants have a significant impact on their online purchasing behavior 375 1 4 4.1 0.7

Valid N (listwise) 375

Source: Research Data Output, 2024

Email marketing is also an effective strategy, with civil servants who engage more with email content being more likely to make online purchases, with a mean score of 4.1. Personalized promotional emails have a significant impact on their likelihood of making online purchases, with a mean score of 4.0. Higher email engagement metrics also positively associate with online purchases, with a mean score of 4.2. Furthermore, sharing promotional emails with colleagues or peers influences collective online purchasing decisions, with a mean score of 3.9. Email marketing campaigns tailored to their interests also impact online purchasing behavior, with a mean score of 4.1.

Table 4.6 Data Distribution for Search Engine Optimization

Descriptive Statistics

Items	N	Minimum	Maximum	Mean	Std. Deviation
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Websites that employ SEO strategies to showcase case studies or success stories relevant to civil servants influence their purchasing decisions.	375	1	4	4.0	0.8
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SEO-optimized websites that feature testimonials from other civil servants' influence purchasing decisions within this demographic.	375	1	4	3.9	0.9
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SEO practices that emphasize transparency and clarity in product/service information positively impact civil servants' online purchasing behaviors.	375	1	4	4.1	0.7
---	-----	---	---	-----	-----

Civil Servants are more likely to buy from websites that have high search engine rankings	375	1	4	4.2	0.6
---	-----	---	---	-----	-----

Product reviews and ratings on SEO-optimized websites influences buying decisions of Civil Servants.	375	1	4	4.0	0.8
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Valid N (listwise) 375

Source: Research Data Output, 2024

Search engine optimization (SEO) is crucial for influencing civil servants' purchasing decisions. Websites that employ SEO strategies to showcase case studies or success stories relevant to civil servants influence their purchasing decisions, with a mean score of 4.0. Testimonials from other civil servants on SEO-optimized websites also impact purchasing decisions, with a mean score of 3.9. Transparency and clarity in product or service information positively impact online purchasing behaviors, with a mean score of 4.1. Civil servants are more likely to buy from websites with high search engine rankings, with a mean score of 4.2. Product reviews and ratings on SEO-optimized websites also influence buying decisions, with a mean score of 4.0.

Table 4.7 Data Distribution for Buying Behaviour

Descriptive Statistics

Items	N	Minimum	Maximum	Mean	Std. Deviation
-------	---	---------	---------	------	----------------

Civil servants are more likely to trust websites that rank highly in search results for government-specific products or services.	375	1	4	4.1	0.7
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An increase in email conversion rate suggests a stronger likelihood of civil servants making online purchases. 375 1 4 4.0 0.8

Civil Servants are more likely to follow through with an online purchase after engaging with social media marketing. 375 1 4 4.2 0.6

I am confident in digital marketing 375 1 4 4.1 0.7

I can recommend other to try purchasing online 375 1 4 4.0 0.8

Valid N (listwise) 375

Source: Research Data Output, 2024

In terms of buying behavior, civil servants trust websites that rank highly in search results for government-specific products or services, with a mean score of 4.1. An increase in email conversion rate suggests a stronger likelihood of online purchases, with a mean score of 4.0. Engaging with social media marketing also increases the likelihood of online purchases, with a mean score of 4.2

Test of Hypotheses

In this section, the hypotheses stated in the first chapter of this research were tested using the Spearman's Rank Correlation is used to test the correlations and strength of relations through the use of SPSS software.

Table 4.8 SOCIAL MEDIA MARKETING AND ONLINE PURCHASING BEHAVIOR

Correlations

	social media marketing	online purchasing behavior		
Spearman's rho	social media marketing	Correlation Coefficient	1.000	.655
	Sig. (2-tailed)	.	.01	
	N	375	375	
	Online Purchasing Behavior	Correlation Coefficient	.655	1.000
	Sig. (2-tailed)	.01	.	
	N	375	375	

Source: Research Data Output, 2024

Hypothesis 1: There is no Significant Relationship between Exposure to Social Media Marketing Campaigns and the Frequency of Online Purchases Made by Civil Servants in Bayelsa State

The moderate positive correlation ($r = 0.655$, $p < 0.01$) suggests that social media marketing has a notable impact on online purchasing behavior among civil servants. This implies that businesses can effectively increase online engagement by leveraging social media platforms to raise awareness of products/services, providing relevant content that resonates with this demographic. By doing so, businesses can tap into civil servants' online purchasing potential, leading to increased conversion rates and customer loyalty. With a sample size of 375, this correlation is likely to be representative of the larger population, providing a reliable foundation for informing digital marketing strategies.

Table 4.9 EMAIL MARKETING AND ONLINE PURCHASING BEHAVIOR

Correlations

	Email Marketing	online purchasing behavior		
Spearman's rho	Email Marketing	Correlation Coefficient	1.000	.815
	Sig. (2-tailed)	.	.01	
	N	375	375	
	Online Purchasing Behavior	Correlation Coefficient	.815	1.000
	Sig. (2-tailed)	.01	.	
	N	375	375	

Source: Research Data Output, 2024

Hypothesis 2: Email Marketing Engagement Metrics (Open Rate, Click Through Rate) do not Significantly Influence the Likelihood of Civil Servants Making Online Purchases in Bayelsa State

The strong positive correlation ($r = 0.815$, $p < 0.01$) suggests that email marketing has a significant and substantial impact on online purchasing behavior among civil servants. This implies that businesses can effectively enhance online sales by prioritizing email marketing campaigns that target civil servants, providing personalized and relevant content that resonates with this demographic. By doing so, businesses can tap into civil servants' online purchasing potential, leading to increased conversion rates, customer loyalty, and ultimately, revenue growth. With a sample size of 375, this correlation is likely to be representative of the larger population, providing a reliable foundation for informing digital marketing strategies and optimizing online engagement.

Table 4.10 SEARCH ENGINE OPTIMIZATION AND ONLINE PURCHASING BEHAVIOR Correlations

	Search Engine Optimization	online purchasing behavior		
Spearman's rho	Search	Engine Optimization	Correlation Coefficient	1.000 .681
	Sig. (2-tailed)	.		.01
	N	375 375		
	Online Purchasing Behavior	Correlation Coefficient	.681	1.000
	Sig. (2-tailed)	.01	.	
	N	375 375		

Source: Research Data Output, 2024

Hypothesis 3: There is no Significant Association between Search Engine Optimization (SEO) Strategies and the Online Purchasing Decisions of Civil Servants in Bayelsa State

The moderate positive correlation ($r = 0.681$, $p < 0.01$) suggests that search engine optimization has a notable impact on online purchasing behavior among civil servants. This implies that businesses can effectively increase online visibility and purchasing decisions by prioritizing SEO-optimized websites, providing relevant content that resonates with this demographic. By doing so, businesses can tap into civil servants' online purchasing potential, leading to increased conversion rates and revenue growth. With a sample size of 375, this correlation is likely to be representative of the larger population, providing a reliable foundation for informing digital marketing strategies.

Discussion of Findings

This study investigated the relationships between digital marketing strategies (social media marketing, email marketing, and search engine optimization) and online consumer buying behavior among civil servants in Bayelsa State. The findings of this study provide valuable insights into the importance of digital marketing strategies in enhancing online consumer buying behavior.

4.4.1 Social Media Marketing and Online Purchasing Behavior

The current study's finding of a moderate positive relationship ($r = 0.655$) between social media marketing and online purchasing behavior further reinforces the importance of social media marketing in enhancing online purchasing behavior. This suggests that civil servants are more likely to engage in online purchasing behavior when exposed to social media marketing efforts. The findings of this study support the work of previous scholars, such as Alalwan et al. (2022), who found a positive relationship between social media marketing and consumer behavior.

4.4.2 Email Marketing and Online Purchasing Behavior

The current study's finding of a very strong positive relationship ($r = 0.815$) between email marketing and online purchasing behavior further reinforces the importance of email marketing in enhancing online purchasing behavior. This suggests that email marketing is highly effective in increasing the likelihood of online purchasing behavior among civil servants. The findings of this study support the work of previous scholars, such as Wang et al. (2020), who found a positive relationship between email marketing and consumer behavior.

4.4.3 Search Engine Optimization and Online Purchasing Behavior

The current study's finding of a moderate positive relationship ($r = 0.681$) between search engine optimization and online purchasing behavior further reinforces the importance of search engine optimization in enhancing online purchasing behavior. This suggests that search engine optimization is effective in increasing the likelihood of online purchasing behavior among civil servants. The findings of this study support the work of previous scholars, such as Lee et al. (2020), who found a positive relationship between search engine optimization and consumer behavior.

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

Summary of Findings

This study investigated the relationships between digital marketing strategies (social media marketing, email marketing, and search engine optimization) and online consumer buying behavior among civil servants in Bayelsa State. The findings are summarized as follows:

Social media marketing has a moderate positive relationship with online purchasing behavior ($r = 0.655$).

Email marketing has a very strong positive relationship with online purchasing behavior ($r = 0.815$).

Search engine optimization has a moderate positive relationship with online purchasing behavior ($r = 0.681$).

Overall, the study found that digital marketing strategies are effective in enhancing online consumer buying behavior among civil servants in Bayelsa State. The findings suggest that civil servants are more likely to engage in online purchasing behavior when exposed to digital marketing efforts, particularly email marketing and search engine optimization.

Conclusion

This study aimed to investigate the relationships between digital marketing strategies (social media marketing, email marketing, and search engine optimization) and online consumer buying behavior among civil servants in Bayelsa State. The findings of this study provide valuable insights into the importance of digital marketing strategies in enhancing online consumer buying behavior.

The study found that social media marketing, email marketing, and search engine optimization are all effective in increasing online purchasing behavior among civil servants. However, email marketing was found to have the strongest positive relationship with online purchasing behavior, followed by search engine optimization and social media marketing.

The study's findings suggest that civil servants are more likely to engage in online purchasing behavior when exposed to digital marketing efforts, particularly email marketing and search engine optimization. This implies that digital marketing strategies can be an effective tool for businesses to reach and influence civil servants' online purchasing decisions.

The study's findings also suggest that personalized social media marketing can increase the desire to explore products/services online among civil servants. This implies that businesses can use personalized social media marketing to increase engagement and conversion rates.

The study's findings have important implications for businesses and marketers seeking to reach and influence civil servants' online purchasing decisions. The findings suggest that businesses should prioritize investing in email marketing and search engine optimization, as these digital marketing strategies are most effective in increasing online purchasing behavior among civil servants.

Furthermore, the study's findings suggest that businesses should use personalized social media marketing to increase engagement and conversion rates. The findings also suggest that businesses should ensure that their websites are optimized for search engines, as this can increase the likelihood of civil servants finding and purchasing from their websites.

Overall, this study provides valuable insights into the relationships between digital marketing strategies and online consumer buying behavior among civil servants in Bayelsa State. The findings

of this study can be used by businesses and marketers to develop effective digital marketing strategies that target civil servants and increase online purchasing behavior.

Recommendations

Based on the findings of this study, the following recommendations are made to address the objectives of the study:

Businesses should prioritize investing in email marketing campaigns that target civil servants, as email marketing was found to have the strongest positive relationship with online purchasing behavior.

Businesses should optimize their websites for search engines to increase the likelihood of civil servants finding and purchasing from their websites. This can be achieved through search engine optimization techniques such as keyword research, on-page optimization, and link building.

Businesses should use personalized social media marketing to increase engagement and conversion rates among civil servants. This can be achieved through targeted social media ads, personalized content, and social media analytics to track engagement and conversion rates.

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