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CONSUMER PURCHASING POWER, INFOGRAPHICS STRATEGY AND E-MARKETING

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ABSTRACT

This study examined the perceived influence of e-marketing and infographics strategy on consumer purchasing power. Five research questions and hypotheses each guided the study. A descriptive research design of survey type was used. The population under study comprised 2968 staff of University of Lagos, Lagos State, Nigeria. A total of 500 staff of University of Lagos, Lagos State, Nigeria was the sample size representing 16.84% of the population size. Stratified random sampling technique was used. Stratification of the selected sampled was based on gender balance. Researcher developed questionnaires; titled: E-Marketing, Infographics and Consumer Purchasing Power Questionnaire (EICPPQ) with 0.92 as reliability coefficient was used for data collection. Regression analysis was used in answering the research questions 1-5. Hypotheses 1-3 were tested using Pearson Product Moment Correlation (PPMC). Hypotheses 4 and 5 were tested using t-test. Decision was made at .05 significance level. The findings revealed that e-marketing and infographics (product branding and advertisement) predict consumer purchasing power and that about 12% of the variance in consumer purchasing power was accounted for by the linear combination of the independent variables (e-marketing, product branding and advertisement). It was also found out that e-marketing and infographics (product branding and advertisement) positively related consumer purchasing power, that is, an increase in e-marketing and infographics on company products and services might increase consumer purchasing power. It was recommended that various brands should employ effective communication in e-marketing and pay attention to the growing trend of online marketing in their marketing approach to influence consumer purchasing power. Organization should endeavour to apply on-time delivery as to encourage regularity of visits and consumer patronage of online stores.

Keywords: **E-Marketing, Infographics, Product Branding, Advertisement, Consumer Purchasing Power.**

Introduction

Consumer purchasing decision is a complex process and to certain extent depends on its purchasing power. Consumer purchasing power refers to the capacity of an individual consumer or a specific market to buy certain quantities of goods and services. In general, high consumer purchasing power means consumers have high incomes relative to the supply and prices of goods available. Consumer purchasing power, according to Aghazageh, Hughighi and Ebrahimi (2016) refers to consumer buying behaviour which is the decision processes and acts of people involved in buying and using products. Aghazageh, Hughighi and Ebrahimi (2016) further contended that a consumer reaction to a firm product and service has a great impact on purchasing power of such consumer. For firm to maintain improved consumer purchasing power of their product and service, firm should create a marketing-mix that satisfies (gives utility to) consumer, therefore need to analyze the what, where, when and how consumers buy. Meanwhile, significant number of the firms today now participates in e-marketing for ease accessible of their products and service to reach potential consumer. With the advent of internet, it has created an integrally new experience for consumers regarding cluster of information, comparing the products with its price, quality, quantity and the possibility of purchasing through internet. As the literacy on internet increases the prospect of E-marketing is also increasing in Nigeria. It has turned the entire world into a global village through advanced internet connect with which the online shopping has a major tributary in human being. And it has changed the way of consumers' purchasing power in terms of buying behaviour of products and services through E-Marketing. Kumar, Dwya and Ambilyi (2017) stated that consumers purchasing power through E-marketing refers to the process of purchasing products or services through internet. Electronic Marketing (E-Marketing) is also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. E-marketing is the process of marketing a product or service using the Internet. It does not only include marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers.

E-marketing is one of the latest and emerging tools in the marketing world. The e-marketing has certain features like better return on investment than traditional marketing, reduced marketing campaign cost, quick result of the campaign, easy monitoring through the web tracking capabilities The major advantages in e-marketing are it helps in extremely low risk, reduction in cost through automation and use of electronic media, can get universal accessibility. E-marketing is convenient than the traditional marketing for both consumer or customer and the marketer. It offer large number of variety for the particular product relatively with lower prices But use of E-marketing requires customers familiarity with the latest innovation both in digital technology as well financial and legal domain (Kumar, Dwya & Ambilyi, 2017). According to Sivasankaran (2017), E-marketing is buying and selling of information, products, and services via computer networks or internet. Sivasankaran (2017) reiterated that one of the easy way for E-marketing today is through social media marketing. Social media is considered as one of the most recent and significant E-marketing tools in the current time. Social media provides accessibility to customers with the purpose of knowing their interests and needs as well as affecting their purchasing decisions. Social media is defined as the websites that connect millions of users from different parts over the world who share same interests, point of view and hobbies (Atkan, 2016). YouTube, Twitter and Facebook are the best examples of social media that is popular for a large proportion of consumers. So they are used for the exchange of ideas and reviews of a particular product, service or a certain brand to gather information and ideas formation as well as making the right purchasing decision. Therefore, social media are considered as one of the modern electronic marketing tools which are different from other means of traditional marketing, therefore marketing via social media nowadays is the broadest, fastest, cheapest and most effective marketing channel where the consumer can obtain information and features of interesting goods easily with the possibility of completing the purchasing and sale process without the buyer's need to go to goods and items place (Walid, Bader & Ahmad, 2016). Walid, Bader and Ahmad (2016) defined social media marketing as a form of internet marketing that utilizes social networking websites as a marketing tool.

Not only e-marketing that has contributing effect on consumer purchasing power; Aman (2019) commented that infographics also played significant role. According to him, infographics refers to a visual representation of information about company products and services. Company infographics may enhance the way their customers perceive, engage with and buy brands differs from other generations. Azam and Mona (2017) reiterated that infographics is all about company ability to present knowledge and information quickly and clearly on their products to customers and they used it to enhance the human visual system's ability to see patterns and trends on their products and services. Aman (2019) contended that with the innovation of information and communication technology, many companies now used infographics to create awareness on their services and they do this through products branding and advertisement. The products branding is not only used for differentiation but also used to justify the purchase decision and bahaviour of consumer. Brand is a combination of name, symbol and design. Brands represent the customer's perceptions and opinion about performance of the product. The powerful brand is which resides in the mind of the consumer. Brands differ in the amount of power and worth they have in the market place. Some brands are usually unknown to the customers in the marketplace while on the other hand some brands show very high degree of awareness. The brands with high awareness have a high level of acceptability and customers do not refuse to buy such brands as they enjoy the brand performance (Mohammed, Nasir, Mohammed & Alexandra, 2017). Brands also have a symbolic value which helps the people to choose the best product according to their need and satisfaction. Usually people do not buy certain brands just for design and requirement, but also in an attempt to enhance their self esteem in the society (Leslie and Malcolm, 2016). Brand names present many things about a product and give number of information about it to the customers and also tell the customer or potential buyer what the product means to them. Furthermore it represents the customers' convenient summary like their feelings, knowledge and experiences with the brand.

Moreover customer do not spend much time to do find out about the product. When customer considers about the purchase they evaluate the product immediately by reconstructed product from memory and cued by the brand name (Hansen & Christensen, 2015). A brand has a value; this depends on the quality of its products in the market and the satisfaction or content of the customer in its products and services. This provides the trust of the customers in the brand. If customers trust a brand quality it makes a positive connection to the brand and customers will have a reason to become a loyal to the brand. Loyalty and trust of the customers is very important for a company because it reduces the chance of attack from competitors (Aaker, 2016). Brands play a very important role in the consumer purchasing power. It is really important for companies to find out consumer purchasing power in terms of decision making process and identify the conditions, which customers apply while making decision (Cravens & Piercy, 2017). Marketers are highly concerned to know how brand names influence the customer purchase power or sometime decision. Why customers purchase a particular brand also implies how customers decide what to buy. Customers follow the sequence of steps in decision process to purchase a specific product. They start realizing a requirement of product, get information, identify and evaluate alternative products and finally decide to purchase a product from a specific brand. When customers purchase particular brand frequently, he or she uses his or her past experience about that brand product regarding performance, quality and aesthetic appeal (Keller,2018). For consumer purchasing power to increase on a particular product and service, the issue of awareness of the product in the market played significant role. This is one of the reasons firms advertised their products and services. Advertisement according to Saman and Samreen (2015), is an attempt at creativity which influences the consumer's motive to buy a particular product and change or make the perception of the product in the mind of the consumers. Advertisement appeal act as a supplier to arouse the psychological motive of the consumer for buying. Advertisement involves rational and emotional appeals. In rational appeals the product can be emphasized mainly on its benefits and the problems which it can solve while on the other hand emotional appeal meet the consumer's psychological, emotional and social (Saman & Samreen, 2015).

Rafique (2017) argued that advertisement is a way to communicate with the audience. He believed that culture highly influence the buying behaviors of the people because every person has different wants and trends according to their life styles. Thus if we say that advertisement is like a magic than it will not be false because advertisement actually changes the needs and wants of the people and sometimes it creates the need among the consumer. Consumers are highly affected by the advertisements and organizations are trying to target the masses of the consumer. Organizations are using above the line and below the line techniques of the advertisement which fit best with their products. With the modern era there has been a remarkable boom in technology, with this technology, advertisers now considering the number of mass media channels and means of communications which provide them the easy and fast access to the consumers. Other side of this technology advancement is that customers are now having plenty of information and they can get the thing which best suits them. So it becomes very difficult for the advertiser to build the brand awareness and condition the mind of the customers to make final purchase decision, as customers are gaining more control over the products and information (Raju, 2018).

Statement of the Problem

In the development of science and technology, today's innovation becomes obsolete tomorrow. The tastes and preferences of the consumers are also changing at a rapid rate. The marketers are finding it difficult to cope with the changing need of the customers. These changes in the expectations of the customers are due to many reasons, but one of the main reasons is changing purchasing power. Sivasankaran (2017) lamented that efficient and effective e-marketing influence consumer purchasing power in terms of purchase frequency and regular visits to online shopping stores. This generates the problem of discovering the effect of efficient e-marketing, effective communication, and online delivery on the regularity of visits and consumer patronage to shopping sites. Okolo and Ehikwe (2017) also lamented that the nature of infrastructure in Nigeria is poor. Although each time infrastructure is mentioned the minds of Nigerians usually go to roads, power, and the likes, these are not the only infrastructure shortcomings. For example, a lot of Nigerians do not have valid addresses. That means that as it is today, there are probably millions of Nigerians who cannot shop online even if they want to. Without a clear address it will be impossible or expensive to ship products to customers. Akar (2016) complained that Nigeria is a largely unregulated market. Anyone can buy and sell anything in Nigeria; adulterated, fake, banned, and new products. Although there are laws or appear to be laws, these laws are hardly enforced because agencies saddled with the regulation of goods and services are either understaffed, underfunded, or just plain corrupt. Samar and Samreen (2015) argued that for e-marketing to be successful, the level of trust between consumer and seller must be settle. Trust is a big issue in Nigeria. Trust is also an issue with e-marketing all over the world. In consumer-based e-marketing, consumers (users) are the trustors and online firms are the trustees, since users provide sensitive information such as e-mail addresses, credit card numbers, and personal preferences to these firms and are hence vulnerable to firm behaviour. Users have limited ability to monitor or control firms' use of their private information; hence, the need for trust.

Despite the way of information processing, product brand image remains the dominant impact factor of consumption decisions. Ayozie (2016) asserted that it is completely true that product brand provide inadequate product information and deceptive selling practices that have led to clear-cut abuses and infringement upon the rights of consumers. This has often led to wild claims by advertisers and even the itinerant sales people about what products can do and the use of sophisticated psychological devices in radio and television programmes to get the consumer to buy the product. Chukwu, Kanu and Ezeabogu (2019) lamented that consumers try to categorize the brand association with the existing memory, when thousand of products are faced by them and might reposition memories to a brand image and perception towards new products. In this way, they can categorize latest information in particular brand and shore accordingly in their memory. Some organizations do not attach importance in advertising their products and these have adverse effect on their output in terms of sales of product. Others use different advertising media like television, internet (facebook; email) newspaper, billboard, magazine among others to convey their product message to their target audience. Meanwhile, the extent to which e-marketing and infographics strategy influence customer purchasing power remained the focused of this study.

Purpose of the Study
The main purpose of the study was to examine the perceived influence of e-marketing and infographics strategy on consumer purchasing power. Specifically, the study investigated the:

1. extent to which e-marketing predicts consumer purchasing power.
2. extent to which infographics (product branding) predicts consumer purchasing power.
3. extent to which infographics (advertisement) predicts consumer purchasing power.
4. joint contribution of e-marketing, product branding and advertisement on consumer purchasing power.

Research Questions

1. To what extent e-marketing predicts consumer purchasing power?
2. To what extent infographics (product branding) predicts consumer purchasing power?
3. To what extent infographics (advertisement) predicts consumer purchasing power?
4. What is the joint contribution of e-marketing, product branding and advertisement on consumer purchasing power?

Hypotheses

H01: There is no significant relationship between e-marketing and consumer purchasing power.

H02: There is no significant relationship between infographics (product branding) and consumer purchasing power.

H03: There is no significant relationship between infographics (advertisement) and consumer purchasing power.

H04: There is no significant difference in the mean ratings of respondents on the joint contribution of e-marketing, product branding and advertisement on consumer purchasing power.

Methodology

The study used descriptive research design of survey type. This design was considered very appropriate because the researcher intends to record the data the way it is without any manipulation. The population under study comprised 2968 staff of University of Lagos, Lagos State, Nigeria. Out of this population, there are 1098 non-teaching staff and 1870 teaching staff. The justification for chosen this university as population of the study was that the university was considered as the most commercialized institution in South-West, Nigeria in terms of e-business and marketing. A total of 500 staff of University of Lagos, Lagos State, Nigeria was the sample size representing 16.84% of the population size. The justification for the selection of the sampled was based on the convenience of the researcher. Stratified random sampling technique was used. Stratification of the selected sampled was based on gender balance. The study used researcher developed questionnaires; titled: E-Marketing, Infographics and Consumer Purchasing Power Questionnaire (EICPPQ). This questionnaire requested responses on a four (4) – point scale format which is a modification of 5-point Likert scale. The responses rating scales are as follows: Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD). The questionnaire have two sections each of A and B. Section A focused on demographic characteristics of the respondents, while section B identify items on e-marketing, branding, advertisement and consumer purchasing power. Validation of an instrument was an indication of the extent to which a measuring instrument measures what it is supposed to measure. Thus, the content validity of this study instrument was achieved by making sure that it covers all the dimension of the topic of the study. That is, the questionnaire was fully exhausted on all that implies by the purpose and research questions of the study. The initial drafts of the instrument were subjected to face and contents validity by the experts from the department of Business Education, Tai Solarin University of Education. A test-retest reliability of the instrument was carried out among 15 staff of University of Lagos, Lagos state, Nigeria. Pearson Product Moment Correlation (PPMC) was used to determine the level of reliability coefficient. However, the reliability coefficient yielded 0.92. Data was collected using the validated instruments. Regression analysis was used in answering the research questions 1-5. Hypotheses 1-3 were tested using Pearson Product Moment Correlation (PPMC). Hypotheses 4 and 5 were tested using t-test. Decision was made at .05 significance level.

Results and Discussion

Descriptive Analysis of the Research Questions

Research Question 1: To what extent e-marketing predicts consumer purchasing power?

Table 1: Extent e-marketing predicts consumer purchasing power

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.085	1.232		17.108	.000
	e-marketing	.003	.021	.007	.162	.871

a. Dependent Variable: Consumer purchasing power

The first important thing to note in Table 1 is that the sign of the coefficient of e-marketing is positive. This implies that consumer purchasing power increases with e-marketing though, the probability (p = 0.871) as reported in Table 1 for e-marketing implied that the slope (**β** = 0.003) is not statistically significant. Hence, the researcher concluded that about .003 marginal increases in consumer purchasing power was as a results of e-marketing.

Research Question 2: To what extent infographics (product branding) predicts consumer purchasing power?

Table 2: Extent infographics (product branding) predicts consumer purchasing power

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.819	.959		21.713	.000
	Product branding	.026	.053	.022	.490	.625

a. Dependent Variable: Consumer purchasing power

Table 2 revealed that infographics (product branding) predicts consumer purchasing power positively. This implied that consumer purchasing power increases with good infographics (product branding) though, the probability (p = 0.625) as reported in Table 2 for infographics (product branding) implied that the slope (**β** = 0.026) is not statistically significant. The researcher concluded that about .026 marginal increases in consumer purchasing power was as a results of infographics (product branding).

Research Question 3: To what extent infographics (advertisement) predicts consumer purchasing power?

Table 3: Extent infographics (advertisement) predicts consumer purchasing power

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.634	.718		21.785	.000
	Advertiseme	.342	.043	.338	8.007	.000

a. Dependent Variable: Consumer purchasing power

The first important thing to note in Table 3 is that the sign of the coefficient of infographics (advertisement) is positive. This implied that consumer purchasing power increases with good infographics (advertisement). Furthermore, the probability (p = 0.00) as reported in

Table 3 for infographics (advertisement) implied that the slope (**β** = 0.342) is statistically significant. Hence, the researcher concluded that infographics (advertisement) significantly predicts consumer purchasing power and that about .342 increase in consumer purchasing power could be attributed to infographics (advertisement).

Research Question 4: What is the joint contribution of e-marketing, product branding and advertisement on consumer purchasing power?

Table 4: Joint contribution of e-marketing, product branding and advertisement on consumer purchasing power

R = .345					
R^2 = .119					
Adj R^2 = .114					
Std. Error = 2.91919					
ANOVA					
Source of Varia	SS	df	MS	F-ratio	P_{value}
Regression	570.911	3	190.304		
Residual	4226.761	496	8.522	22.332	.000
Total	4797.672	499			

a. Dependent Variable: Consumer purchasing power

Table 4 revealed that there was significant joint contribution of e-marketing, product branding and advertisement on consumer purchasing power; R = 0.119, p< .05. The Table further indicated{11.4% (Adj. R^2 = 0.114)} that about 12% of the variance in consumer purchasing power was accounted for by the linear combination of the independent variables (e-marketing, product branding and advertisement). The ANOVA results from the regression analysis shows that there was significant of the independent variables on the dependent variables; F (3, 496) = 22.332, p<.05.

Testing of Hypotheses

H_{01}: There is no significant relationship between e-marketing and consumer purchasing power.

Table 5: Relationship between e-marketing and consumer purchasing power

Variables	N	Mean	Std. Dev	df	r_{value}	p_{value}
e-marketing		21.2840	3.10074			
Consumer purchasing power	500	58.2440	6.60816	3	.007	.001

Source: Field Survey, 2022

Table 5 revealed Mean, Standard Deviation and zero order correlation between the variables. It was observed that there was no significant relationship between the independent variable and the dependent variable (consumer purchasing power) in the order of (r = 0.007, p<.05). On this premise, the null hypothesis was hereby accepted and the researcher concluded that there was no significant relationship between e-marketing and consumer purchasing power.

H02: There is no significant relationship between infographics (product branding) and consumer purchasing power.

Table 6: Relationship between infographics (product branding) and consumer purchasing power

Variables	N	Mean	Std. Dev	df	r_{value}	p_{value}
Infographics (product branding)		21.2878	3.10			
Consumer purchasing power	500	17.75	2.60	3	.022	.001

Source: Field Survey, 2022

Table 6 shows Mean, Standard Deviation and zero order correlation between the variables. It was observed that there was no significant relationship between the independent variable and the dependent variable (consumer purchasing power) in the order of ($r = 0.022$, $p<.05$). On this premise the null hypothesis was hereby accepted and the researcher concluded that there was no significant relationship between infographics (product branding) and consumer purchasing power.

H03: There is no significant relationship between infographics (advertisement) and consumer purchasing power.

Table 7: Relationship between infographics (advertisement) and consumer purchasing power

Variables	N	Mean	Std. Dev	df	r_{value}	p_{value}
Infographics (advertisement)		21.28	3.10			
Consumer purchasing power	500	16.50	3.06	3	.338	.001

Source: Field Survey, 2022

From Table 7 it was observed that there was significant relationship between the independent variable and the dependent variable (consumer purchasing power) in the order of ($r = 0.338$, $p>.05$). On this premise the null hypothesis was hereby rejected and the researcher concluded that there was significant relationship between infographics (advertisement) and consumer purchasing power.

H04: There is no significant difference in the mean ratings of respondents on the joint contribution of e-marketing, product branding and advertisement on consumer purchasing power.

Table 8: Significant difference in the mean ratings of respondents on the joint contribution of e-marketing, product branding and advertisement on consumer purchasing power

Groups	N	df	Mean	SD	t	p	Decision
Male	321	498	21.0872	3.17882	1.905	0.057	Reject the null Hypothesis
Female	179		21.6369	2.93123			

Source: Field Survey 2022

The result from table 8 revealed that the t-value is 1.9, the degree of freedom (df) is 498 and P = 0.057 since P = 0.057 > 0.05 it implied that null hypothesis was accepted. Therefore, the researcher concluded that there was no significant difference in the mean ratings of respondents on the joint contribution of e-marketing, product branding and advertisement on consumer purchasing power.

Discussion of Findings

The study findings revealed that e-marketing and infographics (product branding and advertisement) predict consumer purchasing power and that about 12% of the variance in consumer purchasing power was accounted for by the linear combination of the independent variables (e-marketing, product branding and advertisement). These findings corroborate with Walid, Bader and Ahmad (2016) who proved that there is an impact of using social media websites as a marketing tool on the stages of purchasing decision (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) which encouraging going toward using the social media in E-marketing. Mirabi, Hamid and Hamid (2015) revealed that product quality, and brand advertising and name had the highest impact on customers' purchase intention. Roban, Mita and Arti (2014) found that online digital communication is a powerful tool in conveying information to customers, it is not yet the most widespread and influential medium. Toor, Husnain and Talha (2017) indicated that social network marketing is significantly related to consumer purchase intention. Ugonna, Okolo, Gerald and Neff (2017) showed that online marketing is a viable marketing communication channel which has significant effect on the regularity of visits and consumer patronage of online stores. Jenyo and Soyoye (2015) indicated that online marketing has impacted consumer purchase decisions in Nigeria firms.

It was also found out that e-marketing and infographics (product branding and advertisement) positively related consumer purchasing power, that is, an increase in e-marketing and infographics on company products and services might increase consumer purchasing power. These findings correlate with Baawah (2016) who discovered that branding has a significant association with branding and customer buying behaviour. Baawah findings also study revealed that brand loyalty has positive and significant association with customer buying behaviour. Brand awareness also has positive and significant association with customer buying behaviour. Finally, perceived quality and brand association has positive and significant association with customer buying behaviour. Onigbinde and Odunlami (2015) findings revealed that brand image, advertising, sales promotion and personal selling have significant influence on consumer buying decision. Ojo, Kesinro and Akinsunmi (2015 findings revealed that there is significant relationship between brand recognition and impulse buying behaviour. Bamfo, Kroo, Asabere and Atarah (2019) found quality information, information intrusiveness and likable adverts having positive and significant impacts on children purchase behaviour.

Conclusion

The aim and objectives of the every private organization is to ensure continuous patronage of consumers and part of the reason organizations are seeking different avenues to reach out to consumers or customers. However, this study examined the perceived influence of e-marketing and infographics strategy on consumer purchasing power and the following conclusions were drawn based on the findings that e-marketing and infographics (product branding and advertisement) predict consumer purchasing power and that about 12% of the variance in consumer purchasing power was accounted for by the linear combination of the independent variables (e-marketing, product branding and advertisement). It was also found out that e-marketing and infographics (product branding and advertisement) positively related consumer purchasing power, that is, an increase in e-marketing and infographics on company products and services might increase consumer purchasing power.

Recommendations

1. Private initiatives should be encouraged to improve the e-marketing sector of the economy.
2. Various brands should employ effective communication in e-marketing and pay attention to the growing trend of online marketing in their marketing approach to influence consumer purchasing power.
3. Organization should endeavour to apply on-time delivery as to encourage regularity of visits and consumer patronage of online stores.
4. Organizations or companies should use attractive and informative content to create the awareness in the consumers and they should not rely on the advertisement for changing the perceptions of the consumers instead they should use new ways of sales promotion or other medium to change the perceptions of the people.
5. It will be easy for any organization to change the buying behaviour of consumer by creating awareness and building strong perception in the mind of their customers.

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