



E-MARKETING CHALLENGES IN DISTRIBUTING CONSUMER PRODUCTS IN

NIGERIA: A RESEARCH ON JUMIA ONLINE OUTLET

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Abstract

E-marketing had proven to be remarkably a viable option to buying consumer products. This study investigates e-marketing challenges in the distribution of consumer products in Nigeria: a study of Jumia online outlet. Indeed, it is a paradigm shift from the traditional brick-and-mortar shopping as it is more convenient to deal with. The adoption of e-marketing by consumers had posed monumental challenges as consumers still have lukewarm attitude, internet connectivity and connectivity issues and security and private concerns as well. The specific objectives of the study were to examine the influence consumer lukewarm attitude towards adopting e-marketing on the distribution of consumer products in Jumia online shop in Nigeria, to ascertain effect of internet connectivity in conducting e-marketing on the distribution of consumer products in Jumia online shop in Nigeria, and to investigate the consequence of security and private challenge encountered through e-marketing on the distribution of consumer products in Jumia online shop in Nigeria. Survey method was applied and convenience sampling technique was used to distribute questionnaire to 81 consumers who are aware about Jumia in Enugu metropolis. 54 were correctly filled and returned to the researchers. The reliability of the study is 0.88. The findings reveal that consumer lukewarm attitude towards adopting e-marketing has a significant consequence on the distribution of consumer products in Jumia online shop in Nigeria ($\chi^2 = 20.815$, alpha-significance is .000 at $p < 0.05$). Also, it was revealed that internet connectivity has a significant effect on the distribution of consumer products in Jumia online shop in Nigeria ($\chi^2 = 35.852$, alpha-significance is .000 at $p < 0.05$). And finally, it was revealed that security and privacy challenge encountered through e-marketing has significant consequence on the distribution of consumer products in Jumia online shop in Nigeria ($\chi^2 = 36.815$, alpha significance is .000 at $p < 0.05$). It was concluded that consumer lukewarm attitude, internet connectivity and security and privacy of consumers is a real challenge and therefore recommends that more awareness creation to enlighten the consumers about the importance and convenience of e-marketing, internet connectivity and accessibility should be improved upon, while the security and privacy of the consumers should be of great concern and should be boosted.

Keywords: E-marketing, Physical Distribution, Consumer Products, and Technology Acceptance Model (TAM)

Introduction

E-marketing is the use of the internet for marketing the goods and services to both final and industrial customers. It is a paradigm shift in which goods and services, information and ideas are communicated through the internet and other electronic channels (Kalu, Nto, Nwadihoha (2017). It is any form of shopping that takes place through the internet where electronic means are used to buy products at virtual stores; that is, shopping sites that exist on the internet. Primarily, the motive of any business organization is to make profit and reposing on that, the business organization has to be sustainable by gaining more and more share of the market. In other words, for the business organization to be successful, its primary objectives are to continue in existence (to survive), to maintain growth and development, and to make profit. It is pertinent to note that businesses can keep being in business if they sustainably continue to identify, anticipate and satisfy the innumerable needs and wants of their innumerable consumers.

Sequel to profit making, and continuous existence of a business organization, many inventions keep evolving to help business organizations achieve their objectives. The most important and most recent of this invention is the adoption and use of e-marketing. The importance of e-marketing stems from the fact that presently most companies do not have a firsthand knowledge of their customers unlike in the past when the businesses were small and the managers picked up marketing information by being around people, observing them, and asking questions. That is, as companies expand from national to become international in scope, they need information on larger, more distant markets and as they use more complex marketing approaches and faced more competition, they need information on the effectiveness of their marketing tools.

E-marketing is gradually gaining prominence as a tool for competition in Nigeria. Most business organizations now offer transactions online in the distribution of goods so that customers can patronize them from the convenience and comfort of their homes. The growth and acceptance of credit/debit cards and automated teller machines (ATMs) are also testimonials to the country's fledgling e-marketing. Today, with e-payment solution companies like Master Card, Interswitch, Visa Card, and E-transact, Nigerians can make purchase online with their e-cards.

Moreover, shopping online has also gained acceptance with more Nigerians, who recognize the importance of buying online at the convenience of one's home and who realize that it is no longer necessary to go physical shops (brick-and-mortar) to make their purchases. This paradigm

shift has stimulated organizations to beef up efforts to embark on e-marketing in order to help them satisfy customer requirements better. Thus, electronic marketing is more than just marketing carried out over the internet. It involves the effective use of technology in all its forms, in such a manner that it plays a facilitating role in identifying and finding efficacy to numerous customers' needs.

nevertheless the rapid integration of the internet in the marketing activities of companies in Nigeria, e-marketing role in the distribution of consumer goods in Nigeria is bedeviled with many challenges such as internet connectivity issues, security and privacy concern, lukewarm attitudes of consumers to adopt e-marketing, foreign trade regulations, unstable foreign government, piracy from out-order, cultural differences, tariffs and quotas, currency exchange rates, problem of equipment/facilities, ignorance, poor supply of electricity, poverty etc. Sequel to the above submissions, this study intends to investigate the challenges of e-marketing in the distribution of consumer goods in Nigeria.

Although, a few studies have studied the effects of information technology on the marketing of consumer goods in Nigeria (Olutimehin, 2006), none have specifically delved into the challenges of e-marketing in the distribution of consumer goods in Jumia online shop in Nigeria. And this is the gaps in literature which this study fills.

Statement of the Problem

Most companies still want to maintain their leadership position in the market and therefore are technology prone to scud with the trends. They need to stay in business by making themselves more relevant, robust and viable. This is because gone are the days when business giants like Procter and Gamble, McDonald's, IBM, Marriott, Cisco, etc depend on brick-and-mortar to do business. Advancement in modern information and communications technology has grown phenomenally (Kotler and Bowen, 2010). The recent resurgence in direct marketing has been enabled by the increased productivity and processing power of information technology, and marketing is taking advantage of this. E-mail and other social media channels are increasingly used to target consumers in Nigeria.

However, it is rather bizarre to note that organizations in Nigeria (the giant of Africa), have not taken maximum advantage of these attractive opportunities for the distribution of consumer goods. This can be adduced to the fact that although e-marketing provides attractive opportunities for sales increase, the Nigerian experience has being subjugate torture with

significant challenges such as poor internet connectivity, security and privacy issues, consumer lukewarmness to adopting e-marketing, unstable currency exchange rates, foreign trade regulations, unstable foreign government, piracy from out-order, cultural differences, tariffs and quotas, problem of equipment/facilities, poor supply of electricity, ignorance, poverty, cyber crime, and intellectual property (Sekar and Geetha, 2013; Mahajan, 2015). There is a dire need for a paradigm shift to initiate a tremendous change by making use of online opportunities. And for this to happen, Nigerians have to take the bull by the horn. It is on this premise that this study is carried out to assess the challenges of e-marketing in the distribution of consumer goods in Jumia online shop in Nigeria.

Objectives of the Study

The broad objective of this study is to examine the challenges of e-marketing in the distribution of consumer goods in Jumia organization. In order to achieve the broad objective, the following specific objectives were pursued:

1. To examine the influence consumer lukewarm attitude towards adopting e-marketing on the distribution of consumer products in Jumia online shop in Nigeria.
2. To ascertain effect of internet connectivity in conducting e-marketing on the distribution of consumer products in Jumia online shop in Nigeria
3. To investigate the consequence of security and private challenge encountered through e-marketing on the distribution of consumer products in Jumia online shop in Nigeria

Research Hypotheses

Consequently, the following hypotheses were postulated to answer the research questions:

- 1 Consumer lukewarm attitude towards e-marketing has no significant influence on the distribution of consumer products in Jumia online shop in Nigeria
- 2 Internet connectivity has no significant effect on the distribution of consumer products in Jumia online shop in Nigeria
- 3 There is no significant consequence of security and private challenges encountered through e-marketing on the distribution of consumer products in Jumia online shop in Nigeria

Significance of the Study

This study will benefit many stakeholders such as the consumers as they will be more aware of the convenience and comfort that e-marketing behooves on them. The e-marketers stand to gain from enormous patronage by satisfied consumers who will go ahead to offering referral on behalf of Jumia online shop. Investors will like to put their money in Jumia as sales revenue and profit begins to soar. Marketing students and other researcher in the academia will gather literature from this study to carry out more e-marketing and other related researches.

Scope of the Study

The study focuses on the challenges of e-marketing in the distribution of consumer goods in Nigeria, with particular interest on consumers in Enugu metropolis.

Review of Relevant Literature

E-marketing Underpinning

Marketing has been variously defined by many scholars, professionals and industrialists. It is the identification and satisfaction of consumer needs and wants diligently and profitably. Needle (1999) saw it as a management activity whereby suitable products are presented to the market in order to make profit. Kolter and Armstrong (2012) also define it as “the management process which identifies, anticipates and satisfies customer requirements efficiently and profitably”. Parson and Dalrymple (1990) note that “it is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individuals and organizational objectives”.

The application of internet in 21st century’s era of information and communication technology has dramatically transformed the purchase and sale of goods and services (Ekwueme and Akagwu, 2017). Gabriel, Ogbuigwe and Ahiauzu (2016) express similar opinion when they state thus: “advances in information and communication technologies and emergence of the internet have revolutionized business activities enabling new ways of conducting business; referred to aselectronic commerce”. Consequently, the growth of online marketing as well as the robustness of economic growth has skyrocketed they opined. The internet is a major player in the discharge of business function in many industries in this era of globalization (Deshwal, 2015).

In fact, Akintola, Akinyede and Agbonifoh (2011) posit that the internet is a form of globalization. According to them, it has led to heightened competition and has also made the delivery of goods and services more convenient and efficient. Okolo and Ehikwe (2015) offer their support as they remark that the internet has made it efficacious for the captains of industries to initiate a more accurate, faster, more convenient and more comfortable transaction over a wider range of time and space. Marketing activities can be conducted 24 hours 7 days a week. They conclude that e-marketing is truly a much convenient approach to both national and international businesses. According to them, the “e- marketing has continued to be a catalyst to accelerate economic growth in many developed countries around the world; Singapore, Denmark, Switzerland, United States of America, China, just to mention but a few”. Deshwal (2015) concludes that e-marketing is indispensable in modern day discharge of business activities and as the trend continues to create more viable options for business managers, it is really the future of marketing and has come to stay.

E-marketing is simply the presentation, promotion and sale of goods and services on the internet. It can be defined as the application of marketing principles, strategies and techniques through the Internet medium (Deshwal, 2015). The terms; e-marketing, internet marketing and online marketing, are often used interchangeably as they are the same. E-Marketing is the process of marketing a brand using the internet. The application of electronic devices such as, computer, internet, fax, machines, etc., to support marketing activities, is called e-marketing. Payment, sales, communication sourcing for products and pricing can be negotiated on the website. Okoye and Chidozie (2004), define e-marketing as “the company’s efforts to inform, communicate, promote and sell its products and services over the internet”. According to Kolter and Armstrong (2012), e-business describes the use of electronic means and platform to conduct a company’s business. Kalu, Nto and Nwadihoha (2017) define e-marketing as “the use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational goals”.

Ugonna, Okolo, Nebo and Ojieze (2017; Deshwal, 2015; Ekwueme and Akagwu, 2017) note that e-marketing is dramatically spreading to other parts of the world as there is a remarkable growth in technological infrastructure. Formally, e-marketing had been an alien approach to marketing in Nigeria and other African countries. But today, both the developed and developing economies

now reap the benefits of this marketing strategy. E-marketing is in fact a gladiator capable of engaging all nature of individuals, including the crippled and the blind in profitable businesses. In a research conducted by Ekwueme and Akagwu (2017) that bordered on “The Influence of Online Marketing of Jumia and Konga on Consumer Purchasing Behaviour among Kogi State Residents of Nigeria”, it was discovered that 97.3% of the respondents; especially the youth were aware of online marketing operated by Jumia and Konga. Also, 57% of the respondents nodded to the ease, convenience and time saving experience they had while embarking on online shopping with both online companies. It was also revealed that the rate of consumer patronage was low. Ironically, consumers mainly go online to gather and transfer messages not really to shop. To them, most consumers in Nigeria still go to the traditional bricks-and-mortar to make their purchase. Gabriel et al. (2016) conclude that although Nigerians embark on e-banking, they hardly shop for consumer goods online. Obikeze, Okolo, Okolo, Mmamel and Okonkwo (2017) narrate that banking services have conveniently and dramatically changed in the last decade in Nigeria as a result of e-banking. They (Ekwueme and Akagwu, 2017) note poor internet infrastructure, trust, costs, and fraud to be some of the perceived risks that deter Nigerians from shopping online. In support of these reasons Gabriel et al. (2016) note trust and poverty.

According to them, poverty relates to the inability of customers to make payment for their goods on credit as they would ordinarily do in bricks-and-mortar system. In the traditional bricks-and-mortar, a whole lot of mutual understanding and relationships ensue and customers could make deferred payment. They note that consumers could use any of the social media networks and other available websites to embark on exchange online.

E-Marketing Challenges

According to Olutimehin (2006), the major problems/challenges of information technology are as follows:

- a. Lack of basic infrastructure and faculty for exchange of information:** Standard packages for the technical exchange of digital information are generally lacking in Nigeria as a whole. This includes sophisticated and modern telecommunications exchanges, internet gateways and backbones, intranet pipes and backbones, satellites, ISDN (Integrated Digital System Network), packet switching systems, etc. In such an environment, even the most sophisticated information technology system will perform sub optimally (Woherem, 2000).

- b. Resistance from customers:** Customers are often resistant to giving out information because of all too realistic fears of being deluged with junk mail. E-marketing can lose effectiveness if companies with the similar database, bombards customers with multiple direct mail pieces, causing fatigue and anger.
- c. Organizational threats:** In the market sectors where technological change is more rapid, an influx of younger, state-of-the-art trained workers occurs along with an exodus of older workers who are not as technically up-to-date. This relatively loss of experienced decision-makers may have a tremendous impact on organizations resulting in fierce competitive mistakes by firms to quickly fill this managerial void. The challenge for organizations is to determine how best to senior managers' technical prowess it is to retain the benefit of their managerial experience (Segars and Hendrickson, 2000).

Moreover, Dhingra (2004) also gave the following as the challenges of the internet:

- a. Overloaded lines:** The lines used to carry analog signals of telephones are being used for data transmission on internet. These lines are already congested. With increased pressure, these overloaded lines will result in online jams.
- b. Cyber stealers:** These are hi-fi brains that hack your lines, decode your encrypted transactions, come to know of credit card numbers of your customer and then steal money from his account before you could lay your hands on it. With the emerging technology and new security programmes being evolved, they may be blocked to a certain extent in future.
- c. Limited consumer exposure and buying:** Although expanding rapidly, internet marketing still reaches only a limited people. Moreover, many web users do more windows browsing than actual buying.
- d. Skewed user demographics and psychographics:** Although the web audience is becoming more mainstream online users still tend to be more upscale and technically oriented than the general population. This makes internet marketing ideal for only certain categories of products such as computer hardware and software, electronic products, and financial services etc. It is still less effective in selling mainstream products.
- e. Chaos and clutter:** The internet offers millions of websites and a staggering volume of information. Thus, navigating the internet can be frustrating, confusing and time consuming for surfers. In this chaotic and cluttered environment many web ads and sites

go unnoticed or unopened. Even when noticed, marketers may find it difficult to hold customer attention.

- f. **Ethical concerns:** Privacy is a primary concern. Marketers can easily track website visitors, and many consumers who participate in website activities provide extensive personal information. This may leave consumers open to information abuse if companies make unauthorized use of the information in marketing their products or exchanging electronic lists with other companies.

Conclusively, Andrew and Erezi (2014) throw more light to the challenges of e-marketing:

- a. **Currency exchange problem:** E-marketing involves exchange of currency with goods/services. There are instabilities in the value of currency. As a result of the instability nature of most currencies, some inventors avoid getting involved in e-marketing. Secondly, some currencies cannot be exchanged for another, e.g. the Rubble used by Russia, is not easily convertible, and so some firms only do business by getting involved in complex barter arrangements to extract their profits.
- b. **Unstable foreign governments:** When there is regular change of the leadership of a nation, there is also modification in trade regulations. This involves restrictions, transfer of currencies and revision of tariffs or quotas. Some nations even go to a large extent to nationalize some foreign firms
- c. **Cultural factors:** The distribution of consumer goods business is linked with culture. Culture differs from one nation to another. Before getting involved in E-marketing, one will need to create a marketing plan to find out how these customers think about and use the product.
- d. **Tariffs and quotas:** There are two major ways nations hinder unwanted products, so as to protect locally produced goods and services. The most common is tariff or tax on imported goods. When there is high tariff or tax on imported goods, it becomes most discouraging to import products. The other restriction is quota system. This is a situation whereby absolute limits are placed on the number of certain items that can be imported at a particular period.
- e. **Problem of equipment/facilities:** E-marketing involves e-communication and e-payment. For meaningful marketing to be in full swing, it requires modern equipment with skilled man-power for effective transmission of information. Most distributors of

consumer goods in Nigeria do not possess the required modern machines and manpower to manage the business.

- f. **Ignorance:** Ignorance is one of the challenges facing business today in Nigeria. Many people in Nigeria have a limited knowledge of the use of E-marketing for the distribution of consumer goods in Nigeria. Many believe that shopping on the web will never be significant enough to merit joining the E-commerce Revolution Barriers, such as security, returns and cost.
- g. **Poor supply of electricity:** Electricity, especially in Nigeria is very epileptic. It is one of the greatest impediments confronting the business sector in Nigeria with an average firm experiencing power failure or voltage fluctuation. E-marketing can never be effective without regular supply of electricity. Hence, businesses shy away from E-marketing.
- h. **Poverty:** The demographic characteristic of the Nigeria population as well as the level of poverty in the country is another major factor affecting e-marketing in Nigeria.

The Relevance of E-Marketing to Business

Andrew and Erezi (2014) state that technological advances have provided a quantum leap to nations in this era of globalization, in which e-marketing is a part of everyday business. They opine that e-marketing is a very relevant means of making sales to the e-business world. Its relevance includes:

- a. **It saves or reduces time:** E-marketing helps to reduce the time required to get merchandise distributed to the retailer's sales floor. Computers can be used in all aspects of marketing and distributing of consumer goods.
- b. **Web-based showrooms feature prototype products:** E-marketing enables web-based showrooms to feature photos and prototype products on the web, and invites retailers to reach for products to complete assortment. This results in the producer having more understanding of the potential success of their product, while they are still in the prototype stage.
- c. **Elimination of inefficiencies:** E-marketing provides new ways to eliminate inefficiency from goods supply chain.
- d. **Improved industry relationship:** In the past, manufacturers and retailers had many areas of disagreement and dissension. Price, delivery dates, quality, terms of sale, advertising costs, and many other issues led to problems between them. When a business did not go

well, it was easy to blame the other player. Today, we see many manufacturers and retailers connected via computers to share information on consumer goods.

- e. **Easy purchases and elimination of geographical shopping boundaries:** Through online shopping, the consumer is increasingly empowered by being able to shop and compare products and prices from different sources in a short time frame. The use of credit cards has facilitated easy purchases from almost anywhere. These systems have almost completely eliminated geographical shopping boundaries.
- f. **Proximity of market place:** Instead of a physically defined market place, e-marketing has brought the market place even to the home. According to Ernest and Young (2002), the consumer stays at home and buys his or her new products online via the internet even through trying the items on vertical mannequins that resemble the shopper.

Theoretical Framework

Technological Acceptance Model (TAM)

Technology Acceptance Model (TAM) was developed by Davis in 1986 (Azza and John, 2015). According to Azza and John, 2015; Bach, Celjo and Zoroja, 2016) TAM was an adaptation of Theory of Reasoned Action (TRA), and was developed to predict and explain individual's attitude towards a technological innovation and particularly to assess individual's latitude of acceptance or latitude of rejection of the use of a particular technology. Bach et al. (2016) investigated the application of business intelligence systems among companies by adapting the perspective of technology acceptance model. Davis (1989) applied it to explain environmental catalyst and user acceptance behaviour. TAM had become one the most recognised and appreciated social psychology models. Brezavscek, Sparl and Znidarsic (2014) note that it had indispensably been applied as a conceptual model for explaining and predicting peoples' behaviour as it relate to adoption of information technology. According to them, both empirical and theoretical literatures had attracted technology acceptance model in their researches. They claim TAM had had over 700 citations by the academics and industrial professionals.

It has been able to relate individual's behaviour towards the acceptance of a newly innovated information technology (Al-Adwan, Al-Adwan and Smedley, 2013). It is related to the theory of reasoned action which emphasise that attitude is influenced by people's belief system; which affect people's intentions to act or behave in a particular or unique way. Individuals package their beliefs concerning the perceived usefulness and perceived ease of use of certain technology, and this belief guides their attitude, intention and finally behaviour towards the adoption or

acceptance of that technology. It is an adaptation of Theory of Reasoned Action (TRA) propounded by Ajzen and Fishbein (1980) to specifically deal with modeling user acceptance of information systems (Al-Adwan et al, 2013). Alambaigi and Ahangari (2015) state that both theories of reasons action and the theory of planned behaviour are the offshoot of technology acceptance model which has been very pertinent and widely applied in information technology adoption researches around the world. An individual's behaviour (action and, or reaction) to key into a technology, is a function of his/her personal attitude and intention to adopt that technology; and this behaviour according to Alambaigi and Ahagari (2015) is determined by normative influences.

Technological acceptance model (TAM) proposes that perceived ease of use (PEOU) and perceived usefulness (PU) initiate and stimulate the acceptance of information technology (Obikeze, Okolo, Okolo, Mmamel and Okonkwo, 2017). Brezavscek et al. (2014) underscore the above statement when they remark that perceived ease of use and perceived usefulness are the major constructs in determining technology adoption by individuals. Both perceived ease of use and perceived usefulness affect the adoption of new technology. In the diagram below, perceived usefulness and perceived ease of use are both external variables that affect individual attitude. Perceived ease of use according to Alambaigi and Ahangari (2015) depicts individual's perception that the adoption of a technology would not require or involve much mental and psychological effort. To them, the perceived usefulness involves an individual's anticipation that expected benefits will accrue from the use of the technology.

“This model suggests that the acceptability of an information system is determined by two factors: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). Perceived Usefulness (PU) is defined as being the degree to which a person believes that the use of a system will improve his or her job performance. Perceived Ease of Use (PEOU) on the other hand refers to the degree to which a person believes that using a particular system would be free from effort” (Ekwueme and Akagwu, 2017).

In relation to the subject matter of this study, it is perceived that the ease of use of the internet technology to conduct e-marketing wouldn't pose much challenge and also, there is great expectation that the benefit of its adoption will be enormous as well. In a nutshell, it is going to be risk free to adopt e-marketing. Referring to the diagram, the attitude to adopt e-marketing

translates into an intention, which is the decision and then, the use of the technology, which is the action or the behaviour proper.

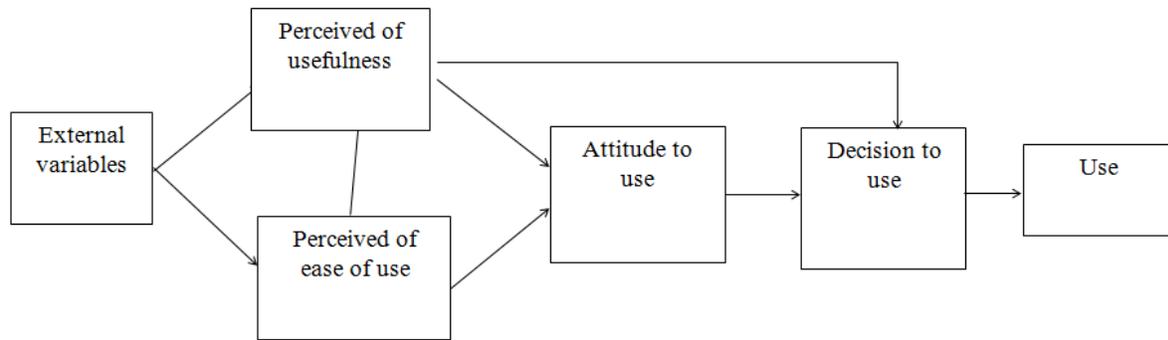


Fig 1. Technology Acceptance Model (TAM) (Davis, Bagozzi, Warshaw, 1989; Alambaigi and Ahangari, 2015; Azza and John, 2015).

Consumer Products.

Kolter and Armstrong (2012) observe that consumer products are products bought by final consumers for personal use or consumption. Marketers usually classify these goods further based on how consumers go about buying them. Consumer products include convenience products, shopping products, specialty products, and unsought products. These products differ in the ways consumers buy them and are therefore marketed as such. They are described below:

- Convenience Products: These are routinely and frequently purchased products. They require the least search, comparison and purchase effort from other consumer products. They are bought almost immediately on demand and are cheap to buy. These products are found almost everywhere around our neighbourhood in convenient locations. That is, they are found in convenience shops. They are referred to as straight rebuy products in industrial market. Intensive distribution is used in distributing them. That is, most retailers deal in convenience products. Example includes razor blade, bread, biscuit, exercise book, pen, pencil, detergents, etc.

- Shopping Product: These are the class of consumer products that are less frequently demanded. During the process of purchase, an extended search period is initiated as consumers seek to compare products based on price, quality, style, design, performance etc. They really require more search and buying effort than convenience products. Prices of shopping products are high and they are distributed in fewer outlets through selective

distribution approach/strategy. They are regarded as modified products in industrial market. They include TV, radio, electric iron, used cars, furniture, clothing, and services such as hotel and airline services.

- **Specialty Product:** These are consumer products and services with unique and sophisticated traits with brand identification that require an extended search effort from a good number of special consumers. These consumers travel to distant places seeking to make diligent purchase of these items. They are distributed through exclusive channels of distribution. That is, almost one-on-one (direct channel). They are either regarded as modified rebuy or new task products in industrial marketing. They include Lamborghini, Hummer jeep, Rolex watch, designer clothes, special phones and cameras, laptops, etc.

- **Unsought Product:** They are those consumer products that are not as common as the above mentioned class of consumer products. It is either that their existence is not popular or that consumers develop boycott or have negative attitude towards buying them. Most new innovations are unsought consumer products. Consumers get to know about them through advertisement. Their distribution is highly exclusive. In fact, consumers go about making purchase on their own (personal selling). In industrial marketing, it is known as new task product. Example includes blood donations, space travel, life insurance, pre-planned funeral service, jungle safari, bungee jumping, sky diving, etc.

Nature and Importance of Physical Distribution

Distribution deals with how to move products from point of manufacture to point of consumption. This flow is accomplished through established channels of distribution. Nwokoye (2000) defines marketing channels of distribution as the combination of institutions through which a seller, markets his products to the ultimate users. Individuals and institution involve in this definition are regarded as middlemen: wholesalers, retailers, dealers, distributors and agents etc. Distribution channel consist of the flow of people and firms involved in the flow of title to a product as it moves from producer to ultimate consumer or business user. Marketing channel can be viewed as a set of interdependent organization involved in the process of making a product or service available for consumption or use (Okolo and Ehikwe, 2015).

It offers to the customers form, time, place, price, information, and possession utilities (Adrika, Ebue and Nnolim, 2001; Okolo and Ehikwe, 2015; Abugu, 2015). All members of marketing channel are involved in physical distribution to a large extent, but whoever controls the channel has a major responsibility. Today the concept of total physical distribution is paramount to the success of an organisation. It emphasizes that all management functions relating to moving products to buyers must be fully integrated so as to serve industrial and final customers efficiently and effectively (minimize costs and maximize customer's service).

However, today's marketers prefer market logistics which starts with the market place and backwards to the manufacturing plant or factory. Logistics manager's responsibility is to coordinate and takes appropriate decisions concerning the whole channel of physical distribution system, the activities of suppliers, purchasing agents, dealers, distributors, wholesalers, retailers and customers.

Distribution Channel for Consumer Products

There are a number of alternative routes or networks of intermediaries through which products can get to the final users. According to Morden (1990), the following are main types of channel distribution:

- a. Direct supply.
- b. Mechanical supply.
- c. Short channel.
- d. Long channel.

a. Direct supply producers to ultimate consumer: In this channel of distribution the producer supplies directly to the customer. This type of channel is common in industrial goods market. The other is the use of agencies or retail outlets owned and controlled by the producer.

b. Merchant supply: The producer in this case supplies to the customer through a merchant who acts as the reseller thus; producer-merchant-wholesaler-consumers. This channel is also used in the distribution of industrial goods. It is widely used because it is cost effective for the producer.

- c. **Short channel:** The producer supplies the consumers with a consumer goods market through a retailer who acts as the reseller or intermediary, thus producer-retailer-consumer. Though the producer is not in direct contract with the customer, this channel minimizes the producers' influences and control over the retail intermediary.
- d. **Long channel:** First it exposes the supplier to the bulk buying power of large-scale retailers. Such retailers will demand large trade discounts and disrupt the smooth flow of production by arbitrary changes in the rate at which they offer.
Second, the supplier will be maximizing the risk of payment default and bad debt customer with a consumer goods market through a set of two intermediaries. The producer sells his merchandize on a bulk basic to the wholesaler, who in turn breaks these bulk orders down and supplies them in small quantities to retailer. From retailer, it finally gets to the consumer.

Objectives of Channel of Distribution

The producer normally has clear marketing objectives that he will want the chosen channel of distribution to achieve. Some of these objectives as listed by Modern (1990) are as follows;

- a. **Appropriate and adequate distribution:** The producer will use his channel of distribution to achieve the level of product distribution that meets his objective for market penetration, market share and competitive position.
- b. The distribution channel used must be capable of giving access to the target segments the channels demographic areas.
- c. **Relative cost effectiveness in access and transaction value:** The producer will attempt to use a channel of distribution which yields some net benefit or disadvantage relative to the cost or disadvantage incurred in employing it. The objective will be to maximize the benefits to be obtained given any particular level of cost or disadvantage incurred.
- d. **Cost effectiveness of customer service:** The producer will have to balance the cost of providing necessary level of service to the customer within his channel of distribution against the marketing and competitive benefit to be gained by offering an accessible and efficient standard of customer service.
- e. **Reseller motivation:** This involves determining how the distribution is to be motivated into achieving consistent and effective sales.

Research Methodology

The researcher employed survey method by administering structured questionnaire to gather primary data from customers of Jumia in Enugu Metropolis. The scope of the study is on the e-marketing challenges in distributing consumer products in Nigeria: a research on jumia online outlet. The population of the study includes customers of Jumia which is indefinite and therefore, 81 customers were conveniently sampled as those who are aware of Jumia online shop. 54 were well filled and returned. The reliability of the study is 0.88 using Cronbach's Alpha. Content validity was used to determine the validity of the instrument by giving allowing marketing research consultants and lecturers of marketing department to modify and make the necessary corrections so that the instrument can measure what it ought to measure. Chi-Square data analysing technique was applied in testing the hypotheses.

Hypotheses One

Consumer Lukewarm Attitude Towards E-Marketing has no Significant Influence on the Distribution of Consumer Products in Jumia Online Shop in Nigeria (Hypothesis).

	Observed N	Expected N	Residual
VERY HIGH	13	10.8	2.2
HIGH	22	10.8	11.2
MODERATE	5	10.8	-5.8
LOW	3	10.8	-7.8
VERY LOW	11	10.8	.2
Total	54		

Test Statistics

	Contribution of E-marketing
Chi-Square(a)	20.815
df	1
Asymp. Sig.	.000
Exact Sig.	.000
Point Probability	.000

Source: Researcher's SPSS Analysis, 2017.

The table result of the Chi-square suggests that consumer lukewarm attitude towards adopting e-marketing has significantly influenced the distribution of consumer products in Jumia online shops in Nigeria. ($\chi^2 = 20.815$, alpha-significance is .000 at $p < 0.05$). Therefore, we reject the null hypothesis that consumer lukewarm attitude towards adopting e-marketing has no significant influence on the distribution of consumer products in Jumia online shop in Nigeria. And therefore accept the alternate hypothesis.

Hypothesis Two

Internet Connectivity has no Significant Effect on the Distribution of Consumer Product in Jumia Online Shop in Nigeria (Hypothesis 2)

	Observed N	Expected N	Residual
YES	49	27.0	22.0
NO	5	27.0	-22.0
Total	54		

Test Statistics

	Contribution of E-marketing
Chi-Square(a)	35.852
df	1
Asymp. Sig.	.000
Exact Sig.	.000
Point Probability	.000

Source: Researcher's SPSS Analysis, 2017.

Chi-square result reveal internet connectivity pose a serious challenge in conducting e-marketing on the distribution of consumer products in Jumia online shops in Nigeria ($\chi^2 = 35.852$, alpha-significance is .000 at $p < 0.05$). Therefore, we reject the null hypothesis that states that internet connectivity in conducting e-marketing has no significant effect on the distribution of consumer products in Jumia shop in Nigeria. And accept the alternate hypothesis.

Hypothesis Three

There is no significant consequence of security and privacy challenges encountered through e-marketing on the distribution of consumer products in Jumia online shop in Nigeria (Hypothesis 3)

	Observed N	Expected N	Residual
SATISFIED	12	13.5	-1.5
VERY SATISFIED	32	13.5	18.5
INDIFFERENT	3	13.5	-10.5
NOT SATISFIED	7	13.5	-6.5
Total	54		

Test Statistics

	Contribution of E-marketing
Chi-Square(a)	35.852
df	3
Asymp. Sig.	.000
Exact Sig.	.000
Point Probability	.000

Source: Researcher's SPSS Analysis, 2017.

Hypothesis 3 was tested and Chi-square show that security and privacy challenge encountered through e-marketing has a significant consequence in the distribution of consumer products in Jumia online shop in Nigeria ($\chi^2 = 36.815$, alpha significance is .000 at

$p < 0.05$). Therefore, we reject the null hypothesis that states that there is no significant security and privacy challenge encountered through e-marketing in the distribution of consumer products in Jumia online shop in Nigeria and therefore, accept the alternate hypothesis.

Summary of Findings

The following findings were revealed from the study:

- 1** It was revealed that consumer lukewarm attitude towards adopting e-marketing has a significant consequences on the distribution of consumer products in Jumia online shop in Nigeria. This was underpinned by Ugba and Ugba (2014) when they mentioned that ignorance cause a lot of ignorance and negative attitude towards adopting e-marketing.
- 2** It was also revealed that internet connectivity has a significant effect on the distribution of consumer products in Jumia online shop in Nigeria. Poor internet accessibility impinges on e-marketing (Fathema, Shannon and Ross, 2015).
- 3** It was revealed that security and privacy challenge encountered through e-marketing has significant consequence son the distribution of consumer products in Jumia online shop in Nigeria. Johar and Awalluddin (2011) offer their support as they remark that most consumers are unable to key into e-marketing approach to shopping because of security and private concerns.

.Conclusion

In truism, many Nigerian consumers are affrighted to getting involved in e-marketing as a method of executing transaction. They still prefer the traditional brick-and-mortar as they perceive it to be a more believable means of purchasing products. Poor internet connectivity and accessibility, as well as the security and consumer privacy impinge on the potentials of e-marketing in Nigeria. The sooner these issues are addressed, and consumer awareness is beefed up, the better the profitability of e-marketing will be fully realized.

Recommendations

Based on the findings of the study, the following recommendations suffice for organizations that want to harness the potentials of e-marketing in the distributing of consumer products in Nigeria:

1. Both the e-tailers as well as the governments at all level should create awareness through consumer advertising and public service advertising (PSA) about the need to adopt e-marketing approach to purchase products. It is a very convenient method of buying products.
2. Telecommunication companies and other internet services providers should beef up their services to improve internet accessibility. This will go a long way to making surfing the net much more effective and efficient too.
3. Security and privacy of consumer is a big challenge to e-marketing. Consumer privacy is very germane and now that cyber crime is on the high, government should pass stricter regulations on the providers of internet services and e-tailers to safeguard consumers from internet fraudsters.

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