

Direct Marketing and Customers' Patronage of Deposit Money Banks in Nigeria

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ABSTRACT: *In this research, we looked at the connection between direct marketing and customer loyalty at deposit money banks in Nigeria. The study's main objective was to investigate the effect of telemarketing, social media, and email marketing on customer loyalty among deposit money bank customers in Nigeria. This study used a cross-sectional survey methodology. To gather primary data, 218 customers of various Nigerian money deposit banks were given a questionnaire using a likert-type scale. We used SPSS 23's descriptive statistics for data analysis and interpretation. Simple linear regression was used to evaluate the hypotheses. Thus, the findings demonstrated that marketing campaigns using social media, telemarketing, and email substantially enhanced Nigerian deposit money banks' patronage. The research concluded that deposit banks might benefit from increasing their advertising and customer service presence on social media platforms in order to attract and retain clients and addresses any concerns they may have. Commercial banks should continue to integrate telemarketing into their operations through dedicated customer care lines and short dial codes to accelerate service delivery to customers in order to improve customers' patronage; and banks should upscale their adoption of the email marketing strategy by using it to deliver customer service, advertise their products to customers and update customers with vital transaction information on their accounts.*

KEYWORDS: direct marketing, customers' patronage, deposit money banks, Nigeria

INTRODUCTION

The significance of modern technologies in today's business world would have been unimaginable to business organizations decades ago because the application of these technologies (such as information and communications technologies) has redefined the practice and scope of marketing today (Ab Wahab *et al.*, 2023). As a result of these technologies, companies have the improved capacity to target, reach, communicate with and influence consumers to patronize their offerings, thereby giving rise to an innovative practice of marketing, regarded as direct marketing, which is fast becoming

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popular across industries (Abbu & Gopalakrishna, 2021). According to Sulaeman and Kusnandar (2023), direct marketing is a system of marketing that eliminates intermediaries from the communication process and delivers a company's products, services and communications directly to customers in order to generate rapid responses. Using personalized messages to specific consumers in an effort to elicit a desired action is the cornerstone of this marketing tactic.

This research delves into the three most common direct marketing tactics used by commercial banks: social media marketing, telemarketing, and email marketing. Businesses that rely on technology, such as banking and telecommunications, are increasingly adopting these techniques. Businesses participate in social media marketing when they take use of and promote themselves on sites like Facebook, Twitter, Instagram, and YouTube (Wang, Pauleen, & Zhang, 2019).

Nowadays, it's very uncommon for commercial banks to have official social media accounts and platforms. These allow them to engage with consumers and advertise their goods and services in an effort to attract new clients. Commercial banks also use telemarketing as a direct marketing approach. "Mobile marketing" refers to the practice of reaching out to potential clients using mobile devices such smartphones, fax machines, and mobile phones with internet connectivity in order to qualify them and solicit their business (Rahayu et al., 2018).

Email marketing is defined by Zhang et al. (2021) as the practice of advertising goods and services using electronic mail (email) in the hopes of generating a positive reaction from potential buyers. In their study, Muhanji and Ngari (2019) found that commercial banks use telemarketing and email marketing campaigns simultaneously. Their goal is to persuade clients to use their services by giving a lot of promotional information.

Statement of the problem

Customer patronage of banking services has declined over the last few years in Nigeria, which is attributed, in part, to the industry's intense rivalry, service delivery variations, and inconsistent bank charges. In example, Nigerian clients aren't extremely devoted to any one bank brand because of the high level of competition and the fact that service quality might vary widely; instead, they often keep two or more bank brands on hand in case one of their favorites fails them (Ibojo & Asabi, 2019). The worry of many deductions expected to occur during prolonged deposits in banks has deterred most Nigerians from depositing their money in the bank, according to Aliero et al. (2018), who also noted that commercial banks often impose several bank charges on consumers. Commercial banks have turned to direct marketing as a means of overcoming these marketing obstacles. This strategy involves communicating with current and future clients of the bank in an effort to encourage them to use banking goods and services.

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In light of this, it's not uncommon to see commercial banks advertising their services on social media sites like Facebook, Twitter, and Instagram. Telephone-based marketing platforms such as smartphones or mobile phones are used to facilitate two-way communications between banks and customers with the intention of enhancing customer patronage. Electronic mail services, such as newsletters, email promotions and email-delivered bank transactions have been offered to bank customers in an attempt to trigger customers to patronize banking products and services. The problem of this study, therefore, is that there is still no consensus as to whether or not these direct marketing strategies applied by commercial banks have significantly influenced customer patronage of their products and services. In the absence of such credible empirical evidence from existing scholars, the influence of direct marketing on customers' patronage of commercial banks remains unclear, despite the rising application of direct marketing practices by these banks. This study is carried out to bridge that gap in the literature

Objectives of the study

Examining the relationship between direct marketing and consumer spending at Nigerian commercial banks is the primary goal of this research. Specifically, we aimed to:

1. determine the extent to which social media advertising influences customers' patronage of commercial banks in Nigeria;
2. examine the effect of telemarketing on customers' patronage of commercial banks in Nigeria;
3. ascertain the extent to which email marketing influences customers' patronage of commercial banks in Nigeria.

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Dynamic theory of innovation

In their 2002 paper, Taylor et al. put out the dynamic theory of innovation. Organizations may improve their corporate performance and get a competitive edge via innovation and adaptation according to this notion, which is a performance-driven strategy. The dynamic theory of innovation is based on the premise that organizations must constantly adapt, adjust, and innovate to stay up with the latest trends in the industry if they want to achieve a sustainable competitive advantage in today's fast-paced business world (Taylor et al., 2002). Organizations, according to the idea, have four (4) options for how to change and improve: technology, procedures and techniques, corporate focus, and employees (Taylor et al., 2002).

1) Technology: Technology refers to the use of scientific knowledge and procedures to create products, provide services, and enhance human lives. New technologies are always being created and sold as time goes on. Companies must stay abreast of

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emerging technology developments in their respective sectors and continuously incorporate these technologies into their operations.

2) Procedures and methods: New ways of doing business are created as a result of people's growing knowledge and creativity. Also, new techniques and procedures are born out of technological revolutions, which in turn transform company operations. Companies are always looking for ways to automate formerly manual activities in order to save costs, save time, and boost efficiency. When it comes to manufacturing, warehousing, shipping, storage, service delivery, materials handling, inventory management, and other company activities, a successful firm is always on the lookout for innovative techniques and procedures to include into its systems.

3) Corporate orientation: The prevalent mindset of a given company is known as corporate orientation. It is the shared values, norms, and customs that make up an organization's culture. Organizations nowadays tend to be more liberal in their outlook and culture, welcoming change and adapting to new circumstances. An organization's conduct, policies, and procedures are all shaped by its corporate orientation. Rigid corporate rules should be abolished if a firm wants to succeed in today's economy.

4) Personnel: A company's success is directly proportional to the caliber of its workforce. Workers are the backbone of any company and have the ability to turn things around from the inside out. Companies that want to stay ahead of the competition in the long run are those that invest in their employees' education and development both before they join the company and during their time there. This way, they can ensure that their workers have the skills and knowledge they'll need both now and in the future. A company's most valuable asset is its highly-trained employees.

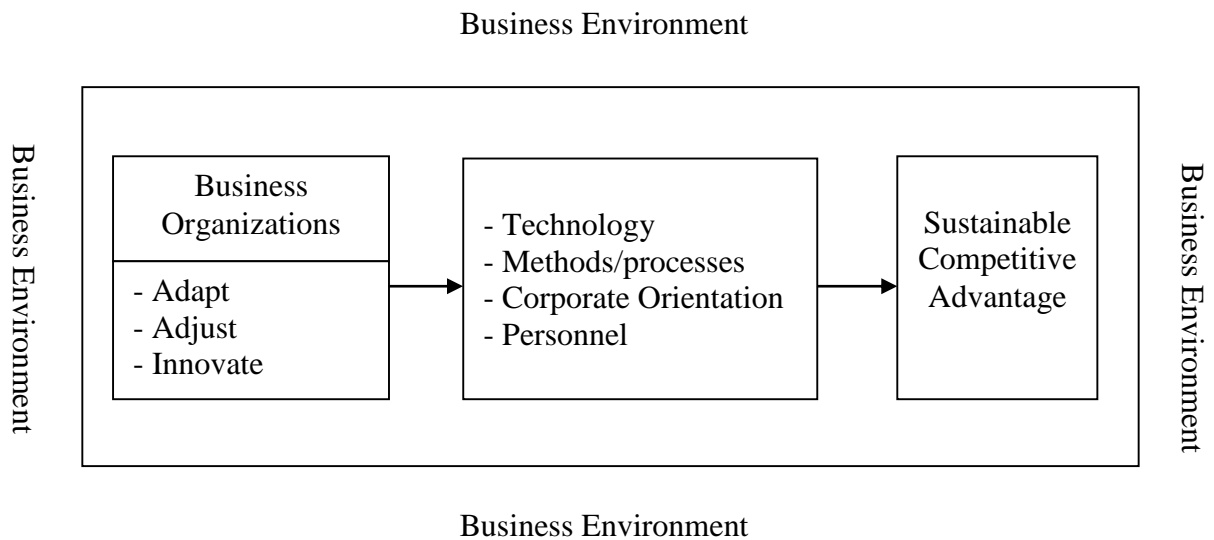
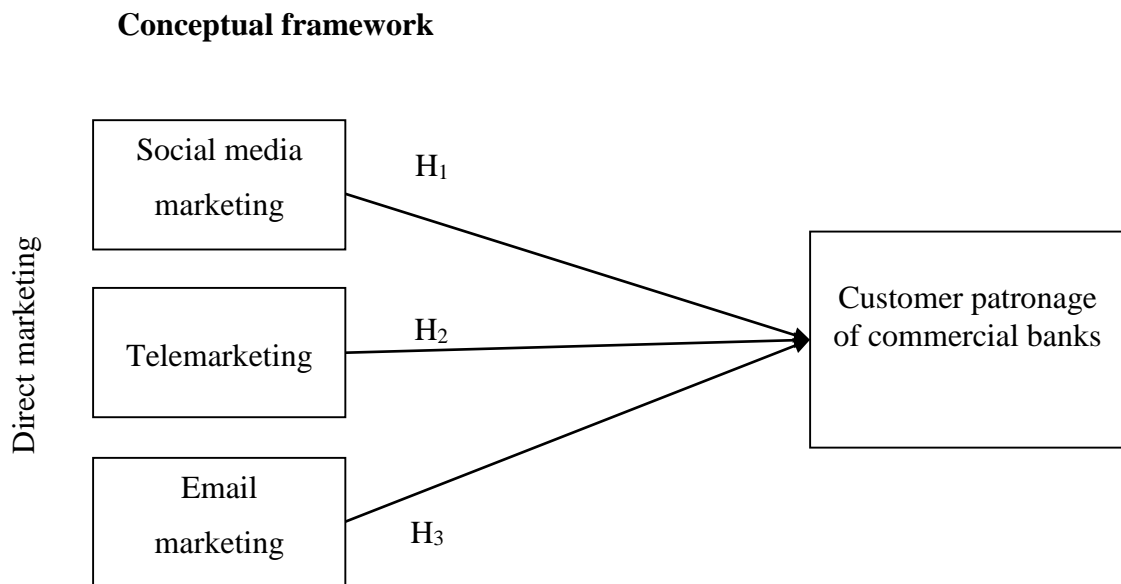


Figure 1: Dynamic theory of innovation

Source: Taylor, R., Burrows, E. & Logan, P. (2002). Assessing organizational performance: The dynamic theory of innovation approach. *International Journal of Emerging Trends in Business and Management*, 28(7), 190-203

Relevance of the theory to the study

Since Nigerian deposit money banks are just like any other business, they operate in a constantly shifting and developing environment, which is why the dynamic theory of innovation is applicable to this research. Theoretically, commercial banks in Nigeria need to constantly innovate, adapt, and modify if they want to maintain a competitive edge (in terms of client patronage) in an ever-changing market. If this idea is correct, then a successful commercial bank will be one that is always looking for new ways to improve its services and get an edge over the competition. The article suggests that there are four (4) areas where commercial banks in Nigeria may make changes and improvements: technology, procedures and techniques, corporate focus, and employees. A marketing strategy known as "direct marketing" encourages commercial banks to cut out middlemen and deal with clients face-to-face or via electronic means (email, social media, telephone, etc.). This novel method of advertising banking services has the potential to increase the number of people who use Nigerian deposit money banks.

**Figure 2:** Conceptual framework**Source:** Researcher's model (2024)**Direct marketing**

According to Abu-Qatlar and Husseini (2018), direct marketing is a sales strategy where organizations reach out to prospective clients in an unsolicited manner in order to offer them items. "A direct marketing strategy usually consists of certain elements, such as contacting prospective clients and urging them to do something right away, like phoning or going online. Some examples of direct marketing include catalog delivery, mobile messaging, web ads, promotional mailings, and email. Direct marketing is any kind of unsolicited communication between a company and its current or future clients that has the goal of increasing sales or brand recognition". Abdullah and Osman (2019) state that this kind of advertising is the most economical for several companies. From telemarketing and email marketing to direct mail and leaflet drops, it enables a corporation to target consumers accurately. If a company wants to get the most out of its direct marketing budget, it must plan its campaigns meticulously. The goal of direct marketing is to get immediate feedback from consumers by cutting out middlemen and sending messages, goods, and services straight to their inboxes (Alex, 2021).

According to Kiwak (2019), one kind of marketing is direct marketing, which aims to get a certain set of customers to do something (like make a purchase, visit a website, or ask for more information) when they get a message from a marketer. Various forms of communication, he said, may be used for this purpose, such as telemarketing, direct mail, postal mail, and interactions at the point of sale. In addition, according to Viktoh

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and Kamarov (2021), direct marketing is a type of advertising that enables businesses and nonprofits to have one-on-one conversations with consumers through various channels such as SMS, email, websites, online ads, database marketing, promotional materials, catalogs, targeted television, print ads, and outdoor ads.

Customers' patronage

Selling more items and services to more people is a fundamental goal of every business (Sari et al., 2021). Reason being, manufacturing isn't over until the items are in the hands of the people who will ultimately buy them. When a consumer makes a purchase, the seller transfers ownership of the products to the buyer, who then takes physical possession of the item. "According to Ifeanyichukwu and Peter (2018), client patronage occurs when consumers consistently choose a company's goods and services above those of its competitors. As a result of high-quality marketing and services, this is a benefit. Customers are more likely to be drawn to and stay with a company that offers top-notch goods and services and employs effective marketing methods. When a company and its goods are regularly sought for and needed by its target market, it's known as customer patronage (Behzad, 2018)".

A company's most valuable asset is its loyal client base, as it is this demographic that ensures the company will receive a steady stream of capital in the form of sales and earnings (Patrick et al., 2019). We pay wages and salaries, settle corporate debt and shareholder dividends, and utilize this money to refill and correctly store inventory goods. Then we use this money to finance the continued production and operation of commercial operations. Consequently, a company's development, profitability, longevity, and competitiveness will suffer in the absence of regular client support (Sari et al., 2021). In response to this validation, companies all over the globe are experimenting with new forms of advertising in an effort to increase sales.

Direct marketing and customers' patronage

One novel approach to advertising is direct marketing, which uses technological frameworks and tools to cut out intermediaries and facilitates the direct delivery of goods, services, and promotional campaigns to consumers in a way that is unique to each individual. The methods of direct marketing that were examined in this research were telemarketing, email marketing, and social media marketing. To find out how other researchers have described the connection between direct marketing (email, telemarketing, and social media marketing) and consumer loyalty, this unit searches through the current empirical literature.

Social media marketing and customers' patronage

According to Becker and Bush (2018), one kind of online marketing is known as social media marketing (SMM). Advertising campaigns may be monitored for efficacy, engagement, and progress on most social media platforms thanks to their integrated data analytics capabilities. Customers, workers, journalists, bloggers, and even the

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public at large are among the many groups that businesses aim their social media marketing efforts toward (Hebron & Castro, 2019). The purpose of social media marketing (SMM), according to Jeremy and Wright (2018), is to assist businesses expand their client base and raise awareness of their brand using user-generated content. They expand by saying that SMM makes a business seem more approachable while also facilitating direct input from consumers (and future customers). Customers might feel heard when they use the interactive features of social media to ask inquiries or express problems. What we mean here by "social CRM" is this component of SMM. According to Zhavian and Graham (2019), a company's goods and services may be advertised using social media marketing. It allows businesses to connect with their current clientele as well as attract new ones. Promoting material on social networking networks opens up a world of possibilities for marketers. Users' extensive demographic, location-based, and personal data made available by many social networks enables marketers to craft messages that are more likely to connect with the target audience. In social media marketing, one of the main goals is to provide material and messages that people will want to share with their friends, family, and colleagues (Jansen & Zhang, 2019). "Wright et al. (2019) go even further, saying that social media platforms facilitate online communication and community building between people, companies, and groups. They expand by saying that customers can have direct conversations with brands when such brands join these social networks. Social media may have an effect on consumer spending, according to these points of view. Abu-Qatalar and Husseini (2018) indicated that social media significantly affected consumer spending at retail establishments in Amman, Jordan, which is in line with the assumption". This theory is in line with what Sadeeq et al. (2019) found: that social media significantly affected the way people in New Delhi and Mumbai, India, used telecommunications services.

Telemarketing and customers' patronage

Social media marketing (SMM) is a component of online marketing as identified by Becker and Bush (2018). The inherent data analytics functionalities of most social media platforms enable the monitoring of the advancement, interaction, and efficacy of advertising campaigns. Firms' social media marketing initiatives aim to reach a wide range of individuals, such as customers, workers, journalists, bloggers, and the general public (Hebron & Castro, 2019). Social media marketing (SMM) was developed to assist organizations in expanding their consumer base and enhancing brand awareness via user-generated content (Jeremy and Wright, 2018). They expand by saying that SMM makes a business seem more approachable while also facilitating direct input from consumers (and future customers). Customers might feel heard when they use the interactive features of social media to ask inquiries or express problems. What we mean here by "social CRM" is this component of SMM.

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Email marketing and customers' patronage

The goal of email marketing is to educate, remind, and ultimately encourage customers to make purchases by presenting and promoting items and services to targeted groups of people via electronic mail (Thomas et al., 2022). Email marketing entails creating and executing ads and other marketing materials using electronic mail. Businesses typically collect email addresses from customers in a number of ways, such as during registration or when making purchases from online marketers. They then use these addresses to create a mailing list that is tailored to each customer's specific preferences and habits, and they periodically send out messages to that list with information about products and services that are available (Sahni et al., 2018). Email marketing is defined as the practice of communicating with a target audience, usually in an aggregated form, using electronic mail (Kiselova, 2019). Any correspondence between a business and its customers, whether existing or prospective, might be seen as an example of email marketing. Typically, the goal is to increase brand recognition, loyalty, or trust via the use of email to send advertising, requests for business, or requests for sales or contributions. Either an existing customer database or a bought lead list may be used to send marketing emails.

In addition, as pointed out by Thomas et al. (2022), a general rule for email marketing is that businesses construct email lists to communicate with current and potential clients. A marketing database may serve as an adjunct to an email list, facilitating personalization, data mining, targeted advertising, and other related activities. Consequently, there is now a distinct subset of digital marketers who focus only on email marketing. Because of this, the use of email for marketing reasons by companies is expanding at a fast pace. Yahoo! Mail and Gmail (Google Mail) are among the many electronic email services that businesses worldwide are using to reach out to present and future consumers and encourage them to buy more of their products and services (Hassan & Kerry, 2019). Business companies may efficiently promote their goods and

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services via email marketing, which leads to consumer patronage. Research by Adeniyi et al. (2019) in Ekiti State, Nigeria, indicated that email marketing significantly increased consumer patronage of deposit money institutions. This finding lends credence to this viewpoint. The research of Abu-Qatatar and Husseini (2018) lends credence to the idea as well; it found that email marketing significantly affected consumer spending at retail establishments in Amman, Jordan.

Empirical review

“Abu-Qatatar and Husseini (2018) conducted a study to document the influence of direct marketing on consumer loyalty towards retail outlets in Jordan. A study was conducted in Amman, Jordan to investigate the impact of various marketing strategies, including direct-action commercials, social media marketing, telemarketing, email marketing, and app-based marketing, on customers' spending at physical stores. This study included surveying a total of 102 consumers from various shops in Amman Metropolis. The survey was conducted both in-person and via pre-arranged questionnaires. We used SPSS version 20 to conduct multiple linear regression analysis on the gathered data. The retail sales in Amman, Jordan were greatly impacted by telemarketing, social media marketing, email marketing, and marketing via mobile applications. The study indicates that direct marketing has a substantial impact on retail sales in Jordan.

In their study, Sadeeq et al. (2019) examined the impact of direct marketing on customer loyalty towards Indian cellular service providers. This study aimed to investigate the impact of various marketing strategies on the usage frequency of telecommunication services among customers in New Delhi and Mumbai, India. The research analyzed data obtained from multiple marketing channels, including direct mail, telephone, social media, and mobile applications. Data was gathered from 145 customers of telecom services in New Delhi and Mumbai using a Likert scale questionnaire. The researchers used basic linear regression in SPSS to evaluate the assumptions of the study (19). The findings indicate that the use of telecommunications services in Mumbai and New Delhi, India, was notably influenced by marketing efforts using various strategies such as direct mail, phone, social media, and mobile apps. The key finding of this research is that direct marketing has a major impact on the extent to which Indian customers depend on telecom services.

Asante et al. (2019) conducted a study in Kumasi, Ghana to examine the impact of direct marketing on consumers' loyalty towards newly introduced banking products. The main objective of this study was to determine the level of customer acceptance of new banking products in Kumasi, Ghana, while using direct marketing tactics such as telemarketing, direct mail, social media, and mobile marketing. A survey was conducted to obtain primary data from 128 bank clients in Kumasi. The data was analyzed using SPSS version 17, a Statistical Package for the Social Sciences, and Pearson's Product Moment Correlation. The research found that telemarketing, direct

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mail, social media, and mobile marketing were positively correlated with the adoption of new banking products by clients in Kumasi, Ghana. The study found a significant correlation between direct marketing and consumers' willingness to adopt new banking products in Ghana.

Hyuang et al. (2021) conducted another study titled "Impact of direct marketing on customer loyalty in the Chinese banking industry." The main objective of this study was to investigate the impact of various marketing strategies on customer loyalty towards commercial banks in Shanghai, China. The methods used a range of channels, such as direct sales, social media, mobile, telemarketing, and email. Primary data was collected by conducting interviews with 201 customers of commercial banks in Shanghai using a standardized questionnaire. The data was analyzed using multiple linear regression with the assistance of SPSS 18, a statistical software package specifically designed for the social sciences. The survey states that commercial banks in Shanghai, China used various marketing tactics such as direct sales, social media marketing, email campaigns, mobile advertising, and telemarketing. These initiatives led to a substantial boost in customer loyalty. Research indicates that direct marketing significantly influences the spending behavior of clients in Chinese banks.

The research conducted by Adeniyi et al. (2019) focused on the relationship between direct marketing and client loyalty towards deposit money banks in Ekiti, Nigeria. A study was conducted by a group of researchers to see whether deposit money banks in Ekiti State, Nigeria had an increase in business after using direct marketing tactics such as telemarketing, email marketing, app-based marketing, and social media marketing. To collect primary data, researchers conducted a survey of 107 persons in Ado-Ekiti who were customers of either First Bank Nigeria Limited or Guaranty Trust Bank Plc. The acquired data was analyzed using Pearson's Product Moment Correlation in SPSS 17, which is the Statistical Package for the Social Sciences. The research revealed a favorable correlation between telemarketing, email marketing, app-based marketing, and social media marketing and the preference for deposit money banks in Ekiti State, Nigeria. The study conducted in Ekiti, Nigeria, showed that direct marketing significantly enhanced consumers' loyalty towards deposit money banks.

Uzochukwu (2022) examined the impact of direct sales strategies on customer loyalty in Nigerian deposit money banks. A total of 266 individuals were picked at random from six distinct deposit money banks in Delta State, namely Zenith, GTBank, UBA, First, and Fidelity, to participate in this study. For this goal, a standardized questionnaire was used. The study's assumptions were evaluated using multiple linear regression, and the collected data was analyzed using descriptive statistics. The findings indicate that customers exhibited higher levels of loyalty towards Nigerian deposit money banks when the sales teams demonstrated cohesiveness and when clients had face-to-face interactions with the representatives. The study concluded that using direct sales strategies resulted in a rise in customer loyalty at Nigerian deposit money banks”.

Summary of and gap in literature review

This section reviews relevant prior research, gives a conceptual model of the study's variables and their predicted relationships, and examines the dynamic theory of innovation and how it relates to the current investigation. The empirical literature review revealed a lack of research in the Nigerian context regarding the relationship between direct marketing and customer patronage in commercial banks. This is particularly true when it comes to direct marketing proxies like social media marketing, email marketing, and telemarketing. At the national level, there is a lack of study on this issue, and only a small number of scholars in Nigeria have tried to investigate it utilizing commercial banks in the South-South and South-Western regions. In response to this knowledge vacuum, the current study set out to analyze the impact of direct marketing on the loyalty of Nigerian deposit money bank clients.

RESEARCH METHODOLOGY

Research design

The researchers in this study used a cross-sectional survey approach, which allowed them to collect primary data from groups of respondents (bank customers) via a single contact. Because the population was composed of groups of respondents (clients of many commercial banks) from diverse backgrounds and geographical locations, this research methodology was appropriate for the study. Therefore, to find out how direct marketing affects consumers' use of commercial banks, researchers used a cross-sectional survey methodology to conduct a single survey of a statistically valid sample of the population.

Population of the study

The study's intended participants were all River State residents who have an account with a deposit money bank as of the year 2023. The precise population number was unclear in 2023 since there are no publicly accessible data of all commercial bank clients in Rivers State. Consequently, the study's sample size was decided using the Topman sample size determination process.

Sample size determination

For statistical purposes, the researcher used the Topman sample size determination process to establish the study's sample size. Given this, we get the Topman formula:

$$n = \frac{Z^2Pq}{e^2}$$

Where	n:	Sample size required
	Z:	Tabular statistical unit (1.96)
	P:	Probability of positive response (0.8)
	q:	Probability of negative response (0.2)
	e:	Margin of error (5 percent)

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The majority of the banks are situated in Portharcourt, thus the researcher interviewed 30 people at random for the pilot study. The purpose of this verbal survey was to ascertain whether or not the respondents were regular clients of any commercial bank in the state of Rivers. Eighty percent of the 30 people polled were regulars at Calabar's commercial banks, according to 24 respondents; 20% claimed they weren't banking with a bank at the time, according to 6 respondents. The following are some key findings from the pilot survey: the likelihood of receiving positive replies (P) is 0.8 and the likelihood of receiving negative responses (q) is 0.2. The Topman formula was used in this way by simply substituting:

$$\begin{aligned}
 n &= \frac{1.96^2 (0.8 \times 0.2)}{0.05^2} \\
 &= \frac{3.8416 (0.16)}{0.0025} \\
 &= \frac{0.6147}{0.0025} \\
 &= 245.88 \\
 n &= 246 \text{ bank customers approximately}
 \end{aligned}$$

Sampling techniques

Bank clients were included in the study's sample size via the researcher's use of a judgmental sampling approach. Since the majority of banks in Rivers State are situated in Portharcourt city, the researcher reasoned that this would be the ideal site to obtain a sizable sample of bank customers to sample from. First Bank Limited, Guaranty Trust Bank Plc, Access Bank Plc, Union Bank Plc, United Bank for Africa Plc, FCMB Plc, Heritage Bank, and Access bank Plc were among the banks whose branch offices the researcher visited in order to gather primary data. These banks are located along Aba-Road and in the Trans-Amadi industrial area. After verifying their identity as clients of the chosen deposit money banks, individuals discovered near these institutions were given questionnaires.

Sources and methods of data collection

In order to draw conclusions and draw broad strokes, the research relied on primary data gathered from clients of banks in Port Harcourt Metropolis. In order to collect primary data needed for the study, the researcher went to the branch offices of choice deposit money banks along Aba Road, Trans Amadi industrial layout, and handed out questionnaires to consumers. The researcher distributed paper copies of the questionnaire to participants with the help of a three-person enumeration crew that was responsible for both data input and questionnaire retrieval. In this research, the main tool for gathering data was a structured questionnaire. There were two parts to the document; they were called Section A and Section B. Section A requested basic demographic information from respondents (age, gender, employment, marital status,

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etc.), while Section B included findings from the study's variables (email marketing, social media marketing, telemarketing, and consumers' spending habits). Respondents to express their degree of agreement or disagreement on a 5-point Likert Scale may use a score of 5, 4, 3, 2, or 1 signifying significant disagreement.

Validity of the research instrument

Before the survey, a pilot study was undertaken with 40 staff of Commercial banks in Portharcourt. To make sure the measuring tool measures what it claims to measure, the primary goal of doing the pilot research prior to the main survey was to pretest the questionnaire. Nevertheless, the main objective was to verify the absence of unclear directions, questions, layout, and allotted time for answering, among other things. In all of this, the content validity, the construct validity and other validity considerations were logically determined for the study. Nonetheless, the comment and recommendation of other research experts was used as basis of correction in the final copies of the questionnaire

Reliability of the research instrument

According to the results of the Cronbach alpha reliability test, the study questionnaire was found to be reliable. Forty bank clients in the GRA axis in Port Harcourt were randomly selected and given a questionnaire. For the purpose of conducting reliability testing, the collected data was coded and input into SPSS 23, the Statistical Package for the Social Sciences. All of the measurement scales on the instrument had Cronbach alpha values higher than 0.7, which led to its later adoption for primary data collection and the conclusion that it was trustworthy.

Data analysis techniques

To analyze and interpret the data acquired, the research used descriptive statistics, which include basic percentages and frequency tables. Statistical Package for the Social Sciences (SPSS) 23 was used to assess the study's null hypotheses via inferential statistics, namely simple linear regression. As a result, the regression model says:

$$Y = a + \beta X + e$$

Where Y = Dependent variable (customers' patronage)

a = The intercept

β = Coefficient of the independent variable

X = Independent variable (direct marketing)

e = Error margin (5 percent)

Therefore:

X₁: Social media marketing

X₂: Telemarketing

X₃: Email marketing

Data presentation

Table 1: Distribution and return of questionnaire

S/N	Options	Frequency	Percentage
1	Number of questionnaire copies distributed	246	100.0
2	Number of questionnaire copies correctly completed and returned	218	88.6
3	Number of questionnaire copies not returned	28	11.4

Source: Field survey (2024)

As shown in Table1, a grand total of 246 questionnaires were sent to deposit money bank clients. There were 246 copies of the questionnaire issued; 218 were properly filled out and returned, making the response rate 88.6%. The other 28 copies, or 11.4%, were not returned.

Data analysis and interpretation

Table 2: Descriptive statistics of research variables (1 – 12, N = 218)

	Item	N	Mean	Standard Deviation
Social media marketing				
1	Facebook advertisement	218	3.845	1.842
2	Social media information source	218	3.323	1.325
3	Social media customer service	218	2.473	1.229
Telemarketing				
4	Dedicated customer care lines	218	4.601	1.382
5	Available customer care agents	218	3.827	1.272
6	Customized USSD banking	218	4.646	1.292
Email marketing				
7	Corporate email utilization	218	4.477	1.303
8	Email enquiry resolution	218	3.110	1.333
9	Email advertisement	218	4.349	1.298
Customers' patronage				
10	Customers' savings in banks	218	3.314	1.334
11	Investments in financial products	218	2.177	1.287
12	Continued financial transactions	218	4.039	1.269

Source: Authors' Analysis via SPSS 2024

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The mean and standard deviation ratings of the study's variables are shown in Table 3, which can be found above. With a mean score of 3.845 and a standard deviation of 1.842, statement 1 was clearly agreed with by the majority of respondents (as shown in the table). Approximately 68% of the values were grouped around the mean. The chart also reveals that statement 2 had a mean score of 3.323 and a standard deviation of 1.325. This means that most of the respondents were unsure about the statement, and around 68% of the values are clustered around the mean. The majority of respondents agreed with statement 3, as shown by the mean score of 2.473, and around 68% of the values are clustered around the mean, as shown by the standard deviation of 1.229.

Additionally, the table includes the telemarketing descriptives, which constitute the second independent variable. Based on the data, statement 4 got an average score of 4.601 (indicating high agreement by most respondents) and a standard deviation of 1.382 (showing that about 68% of the values are concentrated around the mean). The majority of respondents agreed with Statement 5, which had a mean score of 3.827 and a standard deviation of 1.272. This means that about 68% of the values are grouped around the mean. Also, with a mean score of 4.646 (meaning most respondents strongly agreed) and a standard deviation of 1.292 (meaning about 68% of the values are grouped around the mean), statement 6 clearly stood out in the findings. The third independent variable, email marketing, is similarly described in the table. The findings showed that statement 7 had a mean score of 4.477, which means that most respondents agreed with the statement. The standard deviation was 1.303, which means that about 68% of the variations in the values were concentrated around the mean. Additionally, with a mean score of 3.110 and a standard deviation of 1.333, statement 8 shows that most respondents were unsure about the statement. This suggests that around 68% of the values are grouped around the mean. Statement 9 also had a mean score of 4.349 and a standard deviation of 1.298, suggesting that the majority of respondents agreed with the statement. This means that around 68% of the values are clustered around the mean.

In conclusion, table 2 also includes the descriptive statistics for the dependent variable, which is the consumers' patronage. A mean score of 3.314 for statement 10 indicates that most respondents were unsure about the statement, while a standard deviation of 1.334 shows that about 68% of the values are concentrated around the mean. Also, with a mean score of 2.177 (showing that most respondents disagreed with the statement) and a standard deviation of 1.287 (meaning that about 68% of the values are grouped around the mean), statement 11 clearly stood out in the findings. Statement 12 also had a mean score of 4.039 and a standard deviation of 1.269, suggesting that about 68% of the values are clustered around the mean. This suggests that most respondents agreed with the statement.

Test of hypotheses**Hypothesis one**

Ho: Social media marketing has no significant effect on customers' patronage of deposit money banks.

H₁: Social media marketing has a significant effect on customers' patronage of deposit money banks banks.

Test statistic = Simple linear regression analysis

Decision criteria: Reject the null hypothesis if the alternative hypothesis is not supported and accept it if the p-value is less than 0.05.

Table 3: Model summary of the effect of social media marketing on customers' patronage of money deposit banks

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788 ^a	.544	.539	.80242

a. Predictors: (Constant), Social media marketing

Source: Author's computation via SPSS 2024

Table 4: ANOVA^a of the effect of social media marketing on customers' patronage of deposit money banks

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	82.538	1	82.538	257.931	.000 ^b
	Residual	69.077	216	.320		
	Total	151.615	217			

a. Dependent Variable: Customers' patronage

b. Predictors: (Constant), Social media marketing

Source: Author's computation via SPSS 2024

Table 5: Coefficients^a of the effect of social media marketing on customers' patronage of deposit money banks

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.306	.244		17.654	.000
	Social media marketing	.296	.167	.788	9.413	.000

a. Dependent Variable: Customers' patronage

Source: Author's computation via SPSS 2024

Interpretation

The mean and standard deviation ratings of the study's variables are shown in Table 2, which can be found above. With a mean score of 3.845 and a standard deviation of

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1.842, statement 1 was clearly agreed with by the majority of respondents (as shown in the table). Approximately 68% of the values were grouped around the mean. The chart also reveals that statement 2 had a mean score of 3.323 and a standard deviation of 1.325. This means that most of the respondents were unsure about the statement, and around 68% of the values are clustered around the mean. The majority of respondents agreed with statement 3, as shown by the mean score of 2.473, and around 68% of the values are clustered around the mean, as shown by the standard deviation of 1.229.

Additionally, the table includes the telemarketing descriptives, which constitute the second independent variable. Based on the data, statement 4 got an average score of 4.601 (indicating high agreement by most respondents) and a standard deviation of 1.382 (showing that about 68% of the values are concentrated around the mean). The majority of respondents agreed with Statement 5, which had a mean score of 3.827 and a standard deviation of 1.272. This means that about 68% of the values are grouped around the mean. Also, with a mean score of 4.646 (meaning most respondents strongly agreed) and a standard deviation of 1.292 (meaning about 68% of the values are grouped around the mean), statement 6 clearly stood out in the findings. The third independent variable, email marketing, is similarly described in the table. The findings showed that statement 7 had a mean score of 4.477, which means that most respondents agreed with the statement. The standard deviation was 1.303, which means that about 68% of the variations in the values were concentrated around the mean. Additionally, with a mean score of 3.110 and a standard deviation of 1.333, statement 8 shows that most respondents were unsure about the statement. This suggests that around 68% of the values are grouped around the mean. Statement 9 also had a mean score of 4.349 and a standard deviation of 1.298, suggesting that the majority of respondents agreed with the statement. This means that around 68% of the values are clustered around the mean.

In conclusion, table 3 also includes the descriptive statistics for the dependent variable, which is the consumers' patronage. A mean score of 3.314 for statement 10 indicates that most respondents were unsure about the statement, while a standard deviation of 1.334 shows that about 68% of the values are concentrated around the mean. Also, with a mean score of 2.177 (showing that most respondents disagreed with the statement) and a standard deviation of 1.287 (meaning that about 68% of the values are grouped around the mean), statement 11 clearly stood out in the findings. Statement 12 also had a mean score of 4.039 and a standard deviation of 1.269, suggesting that about 68% of the values are clustered around the mean. This suggests that most respondents agreed with the statement.

Hypothesis two

Ho: Telemarketing has no significant effect on customers' patronage of deposit money banks.

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H₁: Telemarketing has a significant effect on customers' patronage of deposit money banks .

Test statistic = Simple linear regression analysis

Decision criteria: Accept the alternative hypothesis if ($P < .05$) and reject the null hypothesis, if otherwise.

Table 6: Model summary of the effect of telemarketing on customers' patronage of deposit money banks

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.631 ^a	.515	.511	.81519

a. Predictors: (Constant), Telemarketing

Source: Author's Analysis via SPSS 2024

Table 7: ANOVA^a of the effect of telemarketing on customers' patronage of deposit money banks

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	78.074	1	78.074	229.629	.001 ^b
	Residual	73.541	216	.340		
	Total	151.615	217			

a. Dependent Variable: Customers' patronage

b. Predictors: (Constant), Telemarketing

Source: Author's Analysis via SPSS 2024

Table 8: Coefficients^a of the effect of telemarketing on customers' patronage of deposit money banks

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	2.242	.296		7.570	.000
	Telemarketing	.277	.179	.631	3.486	.001

a. Dependent Variable: Customers' patronage

Source: Author's Analysis via SPSS 2024

Interpretation

The findings of the linear regression research that looked at how telemarketing affected customers' loyalty to deposit money banks are shown in Figures 7, 8, and 9. A fairly high degree of effect is shown by the 63.1% impact of telemarketing and customer patronage (as seen in the R column of Table 7, the model summary). Telemarketing accounts for 51.5% of the variance in the dependent variable, which is the amount of money customers spend, according to an R² value of 0.515. Thus, a one-unit change in

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telemarketing might potentially reach 51.5% of the effect on customers' patronage of money deposit banks, all else being equal.

Based on the statistically significant overall prediction of the dependent variable by the independent variable (F-test, 229.629, $P < 0.05$) in Table 8, the regression model strongly suggests that telemarketing has a substantial impact on customers' patronage of deposit money banks. Table 9's coefficients demonstrate that telemarketing, an independent variable, makes a substantial contribution to the model, and the t-test result ($t=3.486$) clarifies that this is so with a P value (0.001) lower than the 0.05 error margins. In this case, we may reject the null hypothesis and accept the alternative, which states that telemarketing greatly enhances consumers' patronage of deposit money institutions.

Hypothesis three

H₀: Email marketing has no significant effect on customers' patronage of deposit money banks.

H₁: Email marketing has a significant effect on customers' patronage of deposit money banks.

Test statistic = Simple linear regression analysis

Decision criteria: Accept the alternative hypothesis if ($P < .05$) and reject the null hypothesis, if otherwise.

Table 9: Model summary of the effect of email marketing on customers' patronage of deposit money banks

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829 ^a	.601	.597	.83745

a. Predictors: (Constant), Email marketing

Source: Author's Analysis via SPSS 2024

Table10: ANOVA^a of the effect of email marketing on customers' patronage of deposit money banks

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	91.129	1	91.129	325.461	.009 ^b
	Residual	60.486	216	.280		
	Total	151.615	217			

a. Dependent Variable: Customers' patronage

b. Predictors: (Constant), Email marketing

Source: Author's Analysis via SPSS 2024

Publication of the European Centre for Research Training and Development UKTable 11: Coefficients^a of the effect of email marketing on customers' patronage of deposit money banks

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	3.149	.259			12.166	.000
Email marketing	.333	.176	.829		7.429	.009

a. Dependent Variable: Customers' patronage

Source: Author's Analysis via SPSS 2024

Interpretation

Email marketing's impact on deposit money bank customers' loyalty is shown in Tables 10, 11, and 12 as a result of a linear regression study. According to Table 10, the model summary, there is a very strong 82.9 percent link (as shown in the R column) between the two variables (email marketing and consumers' patronage). Email marketing explains as much as 60.1% of the variation in consumers' spending habits, according to the coefficient of determination (R²) of 0.601. This means that, all else being equal, there is a potential impact of a unit shift in email marketing on consumers' patronage of deposit money institutions of up to 60.1%.

The regression model provides substantial evidence to conclude that email marketing significantly affects customers' patronage of deposit money, as shown by the statistically significant overall prediction of the dependent variable by the independent variable (F-test, 325.461, $P < 0.05$) in Table 11. Email marketing is an independent variable that makes a substantial contribution to the model, as shown in Table 12's coefficients, where the P value (0.009) is less than the 0.05 error margins. The t-test result ($t = 7.429$) further clarifies that the independent variables have a direct and positive effect. Therefore, it can be concluded that email marketing significantly increases consumers' patronage of deposit money institutions, since the alternative hypothesis is accepted and the null hypothesis is rejected.

DISCUSSION OF FINDINGS

The results of the first hypothesis test showed that marketing deposit money banks on social media significantly increases client loyalty to such institutions. The study conducted by Abu-Qatlar and Husseini (2018) provides support for this conclusion. The researchers discovered that social media significantly affected the amount of money customers spent at retail outlets in Amman, Jordan. According to Sadeeq et al. (2019), social media significantly impacted consumer patronage of telecommunication services in New Delhi and Mumbai, India. This conclusion is in line with that research. This research suggests that social media marketing is a powerful tool that Nigerian deposit money banks may use to attract and retain clients.

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A statistically significant relationship between telemarketing and client loyalty to Nigerian deposit money banks was found in the second hypothesis test. A research conducted in Kumasi, Ghana, found that telemarketing significantly increased client patronage of new banking products (Asante et al., 2019). Supporting this conclusion is research by Hyuang et al. (2021), which indicated that telemarketing significantly affected the client loyalty of Shanghai, China's commercial banks. Based on these results, commercial banks in Nigeria may increase their chances of attracting and retaining clients by implementing a telemarketing strategy.

Lastly, no statistically significant relationship was found between email marketing and client loyalty to Nigerian deposit money institutions in the final hypothesis test. This result is in line with what Adeniyi et al. (2019) discovered: that customers in Ekiti State, Nigeria, who were marketed to via email were more likely to use deposit money banks. This conclusion is supported by the research of Abu-Qatlar and Husseini (2018), who found that email marketing significantly affected consumer spending at retail establishments in Amman, Jordan. This research suggests that deposit banks in Nigeria may greatly increase client loyalty by using an email marketing approach.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Researchers from all over the globe have scoured a variety of industries, including banking; to find out how direct marketing strategies can boost marketing performance and consumer loyalty in light of the widespread use of modern technologies like direct marketing in company operations. It is reasonable to conclude that direct marketing significantly and positively affects customer patronage of money deposit banks in Nigeria based on the results of this inquiry and the congruence of these findings with earlier research. Based on these data, the research indicates that commercial banks in Nigeria may greatly increase client patronage of their goods and services via the implementation of direct marketing tactics.

Recommendations

Informed by the findings of the study, the following recommendations are presented for possible implementation by commercial banks:

1. Commercial banks should intensify their use of social media as a channel for advertising their services and offering customer service to resolve customers' complaints in order to encourage patronage.
2. Commercial banks should continue to integrate telemarketing into their operations through dedicated customer care lines and short dial codes to accelerate service delivery to customers in order to improve customers' patronage.
3. Banks should upscale their adoption of the email marketing strategy by using it to deliver customer service, advertise their products to customers and update customers with vital transaction information on their accounts.

Suggestions for further research

Considering the limitations of this study, the following suggestions are presented for further research:

1. This study focuses overwhelmingly on the banking sector; hence there is need for more studies on other service sectors in Nigeria such as transportation, hospitality, and telecommunications, to provide more comprehensive research insight for practical service marketing implications.
2. This study was limited to telemarketing, email marketing and social media marketing; it is important that future studies accommodate other forms of direct marketing such as mobile marketing, to provide an array of effective direct marketing tools for implementation by service marketers

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