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Effects of Digital Marketing On Customer Satisfaction in Agro-Processing Industry: The Experience of ABC Highland Seeds Company Nigeria Limited

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ABSTRACT: The study examines effects of digital marketing on customer satisfaction in agro-processing industry: the experience of ABC highland seeds company. With the technology revolution in marketing strategy globally, competition among companies is becoming increasingly aggressive. E marketing plays an important role in enhancing competitive advantage, exploring potential market opportunities, and developing new business frontiers, all of which are moves towards rapid organizational growth and performance. The target population of the study was all consumers of Fproducts of ABC Highlands Seeds Company Nigeria Limited, resident in Kaduna, The research design was a cross sectional survey design. A sample size of 384 consumers was determined using Cochran's (1977) formula. The questionnaire was structured and close-ended in nature, and formatted on a five-point Likert scale, from strongly disagree (SD) with 1 point, to strongly agree (SA) with 5 points. The research instrument was a structured questionnaire. It was made up of two parts; Parts 1 and 2. Part 1, was on respondents information; Part 2, was on the seven research construct and divided into seven sections according to the constructs. Section A was on website design, B was on search engine optimization, C on social media marketing, D content marketing, E on email marketing, F on affiliate marketing, and Section G on customer satisfaction. Four items were used in measuring each of the seven constructs making it a total of 28 items for Part 2 of the questionnaire. The major objectives of the study was to examine the effects of digital marketing on consumer satisfaction in agro-processing industry The results of hypotheses testing, Hypothesis1 (H1) which states website design has significant effect on customer satisfaction, was supported ($t = 3.001$, $p < 0.05$). Hypothesis 2 (H2) which states that search engine optimization has significant effect on customer satisfaction, was not supported ($t = 0.152$, $p < 0.05$). Hypothesis 3 (H3) which states that social media marketing has significant effect on consumer satisfaction, was supported ($t = 3.111$, $p < 0.05$). Hypothesis 4 (H4) which states that content marketing has significant effect on customer satisfaction, was supported ($t = 2.804$, $p < 0.05$). Hypothesis 5 (H5) which states that email marketing has significant effect on customer satisfaction, was supported ($t = 3.058$, $p < 0.05$), and Hypothesis 6, which states that affiliate marketing has significant effect on customer satisfaction, was supported ($t = 4.042$, $p < 0.05$). Thus, of the six hypotheses tested, only Hypothesis 2, was not supported while Hypotheses 1, 3, 4, 5, and 6, were supported.

Key word: Digital Marketing, Consumer Awareness and Customer Satisfaction.

1. INTRODUCTION

Digital marketing is becoming central to all business operation in both small and large companies in the modern world today. They have changed methods of conducting business from initial face-face conversation to computers, mobile devices, e marketing and more. This also changed the way of marketing from normal advertisement in the newspapers, to digital marketing such as using other means available on social networks (Hasniaty et al., 2019). The use of digital marketing to aid the marketing functions has been widely acknowledge in the literature and by way of introducing the topic, it may be worth spending some little time defining more closely the area under investigation. (Mobydeen, 2021). The integration of new technologies in business operation has led to a boost in the use of digital marketing (Okoro & Anichebe, 2019). The new trend has totally faced out traditional marketing approaches, compelling marketers to maintain online engagement with their customers to promote and sell their products and services (Krishna et al, 2022; Anetoh, et al, 2025).

Digital marketing refers to the comprehensive strategies employed by businesses to reach and engage with their target audience through electronic platforms and the internet, this includes utilizing various digital channels like website design, search engines optimization, social media marketing, content marketing, email marketing and affiliate marketing to connect with both existing and potential customers satisfaction. Academia in both developed and developing countries have been researching with regards to digital marketing strategic channels that will inform, persuade, rebuild and restore the confidence in customer's buying behavior. Digital

marketing is vital for the growth of any business without it a business could offer the best products or service on the market but nobody would know of its existence. (Saleem, 2021). The development of digital marketing now increases more awareness, and it is important to note that every digital channel has it pros and cons and selecting the right digital medium that will inform target consumers is a key to success in business. However, there is little or no clarity on the effects of digital marketing strategies on ABC, Highland agro-seeds processing Company Nigeria Ltd on consumers satisfaction.

The objective of study was to examine the effect of digital marketing on customer satisfaction in agro- processing industry. Specifically, the study examined the effect of website design on customer satisfaction in agro- processing industry; investigated the effect of search engine optimization on customer satisfaction in agro- processing industry; assessed the effect of social media marketing on customer satisfaction in agro-processing industry; find out the effect of content marketing on customer satisfaction in agro- processing industry; determined the effect of email marketing on customer satisfaction in agro- processing industry; examined the effect of affiliate marketing on customer satisfaction in agro- processing industry. Hypothetically:

1. Website design has no significant effect on customer satisfaction in agro- processing industry

2. Search engine optimization has no significant effect on customer satisfaction in agro- processing industry
3. Social media marketing has no significant effect on customer satisfaction in agro-processing industry
4. Content marketing has no significant effect on customer satisfaction in agro- processing industry
5. Content marketing has no significant effect on customer satisfaction in agro- processing industry
6. Affiliate marketing has no significant effect on customer satisfaction in agro- processing industry

2. LITERATURE REVIEW

2.1.1 Customer Satisfaction

Customer satisfaction explained how happy a customer is in term of exchange of goods and expectations of its user. It captures the provision of goods or services that fulfill the customer's expectations in terms of quality and service in relation to the price paid. Customer satisfaction, as a business term, can also be used to measure how the supply of products or services surpasses customer expectations (Ibeh, 2021).

Customer satisfaction levels, Williams (2012) refer to Oliver's theory that divides potential customer satisfaction levels into three categories: First, negative disconfirmation happens when the level of service turns out to be worse than expected by the customer. Second, Positive disconfirmation, is the case where the service is better than expected by the customer. Third, simple disconfirmation, happens when the level of service matches the level of service expectations. Rai (2010) draws the basic formula of customer satisfaction as:
Customer satisfaction = Customer Perception of the Service Received – Customer Expectation of Customer Service

In this way it is easy to generalize that if the perception of the service received has exceeded the expectations of the service customer satisfaction will be positive; on the other hand, if the perception of the service received is less than the level of expectation of the product it would lead to customer dissatisfaction. Rai (2010), customers have a set of pre-established standards in their mind when they are about to purchase a product or service. The level of customer satisfaction is a result of comparison of this standard to the perception of the product bought or the service received. If the level of perception of product or service bought does match the established customer standards this will result in customer satisfaction, and if it fails to meet customer standards customers will be left dissatisfied.

Digital marketing is an unconventional method of promoting goods or services, employing platforms like search engines, websites, social media, emails, and mobile apps for advertisement delivery (Bharti & Kumar, 2020). Digital marketing refers to the promotion of products or brands using various electronic media channels (Abdul Rauf, 2016). Digital marketing involves the methods used to advertise and boost visibility for a brand, service, or product through online channels (Mobydeen 2021; Saleem & Siddik, 2021; Anetoh, Chinweze, Obiezekwem, Oranye, Okoro, & Oranu, 2025). Digital marketing encompasses all marketing efforts that use an electronic device or the internet (Cook, 2019).

Digital marketing is a contemporary form of promotion wherein sellers and advertisers utilize the internet and various digital platforms to connect with their target audiences (Krishna et al., 2022; Bhosale et al, 2020b).

2.1.2 Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is creating a website strategy that gets your pages, boosting organic traffic. It applies to various channels like websites, blogs, and info graphics (Gawade, 2019). SEO is a strategy within digital marketing aimed at increasing website traffic by enhancing its visibility in search engine results, such as Google. It plays a crucial role in boosting brand awareness and marketing efforts for businesses (Bharti & Kumar, 2020). SEO is a process which involves several techniques that help in optimizing the web content related to a brand (Khokale, 2019). SEO is the one of the widely used technique that provides web sites fast reachable (Yalcin & Kose, 2010). SEO is a strategy used to enhance a website's visibility and attract more visitors through search engines. It involves optimizing various aspects of a website to improve its ranking and increase organic traffic (Almukhtar et al., 2021). Search Engine Optimization, or SEO, is an ever-evolving set of strategies used in online marketing to help organizations reach more of their target audience (Yilmaz, 2019).

2.1.3 Content Marketing

Content marketing implementing strategies can enhance product brand recognition, lead to generation, and improve sales growth. To effectively capture and retain the attention of potential customers, content marketing necessitates the creation of top-notch materials, including blog posts, videos, and info graphics. The objectives can be accomplished by utilizing pertinent keywords, optimizing content for search engine optimization, and promoting content on various social media platforms (Ajina 2019).

2.1.4 Social Media Marketing

Social Media Marketing leverages platforms like social media sites to enhance online presence and advertise products and services. These sites facilitate the creation of both social and professional connections, as well as the sharing of thoughts and information (Saleem & Sadiq, 2021). Social media platforms enable businesses to interact directly with consumers quickly and affordably, achieving higher efficiency compared to traditional communication methods (Fridolf & Amautovic, 2013). The views of the authors justify the importance of social media in business cannot be overemphasized therefore, Social media marketing represents the contemporary electronic tools for marketing, offering a wide-reaching, cost-effective, swift, and highly efficient channel for consumers to access information and features of enticing products. This channel also facilitates the purchasing and selling process without requiring buyers to physically visit stores or locations (Sonali Gaur & Manisha, 2020). Marketing plays a vital role in promoting and impacting the sale of products or services, with social media platforms like Facebook that is now playing a critical role in this process (Saliin, 2023). According to Dwivedi et al. (2015), marketing is essential for promoting and influencing the sales of products or services, and the significance of social media platforms like Facebook in this regard cannot be overstated. Sabri et al. (2021) also stated that Social media marketing enables individuals to utilize online social networks to promote their websites, products, or services,

connecting with a significantly broader audience than conventional advertising channels.

2.1.5 Email Marketing

Email marketing, as its name suggests, is a method within digital marketing utilized for promoting brands and businesses via electronic mail (Bhosale et al., 2020a). Email marketing is a digital marketing strategy that employs electronic mail to distribute advertisements or promotional content (Patil et al., 2022). Email marketing is the traditional form of online marketing (Saleem & Siddik, 2021). Email marketing means different things to different people (Mullen Daniels, 2009). Email marketing is a potent tool for engagement, yet it also brings about numerous inquiries and challenges (Georgieva, 2012). Email marketing involves the practice of dispatching emails to existing and potential customers (Sean McPheat, 2011). Email marketing stands out as a unique form of interaction, enabling you to engage with customers directly in their email inboxes, (De Laat et al., 2014, Anetoh Ajakpo et al, 2025).

Email marketing, as opinioned by Sean McPheat (2011), states that is the practice of sending emails to both existing and potential clients. In essence, email marketing is a branch of digital marketing, in which a company uses email to advertise its goods and services Build and maintain relationships with current or potential clients Promote and sell things (Dag Heward-Mills, (2014). Email marketing is a tool to deliver advertising messages to a selected group of the target audience (Alghizzawi, 2019). This means that email marketing is specific to the group of clients; it is not like social media that any subscriber can watch the advert made by the organization

Taherdoost & Jalaliyoon (2014), opined that traditional marketing which include business cards, magazines, newspapers, posters, commercials on television as well as brochures and billboard are not enough having the importance of promotion in business, especially in the twenty first century when the business is digitalized. The performance of industries is the evaluation of success derived from the collective marketing efforts of an organization, it can also be viewed as a metric used to assess the level of market accomplishments attained by products manufactured by a company (Hasniaty et al., 2019; Okeke & Okoro, 2025). Sees marketing performance as a dimension of performance to measure how the marketing function contributes to the attainment of organizational objectives (Suherly et al., 2016). States that marketing performance assists marketers in evaluating the effectiveness of their marketing endeavors in progressing towards the objectives outlined in their marketing plan.

2.2 EMPIRICAL REVIEW

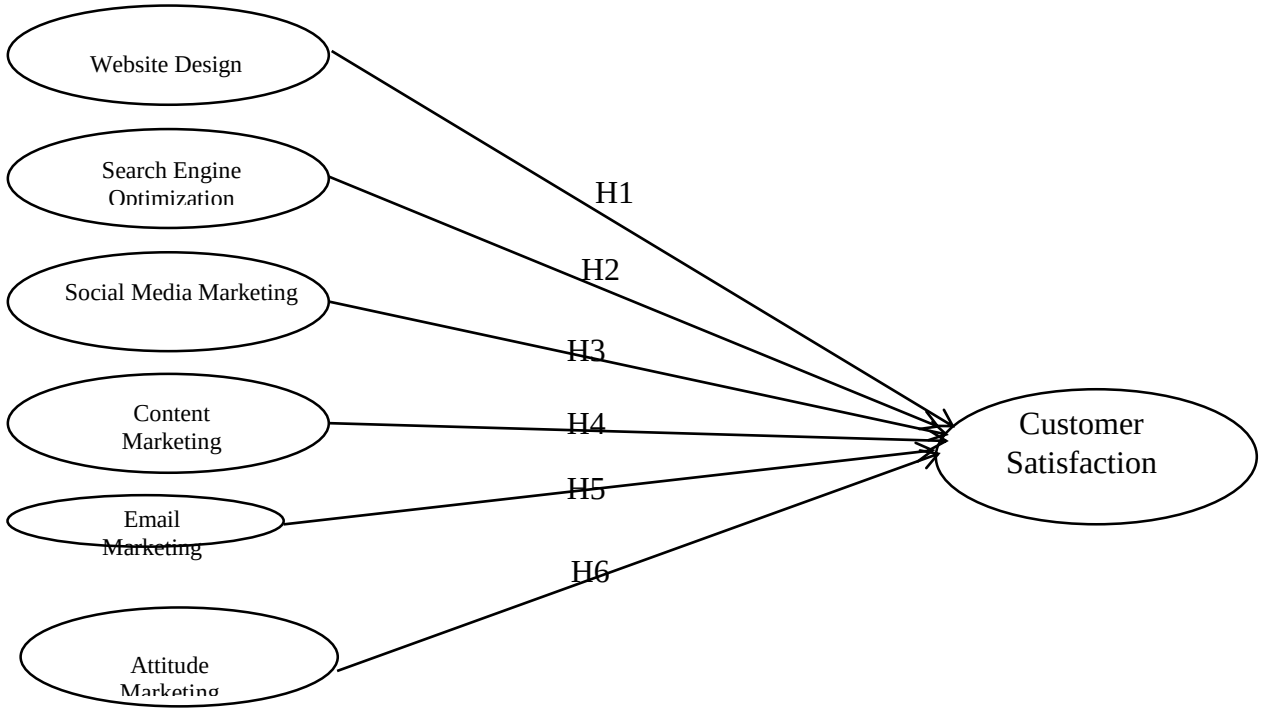
Bhosale et al. (2020), explore the digital marketing strategy to accelerate the process of buying and selling by reaching a wide audience quickly and efficiently. Digital marketing plays a crucial role in today's business landscape, making operations faster and more precise. Compared to traditional offline marketing methods, digital marketing is not only more cost-effective but also offers the advantage of easily tracking and analyzing results. Rather than conducting extensive customer research, businesses can swiftly gauge customer response rates and measure the success of their marketing campaigns in real-time. This study aims to underscore the importance of digital marketing in the modern

era. Pachore et al. (2016) investigated the impact of online marketing on small businesses and analyzing Ambiance's current social media strategies to identify the most effective methods of reaching target customers is crucial. By conducting a survey focused on social media and email usage, this study aims to determine which strategies yield the best results. Given the diverse age range of our customers, understanding their preferences for accessing business marketing can greatly benefit Ambiance and other small businesses alike.

Mobydeen (2021), assessed the influence of digital marketing practices on the organizational performance of mobile phone companies in Jordan. Employing both descriptive and quantitative analysis, data was gathered through a comprehensive questionnaire covering various dimensions such as Email Marketing, Social Network Marketing, Mobile Phone Marketing, Website, and Organizational Performance. The survey involved 178 employees holding managerial roles in telecom companies across Jordan. Results indicated a moderate level of influence of digital marketing practices on organizational performance, with an average score of 3.652 (SD=0.7224). Notably, there was a positive trend in the performance of telecommunication companies over the past five years, indicating a significant impact of digital marketing on their overall performance.

Ioseb & Gabelaia (2022), examined the importance of specific digital marketing tools in various aspects such as sales growth, consumer purchase decisions, product lifecycle, and customer engagement. Through both a survey and in-depth interviews, it was concluded that establishing a robust digital presence is crucial for reaching the intended audience effectively. The findings, drawn from insights provided by digital marketing experts, overwhelmingly favored Social Media Marketing, Content Marketing, and Search Engine Optimization as the most impactful strategies. Conversely, the effectiveness of email marketing was questioned based on the research outcomes. Furthermore, Content Marketing was analyzed separately to explore the significance of visual content within digital marketing strategies. Despite the abundance of written content available, the study highlighted the advantage of incorporating visual content distribution as part of digital marketing efforts. Ultimately, the research affirmed that targeting audiences through these platforms holds promise for enhancing the continuity of small and medium-sized enterprises in competitive markets.

Fig. 1 Conceptual Model.



3. METHODOLOGY

The target population of the study was all consumers of products of ABC Highlands Seeds Company Nigeria., resident in Kaduna, The research design was a cross sectional survey design. A sample size of 384 consumers was determined using Cochran's (1977) formula. The questionnaire was structured and close-ended in nature, and formatted on a five-point Likert scale, from strongly disagree (SD) with 1 point, to strongly agree (SA) with 5 points. .

The research instrument was a structured questionnaire. It was made up of two parts: Parts 1 and 2. Part 1, was on respondents information; Part 2, was on the seven research construct and divided into seven sections according to the constructs. Section A was on website design, B was on search engine optimization, C on social media marketing, D content marketing, E on email marketing, F on affiliate marketing, and Section G on customer satisfaction. Four items were used in measuring each of the seven constructs making it a total of 28 items for Part 2 of the questionnaire.

4. DATA ANALYSIS AND RESULTS

Of the 384 copies of questionnaire distributed, 350 were returned, Out of this number, only 320 copies were found to be valid, which represent 84.2% return rate and exceeds the 70% threshold for survey study (Baruch & Holtom, 2008). Data was checked and found to be fairly normally distributed (skewness < ±3 and kurtosis <±10), and there was no significant case of outliers. These met the criteria for multivariate data analysis as suggested by Kline (2005).

Table 1 Personal Characteristics of Respondents

Characteristics	Item	Frequency	Percentage
Age	Under 20	10	3.1
	21-30	70	21.9
	31-40	100	31.3
	41-50	90	28.1
	51 and above	50	15.6
Education			
	Primary	20	3.1
	Secondary	100	31.3
	Graduate	200	65.6
Gender	Male	200	65.6
	Female	120	34.4
Monthly Income (Naira)	<50,000		
	51,000-100,000		
	101,000-150,000		
	201,000-251,000		
	301,000+		

The measurement model consisted of seven latent variables (website design, search engine optimization, social media marketing, content marketing, email marketing, affiliate marketing, and customer satisfaction) and 28 manifest variables. The seven latent variables were tested for validity (convergent validity, construct validity, and discriminant validity) and reliability (internal reliability and composite reliability).

Confirmatory factor analysis (CFA) with Analysis for Moment Structure (AMOS), version .21, was used to test for all variant of validity and composite reliability. When CFA was applied, to the measurement models, it produced regression paths with estimates (factor loadings) that ranged from 0.69 to 0.85, which are greater than the recommended 0.5 threshold (Anderson et al., 1988), indicating that convergent validity was achieved. The computation of average variance extracted (AVE) resulted in values greater than the 0.5 acceptance level (Anderson et al; Zainudin, 2014; Hair et al., 2010), confirming the convergent validity of the models.

For construct validity to be achieved, at least one fitness index from each fitness category - RMSEA, and GFI (Absolute fit); AGFI, CFI, NFI, and TLI (Incremental fit); and CIMN (Parsimonious fit) - must meet the required level of acceptance for that index (Hair et al., 2006; Holmes-Smith, 2006). As shown in Table 2, the result of CFA indicates models with goodness of fit statistics.

Table 2: Fitness Indexes for the Seven Measurement Models

Model	RMSEA	AGFI	CFI	TLI	CIMN
Website design	0.060	0.924	0,901	0.8951	4.401
SEO	0.070	0.930	0.902	0.895	3.841
SMM	0.061	0.933	0.943	0.900	4.47
Content Marketing	0.053	0.900	0.933	0.901	3.84
Email marketing	0.078	0.911	0,925	0.940	4.50
Affiliate marketing	0.055	0.947	0.921	0.927	4.89
Customer satisfact.	0.057	0.905	0.932	0,901	4.00

Note: SEO = Search engine optimization; SMM = Social media marketing; RMSEA = Root means square of error approximation, AGFI = Adjusted goodness of fit indices, TLI = Tucker Lewis index, CFI = Comparative fit index,

The value of composite reliability for the model was above the 0.6 benchmark for composite reliability Zainudin, 2014; Hair et al., 2010). To assess the internal reliability of the models, The Scientific Package for Social Science (SPSS, V.23) was used to calculate the Cronbach's Alpa coefficients. The coefficients had a minimum value of 0.71 which are above the required minimum value of 0.70 (Cronbach, 1951). This verified the internal reliability of the models.

Table 3: Reliability and Validity Values

Construct	Indicator	Factor Loading	Cronbach	CR	AVE
Website design	wd1	0.77	0.70	0.83	0.63
	wd2	0.76			
	wd3	0.70			
	wd4	0.73			
Search engine optimization	se1	0.69	0.77	0.88	0.66
	se2	0.62			
	se3	0.70			
	se4	0.76			
Content marketing	cm1	0.70	0.74	0.88	0.67
	cm2	0.73			
	cm3	0.76			
	scm4	0.82			
Email marketing	em1	0.75	0.78	0.93	0.65
	em2	0.72			

	em3	0.76			
	em4	0.70			
Affiliate marketing	af1	0.73	0.74	0.88	0.65
	af2	0.69			
	af3	0.70			
	af4	0.74			
Customer satisfaction	cs1	0.70	0.71	0.87	0.65
	cs2	0.71			
	cs3	0.74			
	cs4	0.70			

Note: CR = Composite reliability, AVE = Average variance extracted

The instrument was also tested for discriminant validity. As indicated in Table 4, the square root of the AVE of each latent variable (bolded and in the diagonal) is greater than its correlation with other latent variables in the model, thereby satisfying condition for the discriminant validity of the model (Fornell & Larcker, 1981).

Table 4: Discriminant Validity (Fornell & Larcker, 1981- rule)

Construct	WD	SEO	SMM	CM	EM	AF	CS
Website design	**0.664**						
SEO	0.342	**0.608**					
SMM	0.535	0.531	**0.639**				
Content marketing	0.550	0.533	0.524	**0.630**			
Email marketing	0.533	0.463	0.601	0.572	**0.693**		
Affiliate marketing	0.421	0.379	0.524	0.492	0.550	**0.637**	
Customer satisfac.	0.440	0.439	0.543	0.398	0.503	0.477	**0.707**

Note: WD = Website design; SEO = Search engine optimization; SMM= Social media marketing; CM = Content marketing; EM = Email marketing; CS = Customer satisfaction.

Structural Model and Hypotheses Testing

After the validity and reliability tests, the four measurement models were linked together in a path diagram to form a structural model. The application of CFA on the structural model produced regression estimates and squared multiple correlation R^2. Table 5 indicates that the empirical data

Table 5: Goodness of Fit for Structural Model

RMSEA	GFI	.AGFI	TLI	CFI	CIMN	
O.O72	0.924	0.962	0.886	0.958	4.364	

fit the theoretical construct as shown in the model fit in Table 5. The regression model in Figure 2, and the coefficient estimates in Table 6, are the basis for the test of the hypotheses.

Table 6: Results of Tests of hypotheses

Hypotheses		Path Estimate	t-statistics	P value	Significance	Decision
H1	Website design → Customer satisfaction	0.859	3.001	***	Significant	Supported
H2	Search engine optimiz.. → Customer satisfaction	.0.097	0.257	0.15	Insignificant	Not Supported
H3	Social media marketing → Customer satisfaction	.1.671	3.111	***	Significant	Supported
H4	Content marketing → Customer satisfaction	0.900	.2.804	***	Significant	Supported
H5	Email marketing → Customer satisfaction	.1.503	3.058	0.03	Significant	Supported
H6	Affiliate marketing → Customer satisfaction	1.242	4.042	***	Significant	Supported

Note: $p < 0.05$;

4.2 Discussion of Findings

This study was designed to assess the effects of digital marketing on customer satisfaction in agro-processing industry: the experience of ABC highland Seeds Company Nigeria Limited. The findings from the results of hypotheses testing shown that Hypothesis1 (H1) which states website design has significant effect on customer satisfaction, was supported ($t = 3.001$, $p < 0.05$). Hypothesis 2 (H2) which states that search engine optimization has significant effect on customer satisfaction, was not supported ($t = 0.152$, $p < 0.05$). Hypothesis 3 (H3) which states that social media marketing has significant effect on consumer satisfaction, was supported ($t = 3.111$, $p < 0.05$).

Hypothesis 4 (H4) which states that content marketing has significant effect on customer satisfaction, was supported ($t = 2.804$, $p < 0.05$). Hypothesis 5 (H5) which states that email marketing has significant effect on customer satisfaction, was supported ($t = 3.058$, $p < 0.05$), and Hypothesis 6, which states that affiliate marketing has significant effect on customer satisfaction, was supported ($t = 4.042$, $p < 0.05$). Thus, of the six hypotheses tested, only Hypothesis 2, was not supported while Hypotheses 1, 3, 4, 5, and 6, were supported. The squared multiple correlation (R^2), which is indicative of the predictive power of the model (Hair et al., 2010). The estimates of R^2 indicate that the six independent variables explains 42.6% of the variance in customer satisfaction. The difference (57.4%) are due to error variance. These results indicate that the model has strong predictive power.

5. CONCLUSIONS

This study examine effects of digital marketing on customer satisfaction in agro-processing industry: the experience of ABC Highland Seeds Company Nigeria Limited. The study conclude that developing a total digital marketing strategy had significant effect on customer satisfaction.

Thus, of the six hypotheses tested, only Hypothesis 2, was not supported while Hypotheses 1, 3, 4, 5, and 6, were supported. The study makes the following recommendations:

1. Companies both big and small should use digital marketing to promote and monitor their day to day operations

2. Marketers should be computer based-compliant so as to be able to use and review each marketing channels for efficient product disposition.

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