JETMASE
Journal of Emerging Trends in Management Sciences and Entrepreneurship
Volume 7(2), Pages 70 - 84 December, 2025
ISSN: 2384-762X
https://www.jetmase.com

Digital Marketing and its Effect on Consumer Purchase of Pharmaceutical Products in Delta State of Nigeria

Efefairoro, Z.O.[1*], Chendo, N.A., Ph.D[2] & Anetoh, J.C., Ph.D[3]
[1,2&3]Department of Marketing, Chukwuemeka Odumegwu Ojukwu University, Anambra, Nigeria
Correspondence: jc.anetoh@coou.edu.ng, ORCID-ID Number: 0000-0002-9627-2064

ABSTRACT: The motivation that prompted this study emanated from poor adherence to customers' life time values, issues of website traffic, lack of control on social media platforms and high customer acquisition costs which have posed serious challenges on consumers of pharmaceutical products in Nigeria. To address these challenges, the need for empirical study on digital marketing becomes imperative. Therefore, this research examined the digital marketing and its effect on consumer purchase of pharmaceutical products in Asaba, Delta State of Nigeria. Accordingly, the specific objectives of the study aimed to determine the effects of e-mail marketing, mobile marketing, social media marketing and online affiliate marketing on consumer purchase of pharmaceutical products in Delta State. The study was anchored on uses and gratification theory. A survey research design was adopted. The population of this study was the customers of pharmaceutical products in Asaba, Delta State. The sample size was three hundred and sixty-eight. Face as well as content validity was used to establish the soundness of the measuring instrument. Test-retest reliability method was employed to establish the internal consistency of the measuring instrument. Multiple regression analysis was used to test the formulated hypotheses at 5% level of significance. The study found that e-mail marketing has a significant positive effect on consumer purchase of pharmaceutical products in Delta State**.** The findings revealed that mobile marketing has a significant positive effect on consumer purchase of pharmaceutical products in Delta State. The study found that social media marketing has a significant positive effect on consumer purchase of pharmaceutical products in Delta State. It was also found that affiliate marketing has a significant positive effect on consumer purchase of pharmaceutical products in Delta State. The researchers recommended that pharmaceutical firms should continue to invest on digital marketing channels for sustained patronage since they are significant enhancers of consumer purchase of pharmaceutical products.

Keywords: Digital Marketing; Consumer Purchase; Pharmaceutical Products; Delta State; Nigeria.

1. INTRODUCTION

The digital marketing is reshaping the economy as a whole including, redefining corporate models, revenue streams, consumer bases, and supply networks. In every sector of the new economy, new business models are emerging. Digital technology has had a profound and rapid impact on every aspect of human life. Technology has provided incredible tools and resources, putting the most useful information at the fingertips of each individual. Today, digital marketing is transforming the way marketers and consumers engage. The internet and the web have altered the dynamics of business; with the click of a mouse, one can have an Amazon package delivered to their doorstep within 48 hours. Consumers have 24-hour access to brands. Businesses are scrambling to listen to, respond to, and also engage with their customers promptly, while also adequately

addressing customer concerns (Bala &Verma, 2018). Digital marketing development has made the world faster than it used to be. its impact on business, particularly marketing techniques, is very essential. Its channels play an important role. There has also been a significant change in the foreign marketing strategy to the inner market route. Digital marketing is seen as a revolutionary way of marketing that offers new ideas for business (Omar & Atteya, 2020). Digital marketing is use digital channels to reach users. Their goal is to upgrade branding through a variety of medium digital media styles (Ghazie & Dolah, 2018). Prasanna (2022) see it as the marketing strategy of promoting products and services through digital platforms avenues. Waghmare (2012) affirmed that the availability of various digital channels and the accessibility of devices like smart phones make digital marketing effective in reaching a larger audience.

In today's technology community, many companies have resorted to using the digital instruments for marketing activities, which means mixing the digital marketing campaign techniques. Digital marketing is also a broad term that talks about a set of marketing processes that use all available digital channels to promote a product or service or create a digital brand. The best digital market activities that succeed in digital marketing are the company's website, social networks and online advertising (Ogbadu, 2021; Adedeji & Ezeabasili, 2018). Digital marketing has been described as a recent realistic and attitude involvement with marketing of commodities, and ideas via internet and other auto electronic mediums (El- Gohary, 2018). The Digital marketing allows communication between businesses and clients more powerfully, quickly and at times less expensively. As we, it has aided the marketing companies in gathering data concerning their consumers, customizing products and targeting prospective clients (Bush, 2017). Facilitated by economic development provided by internet as well as other associated technologies, a big number of companies are participating in digital marketing. Digital marketing is often one of the best cost effective approach when compared with the traditional way of marketing. Since its costs are cheaper and engagement is higher, it offers a superior return on investment (Chendo, 2021, Anetoh et al., 2020).

Businesses can target particular demographics, interests, and geographic areas using digital marketing. Reaching prospective clients who are likely to be interested in the supplied good or service is more likely thanks to this focused strategy. Unlike traditional marketing, digital marketing provides tangible and measurable results. It allows businesses to track their marketing efforts in real time, enabling them to adjust their strategies to improve performance. Digital marketing allows for two- way communication between businesses and their customers. It lets companies interact with their target market using a variety of digital platforms, including websites, emails, and social media. Through digital marketing, businesses can build and establish their brand more effectively. It allows for consistent and targeted brand messaging, which helps in creating a strong brand presence in the digital sphere. The primary concept behind digital marketing is to promote goods using digital channels that are linked to the internet. Novitasari, Supriatna, Asbari, Nugroho and Nadeak (2021) say that it is a process that uses the Internet to make promotion and contact between companies and customers more effective. This method helps businesses meet customer wants better (Dwivedi, 2022) and makes it easier for makers, sales teams, and customers to talk to each other (Erlangga, 2021). The phrase 'digital marketing' typically denotes the practice of promoting products or

services using electronic means. Digitat marketing serve the purpose of not only expanding the market reach but also facilitating client or consumer engagement (Becker, Wiegand & Reinartz, 2019).

Digital marketing is faced with some challenges such as poor adherence to customers' life time values, continual and unresolved issues of website traffic, lack of control on social media platforms and high customer acquisition cost, have posed a serious challenge on digital marketing platforms. Customers have little faith in online advertisements, and some believe they are fraudulent. This dilemma of the customer's lack of confidence is truly a major challenge to the growth and development of digital marketing. Ayia and Umar (2024) investigated the role of digital Marketing on the performance of small and medium scale enterprises in Nairobi. The findings showed that there is a positive significant relationship between digital marketing and sales performance of SMEs in the Nairobi business district in Kenya. Bahzad and Mohammed (2024) findings showed that digital marketing has a significant impact on customer purchase behaviour. Oyo (2024) assessed the impact of digital marketing on customer acquisition in Nigeria. The study found that digital marketing such as social media campaigns, search engine optimization and content marketing, significantly contribute to attracting new customers. Udodiugwu, et al. (2023) investigated the relationship between digital marketing and customer behaviour in the retail sector of Nigeria. The findings revealed that a positive significant relationship exist between them. In Nigeria, based on available literature reviewed, there is paucity of empirical studies on pharmaceutical sector concerning the effect of digital marketing. Therefore, to address the gap, this study is an attempt to close the knowledge gap by investigating the effect of digital marketing on consumer purchase of pharmaceutical products in Asaba, Delta State of Nigeria so as to broaden the frontier of knowledge in the pharmaceutical sector using Delta State as a reference point.

Objectives of the Study

The main objective of the study is to examine the effect of digital marketing on consumer purchase of pharmaceutical products in Asaba, Delta State of Nigeria. The specific objectives of the study are to;

1. Determine the effect of e-mail marketing on consumer purchase of pharmaceutical products in Asaba, Delta State.
2. Ascertain the effect of mobile marketing on consumer purchase of pharmaceutical products in Asaba, Delta State.
3. Examine the effect of social media marketing on consumer purchase of pharmaceutical products in Asaba, Delta State.
4. Determine the effect of online affiliate marketing on consumer purchase of pharmaceutical products in Asaba, Delta State.

Research Hypotheses

The following hypotheses are postulated in their null structures to guide the study:

Ho_1: E-mail marketing has no significant influence on consumer purchase of pharmaceutical products in Asaba, Delta State**.**

Ho_2: Mobile marketing has no significant influence on consumer purchase of pharmaceutical products in Asaba, Delta State.

Ho_3: Social media marketing has no significant influence on consumer purchase of pharmaceutical products in Asaba, Delta State

Ho_4: Affiliate marketing has no significant influence on consumer purchase of pharmaceutical products in Asaba, Delta State**.**

2. LITERATURE REVIEW

Digital Marketing

Digital marketing is the used of internet marketing or web-based marketing to accomplish marketing objectives and also to facilitate marketing endeavors so as to provide of superior services, management of supply chains, and cultivation of customer relationships (Anetoh et al., 2025; Liam, 2020). It is the utilization of electronic devices, specifically computers, to establish connections with consumers or customers. Al-Azzam and Al-Mizeed (2021) stated that the advent of digital marketing has emerged as a novel and transformative approach within the realm of marketing, thereby presenting unprecedented prospects for enterprises to engage in commercial activities. Digital marketing is the promotion of brands to connect with potential customers using the internet and other forms of digital communications (Nyagadza, 2022; Chukwujekwu & Ezeabasili, 2019). This includes email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. One of the benefits of digital marketing is that it creates the opportunity to connect with the large number of consumers who use mobile phones.

Su (2016) states that digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones (Schiele & Chen, 2018). Digital marketing is a modern concept (Crossman, 2019). Digital marketing is an alternate name for business or Trade (Mellinger & Hanson, 2020). Traditionally, we know that in business the seller and buyer will meet face to face at a place, and the buyer will buy some things and pay money hand to hand to seller. Digital marketing is an online-based business or web-based business (Chendo et al., 2025; Shalauddin, 2022).

E-Mail Marketing

Al-Azzam and Al-Mizeed (2021) defined e-mail marketing as a form of direct marketing wherein electronic mail serves as the medium for conveying messages or engaging with the targeted recipients. The e-mail is considered one of the most recent reliable means in the marketing and electronic commerce. This means represents the speediest method of exchange of digital messages on the internet (Foued Sabbagh, 2021). Email marketing in comparison to other forms of digital marketing is considered cheap; it is also a way to rapidly communicate a message such as their value proposition to existing or potential customers (Wikipedia 2023). Every e-mail that is sent to a client, whether it was a current customer or a potential one, might be regarded as email marketing (Anetoh et al., 2020; Olanrewaju, 2021; Ighomereho & Ezeabasili, 2013). This tactics entails businesses informing customers via email of their new activities, promotions and goods and services (Desai, 2019). Email Marketing is used to deliver target information to target customers at a convenient time (Omar & Atteya, 2020). This marketing enables businesses to send emails to meet customer needs, and direct use emails to communicate promotional funds for audience connection. Email marketing has emerged as a crucial tool in the digital marketing landscape which allows businesses to connect directly with their target audience, engage them effectively, and drive conversions (Henderson, 2023). Nevertheless, understanding the needs, time, and interesting letters based on consumer preferences can help raise a positive attitude towards email ads that remind of challenges to practitioners (Bokde & Seshan, 2019; Anetoh et al., 2025).

Mobile Marketing

Mobile marketing is a multi-channel digital marketing approach that includes websites,

email, SMS and MMS, social media, and applications to reach a target audience on their smartphones, tablets, and/or other mobile devices. The way people interact with brands is changing thanks to the advent of mobile phones. Everything that a desktop computer can do is now available on a smartphone. The Mobile Marketing Association (2018) defines mobile marketing as a collection of strategies that allow businesses to contact and engage with their customers in a relevant and dynamic manner using any mobile device or network. According to Dushinski (2019), mobile marketing serves as a bridge between businesses and their customers via their mobile devices at the right time and place with the correct message, and it demands the customer's explicit permission and/or active involvement. Furthermore, with the rise of mobile as a preferred promotional channel for many customers, marketers have been able to improve the level of permission-based marketing. Kaur & Kaur (2022) state that mobile marketing involves using remote media to deliver information and benefit all stakeholders. Cell advertising and marketing involves utilizing mobile devices such as mobile phones, PDAs, iPads, tablets, and more. It falls under the category of advertising and marketing activities. Cellular advertising has experienced significant growth over time (Persaud & Azhar, 2012). Mobile marketing is quickly becoming one of the most inventive ways to sell a certain product or service to new and potential client. Mobile marketing has grown in popularity among both businesses and consumers over the last several years. Small business owners must continually adapt to satisfy the growing need for consumer convenience as more consumers use smartphones and tablet PCs to explore and purchase goods and services online (Amirkhanpour, Vrontis & Thrassou, 2014; Chendo et al., 2019; Nwanolue, Ezeabasili & Obiora, 2018). Mobile marketing allows relevant information to be given to internet customers in a personalized and engaging manner.

Social Media Marketing

Social media marketing as the link existing between goods brands and consumers, as it offers personal channels and currency for networking with the user and promoting social interactions. Social media marketing is a new way of marketing through which businesses can very easily target their target customers (Keerthi Krishna, 2018), as well as how these conversations can be generated, promoted, and converted into revenue (Lukman, et al., 2021), Djakasaputra, et al (2021). It creates a more effective overview by introducing analytics applications on official social networking platforms (Keerthi Krishna, 2018; Ethel, 2022). It is a subset ofweb-based internet marketing activities and internet advertising campaigns (Rao, & Ratnamadhuri. 2018). Social media marketing is a new and fast-expanding trend that allows firms to effortlessly reach out to targeted clients. The use of social media websites and social networks to sell a company's products and services is known as social media marketing (SMM). Simply put, social media marketing is the use of social media channels to promote a business and its products. This type of marketing is a subcategory of online marketing activities that complement standard web-based promotion tactics like e-mail newsletters as well as online advertising campaigns (Constantinides, 2014). Social media marketing has injected a new concept of trust into mass communication and mass marketing by encouraging users to share messages to personal contacts (Kaur, 2016). Through the introduction of analytic software, social media marketers are now gaining greater and more effective knowledge courtesy of social network site platforms (Zarrella, 2019; Ifeoma, (2011).

Online Affiliate Marketing

Affiliate marketing is the technique of making money by advertising the products of other people (or companies). Affiliate marketing is a type of online marketing in which a company pays a blogger, website owner, or platform to promote their products or services on their blog, website, or platform. Pay-per-click, pay-per-lead, and pay-per-sale are the three basic types of affiliate ads (Edelman and Brandi, 2015). Affiliate marketing is the practice of a digital publication or website promoting an online merchant in exchange for a commission based on sales or leads generated by the promotion (Gregori, Daniele and Altinay, 2014). The majority of advertisers will use an Affiliate Network to track their Affiliate Campaign. The network will supply affiliates with a set of tracking links to place behind banners and text links on their websites. When a consumer clicks on that link, a cookie is placed on their computer, and the Affiliate Network records the click. The Affiliate Network's tracking tag is fired when that customer completes a transaction and reaches the advertiser's confirmation page. If the customer came from one of the Affiliate Network's publishers, that tag checks for the correct cookie, and the sale is registered in the Affiliate Network's platform. Both the advertiser and the affiliate should be able to see that the sale has been logged and a commission can be delivered through that platform. The advertiser fills out the tracking tag with all necessary information about the transaction, such as the price and order ID. Additional data, such as the product stock-keeping unit (SKU) or promotion code, can be included and tracked to aid in campaign performance analysis (Dwivedi, Rana and Alryalat, 2017).

Consumer Purchase Behaviour

Consumer purchase behaviour refers to the process of identifying, choosing and purchasing a particular product or service to satisfy one's desires and preferences. Consumer purchasing behaviour refers to the study of individuals, groups, or organizations and the systematic method they employ to select, acquire, and discard products (Senthilkumar & Venkatesh, 2017). Consumer purchase behaviour, according to Shani & Coghlan (2021) denotes to the process of selecting, purchasing, and using goods and services to fulfill their desires. He asserts that a combination of variables, qualities, and characteristics influence the customer's decision-making process, purchasing tendencies, shopping behaviour, the brands acquired, and the stores frequented. These variables combine to form a shopping decision. Consumer purchase studies exist in many researches such as (Anetoh, Nnabuko, Okolo & Anetoh, 2020; Anetoh, Ndubisi & Anetoh Ajakpo, 2025; Anetoh, Nnabuko, Anetoh & Chendo, 2020; Ezeabasili & Amaefuna, 2024). In pharmaceutical sector, the use of digital marketing tools seems to have significant as well as positive impacts on consumer purchase and patronage of pharmaceutical products. The consumer is influenced by various factors such as their lifestyle, tradition, socioeconomic class, peer groups, family, personal preferences, mental associations, and exclusivity considerations. Again, there are distinct elements that influence the consumer's purchasing decision, such as social, monetary, personal, and psychological considerations (Chendo et al., 2025; Anetoh et al., 2025; Ifeoma, 2011).

Theoretical Foundation

This work is anchored on the Uses and Gratification Theory. Uses and Gratification theory as propounded by Katz (1970) explains how people use media for gratification of their needs. This theory assumes that people chose what they want to see or read using different media so as to satisfy each individual’s needs. The primary objective of

this theory is to understand the psychological needs which shape people's reason for using the media and the reasons which motivate them to engage in certain media use for gratification of the positive and negative consequences of individual media use. This theory provides how consumers' needs are gratified and how their behavior is affected through the effect. Digital marketing fulfills, five categories of distinct needs of every consumer. They are cognitive, affective, personal integrative, social integrative and tension-free needs. They view characters with traits that appeals to them as behavior to mimic and this is considered as personal integrative need. Many consumers are moved by digital marketing platforms which in turn influences consumer purchasing decisions. Digital marketing connects people with other people globally which makes consumers interactive. Uses and gratification theory maintained that digital marketing is a platform where consumers get information concerning the products they want. The most relieving aspect of this theory is that consumers use digital marketing even at convenience. That is when you sit at the comfort of your house, purchase the products through digital marketing and the product is delivered to you.

Empirical Studies

Mamman, et al. (2025) analyzed how various digital marketing strategies affect business performance metrics in North Central Nigeria. The study found that digital marketing strategies, are essential for improving the performance of youth-managed SMEs in North Central Nigeria. Adjene, Oguh and Apepe, (2025) investigated the potential of leveraging digital marketing technologies to enhance the profitability of oil palm in Edo State, Nigeria. The study found that, there is statistically significant relationship between digital marketing technology adoption and the profitability of MSMEs in Edo State of Nigeria. Al Mustapha and Abdussamad (2025) evaluated digital marketing methods that influence start-up activity among entrepreneurs in Tarauni Local Government Area of Kano State. The study found that digital marketing faces obstacles stemming from security doubts about the digital environment and alterations in algorithms along with difficulties measuring ROI from these initiatives. Mbaze-Ebock, et al. (2025) examined digital marketing and customer patronage of eateries in Calabar area of Cross River State of Nigeria. Specifically, the following objectives were pursued to: examine the effect of social media marketing on customer patronage of eateries, determine the effect of email marketing on customer patronage of eateries; determine the effect of mobile marketing on customer patronage of eateries in Calabar. The study revealed that social media marketing had direct significant effects on customers of eateries in Calabar.The study also found that email marketing had a significant effect on customers of eateries in Calabar. The study found that mobile marketing had a significant effect on customers of eateries in Calabar. Narayanan (2021) explored the influence of digital marketing on the purchase behavior of consumers. The study found that the digital marketing has got a positive influence over the purchase behaviour.

Operational Research Model for the Study

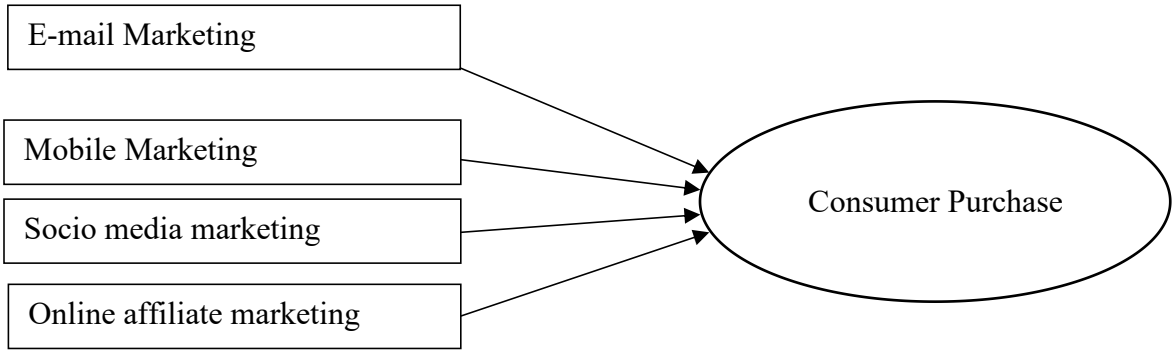


Figure 1: Operational Research Model for the Study
Source: Researchers' Schematics, 2025.

3. METHODOLOGY

The research design adopted in this study was the survey design. The questionnaire was used to collect raw data from the respondents. The geographical coverage of the study is Asaba, Delta State. The population of this study is the consumers of pharmaceutical products in Delta Central senatorial district, from which three major towns were chosen. Given that the number of pharmaceutical customers naturally fluctuates by new users and new entry, the study population size is therefore considered unknown. Since the population is difficult to get due to the nature of this study; the sample size of 368 was determined with the aid of Cochran's formula. This sample size of 368 satisfied the Malhotra and Birks (2000) position that 300 to 530 respondents are considered acceptable sample size that is adequate for quantitative consumer survey, where the population is not known. The study adopted convenience sampling. Only respondents who are willing and are ready to participate in the study are the participants. The primary data was used in this study and the structured questionnaire was used to obtain the data directly from the respondents. The instrument for data collection was the structured questionnaire. The instrument is structured in Likert scale format. The validity and reliability of the measuring instrument were checked which enhanced the soundness and internal consistency of the measuring instrument. In testing the hypotheses, the calculated value of the test statistic was compared with probability value. The decision rule applied in this research is to reject the null hypotheses, if the calculated value F-test at 5% significance level with respective degrees of freedom is greater than 0.05% level of significant, otherwise do not reject (accept). However due to the nature of the objective of the study, the researcher developed a model that captured the four objectives as specified below:

CPP = f (EMM, MMA, SMM, OAM)
CPP= Consumer Purchase of pharmaceutical products
EMM = E-mail marketing
MMA = Mobil marketing
SMM= Social media marketing
OAM = Online affiliate marketing
f=Functional Notation

The above equation can be put in an mathematical form as;
$CPP = b_0 + \beta_1 EMM + \beta_2 MMA + \beta_3 SMM + \beta_4 OAM + \mu$

4 RESULTS AND DISCUSSION

Table 1: Multiple Regression Model Summary Results

					Change Statistics					
Model	R	R^2	Adjusted R Square	Std. Error	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.698	.587	.579	1.10305	.487	64.704	1	322	.000	1.920

a. Predictors: (Constant), EME, MOM, SMM, OAM,

b. Dependent Variable: CPP

Table 2: Multiple Regression ANOVA Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	393.637	1	78.727	64..704	000[b]
	Residual	414.905	322	1.217		
	Total	808.542	323			

a. Dependent Variable: CPP

b. Predictors: (Constant), EME, MOM, SMM, OAM,

Table 3: Multiple Regression Coefficients Results

		Unstandardized Coefficients		Standardized Coefficients			95.0% Conf. Int.	
Model		B	Std. Error	Beta	t	Sig.	Low. Bound	Upp. Bound
1	(Constant)	.711	.001		8.632	.000	.090	.020
	EME	.374	.009	.373	2.051	.002	.010	.023
	MOM	.359	.013	.354	2.014	.003	.091	.099
	SMM	.591	.004	.588	2.112	.001	.014	.019
	OAM	.617	.002	.614	5.004	.000	.031	.060

Dependent Variable: CPP

Source: SPSS Output, 2025.

A careful look on table 3 shows that e-mail marketing has a t-statistics of 2.051 and a probability value of 0.002 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that e-mail marketing has a significant effect on consumer purchase of pharmaceutical products in Asaba, Delta State**.** Mobile marketing has a t-statistics of 2.014 and a probability value of 0.003 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that mobile marketing has a significant effect on consumer purchase

of pharmaceutical products in Asaba, Delta State. Social media marketing has a t value of 3.112 and a p-value of 0.000 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypothesis which state that Social media marketing has a significant effect on consumer purchase of pharmaceutical products in Asaba, Delta State. In addition, affiliate marketing has a t-statistics of 5.004 and a probability value of 0.000 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypothesis and conclude that online affiliate marketing has a significant effect on consumer purchase of pharmaceutical products in Asaba, Delta State of Nigeria.

Discussion of the Findings

This research examined the effect of digital marketing on the purchase of pharmaceutical products in Asaba, Delta State. Data were sourced from the customers of the selected firm. The result of objective one revealed that e-mail marketing has a significant effect on consumer purchase of pharmaceutical products in Asaba, Delta State**.** The results aligned with the findings of Ioanăs and Stoica (2014), Khatib (2016), Jindoliya (2017), Mainye (2017), Icoz, Kutuk and Icoz (2018), Bharucha (2018). Furthermore, mobile marketing has a significant effect on consumer purchase of pharmaceutical products in Asaba, Delta State. This finding supports the previous empirical studies like Khatib (2016) and Hewage and Madhuhansi (2019). Social media marketing has a significant effect on consumer purchase of pharmaceutical products. The finding is not in line with the work of Anetoh et al., (2025); Ioanăs and Stoica (2014), Khatib (2016), Mainye (2017), Icoz, Kutuk and Icoz (2018), Bharucha (2018), Pradeep and Nair (2018), Montague, Gazal and Wiedenbeck (2019); and Hewage and Madhuhansi (2019). Online affiliate marketing has a significant effect on consumer purchase of pharmaceutical products. The finding is in line with the work of Icoz, Kutuk and Icoz (2018), Voramontri and Klieb (2018), Bharucha (2018), Pradeep and Nair (2018), Montague, Gazal and Wiedenbeck (2019), and Hewage and Madhuhansi (2019).

CONCLUSION

This study has provided an in-depth understanding that digital marketing significantly enhances consumer purchase of pharmaceutical products in Delta State. Based on the findings, the study concludes that e-mail marketing has a significant effect on consumer purchase of pharmaceutical products in Asaba, Delta State. The study concludes that mobile marketing has a significant effect on consumer purchase of pharmaceutical products in Asaba, Delta State. The study concludes that social media marketing has a significant effect on consumer purchase of pharmaceutical products in Asaba, Delta State. The study concludes that affiliate marketing has a significant effect on consumer purchase of pharmaceutical products in Asaba, Delta State. Therefore, pharmaceutical firms should continue to invest more on digital marketing channels for increased purchase of pharmaceutical products in Asaba, Delta State of Nigeria. Based on the findings of this study, the researchers recommended the following;

1. Pharmaceutical firms should sustain the usage of email marketing for enhanced consumer purchase of pharmaceutical products in Delta State and beyond.
2. Pharmaceutical firms should launch more mobile marketing apps that would focus on raising brand awareness, promote a favourable brand image and create a “buzz” for enhanced consumer purchasing behaviour.

3. Pharmaceutical firms should have a social media handle for effective and enhanced consumers' enquiry and complaints management system as this will help to bring both the consumers and the firms closer.
4. Affiliate pharmaceutical marketers should continue to describe their products to online customers for more consumer purchase frequency.

REFERENCES

Abe, G.N. (2024). The role of digital marketing in expanding and managing international brand equity: The Case of Coca-Cola Company in Nigeria. *Global Scientific Journal 12(1), 1 13*

Adedeji, A.O. & Ezeabasili, I.E . (2018). Restructuring and Clamour For 'True'Federalism in Nigeria: A Comparative Analysis. *Advances in Social Sciences Research Journal, 5(2)160-168*

Adjene, F.O., Oguh, F.A. & Apepe, V.M (2025). Leveraging on Digital Marketing Technology to Enhance the Profitability of Oil Palm Micro, Small and Medium Enterprises (MSMEs) in Edo State Nigeria. *IIARD International Journal of Economics and Business Management* 11(1), 218-229

Al Mustapha, B. & Abdussamad, A.D. (2025). Effect of Digital Marketing Strategies on Business Creation Among Entrepreneurs in Tarauni Local Government Area: Kano State. *ISA Journal of Business, Economics and Management (ISAJBEM) 2(2), 12-25*

Al-azzam, A.F. & Al-Mizeed, K. (2021). The effect of digital marketing on purchasing decisions: A case study in Jordan. *The Journal of Asian Finance, Economics and Business*, *8(5), 455-463.*

Andreasen, A.R. (2002). Marketing social marketing in the social change marketplace. *Journal of Public Policy & Marketing, Journal of Public Policy & Marketing*, *21(1), 3-13.*

Anetoh, J.C., Anetoh Ajakpo, V.C., Nwatu, B.C. & Eboh, S.O. (2025). Innovative digital marketing platforms and sustainable development of bottled water businesses in Nigeria. Innovations, 80(1), 53-69.

Anetoh, J.C., Nnabuko, J.O., Anetoh, V.C. & Chendo, N.A. (2020). Multisensory and consumer purchase decisions: empirical evidence from malt consumers in Nigeria. *International Journal for Innovative Research in Multidisciplinary 6(4), 320-325.*

Anetoh, J.C., Nnabuko, J.O., Okolo, V.O. & Anetoh, V.C. (2020). Sensory attributes of malt drinks and consumer purchase decisions. *Journal of Food Products Marketing,* 26(5), 317-343.

Anetoh, J.C., Ndubisi, E.C. & Anetoh (Ajakpo), V.C. (2025). Influence of sensory attributes of malt brands on consumer purchase behavior in south-east Nigeria. *International Journal of Social Sciences and Management Research, 11(1), 369-383.*

Anetoh, J.C., Anetoh Ajakpo, V.C., Chendo, N.A., Oranye, H.1. & Akim, C.K. (2025). Determinants sustainable usage intention of point of sale technology among mega super markets shoppers in Nigeria. *International Journal of Marketing and Communication Studies*, 9(2), 24-34.

Anh T.P., Nguyen, A.V., Nhan V.H. & Giang, H.H. (2024). Social media marketing and customer purchase intention: Evidence-based bibliometrics and text

analysis. *Innovative Marketing, 20(2), 169-181.*

Asadiyah, E., Ilma, M.A., Rozi, M.F. & Kartika A.S. (2023). The role of affiliate marketing on purchase decision moderated purchase interest on Tiktok. *Asian Journal of Economics, Business and Accounting 23(23), 76-84*

Ashirwad C., Amarjeet K., Nilanjan P., Ramdas K.V. (2024). The impact of social media marketing on consumer purchase behaviour. *International Journal of Research Publication and Reviews, 5(4), 3598-3612*

Ayia, M.S. & Umar S.A. (2024). Investigating the role of digital marketing on the performance of small and medium-scale enterprises In Nairobi. *International Journal of Economics, Commerce and Management 12(1), 57-68*

Bahzad T.S. **&** Mohammed K.I. (2024). The impact of digital marketing management on customers Purchase behavior: Case Study of Soran City. *Entrepreneurship Journal for Finance and Business (EJFB), 5(1), 91-112*

Bala, M. & Verma, D. (2018). A critical review of digital marketing. *International Journal of Management, IT & Engineering*, *8(10),321-339*.

Bokde, U. & Seshan, S. (2019). To study the impact of digital marketing on purchase decision of youth in Nagpur City. *International Journal of Advance Research, Ideas and Innovations in Technology*, *5(3), 105-112*.

Bruce, E.; Shurong, Z.; Ying, D.; Yaqi, M.; Amoah, J. & Egala, S.B. (2023). The effect of digital marketing adoption on smes sustainable growth: empirical evidence from Ghana. *Sustainability, 15, 4760.*

Chendo, N.A. & Oguanobi, C.A. (2021). E-mail communication as a tool for marketing new products in Enugu metropolis. *International Journal of Scholarly Research, 4 (4), 01-17.*

Chendo, N.A. (2019). Brand association and consumer patronage of malt drinks in `eastern part of Nigeria; *International Journal for Innovative Research in Multidisciplinary Field,* 5(9), 148- 157.

Chendo, N.A., Anetoh, J.C., Obiezekwem, C.J. & Ohazulike, L.A. (2025). The philosophy behind boosting sales: do pricing strategies affect consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria? *IIARD International Journal of Economics and Business Management,* 11(4), 291-303.

Chukwujekwu O.N. & Ezeabasili,I.E.(2019). Party Politics and Internal Democracy in Nigeria: People's Democratic Party (PDP) in Anambra State, 2006-2016.*World Journal of Innovation Research* (WIJR), 6(6):48-55

Desai, V. (2019). Digital marketing: A review. *International Journal of Trend in Scientific Research and Development*, *5(5), 196-200.*

Djan, V.A. (2021). The Effect of Digital Marketing on Consumer Purchase Behaviour: A Case Study of Fan Milk Ghana Limited. Ghana Institute of Journalism in Public Relations

Dushinski, K. (2019). The mobile marketing handbook: A step-by-step guide to creating dynamicmobile marketing campaigns. Cyber Age Books.

Dwivedi, Y. K., (2022). A broad overview of interactive digital marketing: A bibliometric network analysis. *Journal of Business Research*, 131, 183–195.

Erlangga, H. (2021). Effect of Digital Marketing and Social Media on Purchase Intention of Smes Food Products. *Turkish Journal of Computer and Mathematics Education*

(TURCOMAT), *12*(3), 3672–3678. *https://doi.org/10.17762/turcomat.v12i3.1648*

Ethel, I.E. (2022). Political Thuggery and Insecurity in Nigeria, 2015-2021. *International Journal of Social Science and Human Research*, 5(7): 3185-3188

Ezeabasili, I.E. & Amaefuna, J.U. (2024). Analyzing the Impact of Social Media on Public Perception of the Israeli-Hamas Conflict .*Journal of Emerging Technologies and Innovative Research* (JETIR) vol 11(9): 31-37 2359-5102 **UGC approved journal No.63975** www.Jetir.org

Fathima, A. A. L. & Harjinder, K. **(**2023). The Impact of Digital Marketing Strategies on Purchase Intention of University Students Towards Brands in Kuala Lumpur, Malaysia. *Electronic Journal of Business and Management 8(4), 1-18*

Grumbach, J. M. & Sahn, A. (2020). Race and representation in campaign finance. *American Political Science Review, 114*(1), *206-221. https://doi.org/10.1017/S0003055419000637*

Gunasekara, N.S.W. (2025) Influence of Digital Marketing on Enhancing Sales of Small and Medium Enterprises. *International Journal of Humanities, Art and Social Studies (IJHAS), 10(1), 29-39*

Hadiwijaya, H., & Yustini, T. (2023). Analysis of consumer preferences towards digital marketing and its implications on the competitive advantage of SMEs in Banyuasin Regency. *Annals of Human Resource Management Research, 3(2), 83-96.*

Ibiwumi, A. M., Adegbola, A. E., Araga, A. S., Alabi, J. A. & Gambo, N. (2024). Digital Marketing Strategies and Consumers' Purchase Behaviour in Selected Online Shops in Abuja Metropolis. *FULafia International Journal of Business and Allied Studies (FIJBAS) 2(2), 1-15*

Ifeoma, E.E. (2011). The Nature of Conflict in Africa and its Impact on Africa International Relations: The Case of Darfur. *World Affairs: The Journal of International Issues.* 15(3), 88-112.

Ifeoma, E.E. (2011). Nigeria Foreign Policy and the Politics of Debt Relief. *Canadian Social Science.*7(2), 153-165.

Ighomereho, O.S. & Ezeabasili, I.E. (2013). The Role of Marketing in Public Policy Decision-Making: The Case of Fuel Subsidy Removal in Nigeria. *IOSR Journal of Humanities and Social Science (IOSR-JHSS). Vol. 6 (5):* 7-15

Lawal, M. L.; Umar, T. R. & Adamu, M. U. (2025) The Impact of Digital Marketing on Customer Satisfaction in Nigeria's Mobile Phone Industry. *International Journal of Innovative Science and Research Technology 10(3), 16-29*

Lindi U. M. & Syifa F. H. (2023) The Impact of Affiliate Marketing and Service Features on E Commerce Consumers Purchase Interest. *Almana Jurnal Manajemen dan Bisnis 7(1), 49-55*

Lukman, L., Sujianto, A., Waluto, A. & Yahya, M. (2021). Service Quality and Consumer Satisfaction: An Empirical Study in Indonesia. *The Journal ofAsian Finance, Economics and Business, 8(5), 971–977*.

Maina, M. (2021) Impact Of Digital Marketing On Consumer Purchase Behavior Among The Students Of Bbit At Riara University. Business Information and Technology (BBIT) at Riara University in School of Computing Science.

Mamman, Z. N.; Ugwuonah, G. E; Ewuzie, C. O., Obeta, C. E. & Okolo, V. O. (2025) Influence of Digital Marketing Strategies and Performance of Youth Managed Small and Medium Enterprises in North- Central Nigeria. *Innovations, Number 80(2)1-13*

Marquerette L.U. & Hamidah S. F. (2023) The Impact of Affiliate Marketing and Service Features on E Commerce Consumers Purchase Interest. Almana: Journal of Management and Business.; *7(1):49–55*.

Masud, T.M. (2017). Digital Marketing Practices in Bangladesh: Constraints and Guidelines. *International Journal of Business and Management Invention, 6(11).*

Mbaze-Ebock, V.A., Nkamare, S.E., Umoh, E.E., Bernard S.E., Abang, G.N. & Akpandem, E.E. (2025) Effect of Digital Marketing on Customer Patronage of Eateries. *International Journal of Marketing and Communication Studies 9(2), 35-45*

Mochoge, J. B., (2020) Digital Marketing Strategies and Consumer Purchase Decision of Online Stores within Nairobi City County. Department of Business Administration School of Business, University of Nairobi.

Nwanolue, B.O.G., Ezeabasili, I.E. & Obiora, C.A. (2018). Performance Management And Employee Productivity in Chukwuemeka Odumegwu Ojukwu University. *International Journal of Humanities and Social Science*, 3 (11):23-43

Ogbunankwor, C. E. Nwangene, O.C. & Chendo, N.A. (2023). Importance of facilities and customer service on leisure guests' choice of hotels: empirical evidence from Nigeria. *Logistics and Toursim International Research Journal, 8(1)*

Ogbunankwor, C.E., Chendo, N.A., & Nwangene, O.C. (2022) The influence of cleanliness and location on consumer choice of hotels: A Nigerian Study, *European Journal of Hospitality and Tourism Research, 10(3), 23-46*

Ohazulike, L.A. & Chendo N.A. (2022). Billboard advertising effects on consumers' purchase intent of Heineken in Onitsha Metropolis. *International Journal of Advanced Research in Statistics, Management and Finance 9 (1)*

Ohazulike, L.A. & Chendo, N.A. (2022). Essential of sales representatives' training in beverage manufacturing. *Journal of emerging trend in management science and entrepreneurship studies 4 (2) 48-57*

Omar, A. M. & Atteya, N. (2020). The impact of digital marketing on consumer Purchase decision process in the Egyptian market. *International Journal of Business and Management*, *15(7), 120- 132.*

Oyo, D. (2024). Impact of Digital Marketing on Customer Acquisition in Nigeria. *International Journal of Business Strategies 10(2), 12-23.*

Prasanna, P. (2022). Advantages and Disadvantages of Secondary Data | Secondary Data Meaning, Sources, Types, Methods and Benefits

Qazzafi, S. (2019). Consumer Purchase decision process toward products. *International Journal of Scientific Research and Engineering Development, 2(5), 130-134*.

Rahman, A, & Chatterjee, R. (2024) Social media marketing and its effect on consumer Purchase behavior, brand loyalty, and brand relationships: a study of the media industry. *Academy of Strategic Management Journal, 23 S(3), 1-11.*

Rao, N.T. & Ratnamadhuri, K. (2018). Digital Marketing Communication and Consumer Purchase Decision Process: An Empirical Study in the Indian Passenger BIKE Market. *International Journal of Management, Technology and Engineering,* 8(12), 3092-3107.

Schiele, K. & Chen, S. (2018). Design thinking and digital marketing skills in marketing education: A module on building mobile applications. *Marketing Education Review, 28(3), 150 154*.

Shama S.M. (2022). Impact of Affiliate Marketing in e Business on Consumer Purchase Behaviour. *International Journal of Food and Nutritional Sciences 11(11), 1-13*

Shamieh, B. & Shehada, M. (2020). The influence of social media applications on youth purchasing decision at the University of Jordan. *International Journal of Management Science and Business Administration, 6(4), 30-41*.

Shani, A. B., & Coghlan, D. (2021). Action research in business and management: A reflective review. *Action Research, 19(3*), 518-541.

Suleiman R., Ikenze N., Gambo N. & Cross D. (2024) Digital Marketing and Consumer Purchase Behaviour in Nile University of Nigeria, Abuja, *British Journal of Marketing Studies*, *12(1), 16-27*

Udeozor, O. F., Rasheedul, H., Abdul, R., Ahmed A., Shaikhah, A., Farha, Z. A. L. & Majid, B. M. I. (2023) *The Impact of Digital Marketing on Consumer Purchasing Behaviour. Journal of Digital Business and Marketing 29(2), 378-405 DOI: 10.46970/2023.29.2.18.*

Udodiugwu, M. I., Eneremadu, K. E., Obiakor, U. J., Okeke, O. V. & Njoku, C.O. (2023). Digital marketing and customer behaviour in the retail sector of Nigeria. *Journal of Digital Business and Marketing*, 1(1), 25-47.

Udonde, U. E. & Etuk, A. (2024). Internet Marketing and customers' purchase intentions toward Virtual Banking Services in South-South, Nigeria. *IIARD International Journal of Banking and Finance Research 10(1)141-153*

Ugonna, I.A., Okolo, V.O., Nebo, G.N., & Ojieze, J. (2017). Effects of online marketing on the behaviour of consumers in selected online companies in Owerri, Imo State, Nigeria. *International Journal of Business and Management Invention, 6(6), 32-43*.

Uloko, A. & Ogbadu E.E. (2021). Digital marketing and consumer purchase behaviour of Electronic Products in Nigeria. *International Journal of Business Marketing and Management (IJBMM) 6(3), 90-102*

Wikantari, M.A. (2022). The effect of social media marketing on Purchase Decisions Moderated by Product Quality. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE) 5(2) 672-686.*