

RESEARCH ARTICLE

# INTERACTIVE CONTENTS MARKETING AND PATRONAGE OF LADIES WEARS PRODUCT IN UYO METROPOLIS, AKWA IBOM STATE, NIGERIA

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**Abstract:** The aim of this study was to examine the effect of interactive contents marketing on product patronage of selected online ladies' wears in Uyo, Akwa Ibom State. The survey research design was employed. The population of the study constituted customers from the three online shops selected by the researcher. Data were collected using questionnaire and analyzed using both mean and standard deviation and the hypotheses were tested using correlation and multiple regression analyses. The findings showed that interactive videos, interactive info graphics and interactive quizzes, all variables of interactive contents marketing, have positive effects on product patronage of ladies wears. Consequently, it was recommended that ladies wears online shops should sustain their interactive contents that is active, organic, and presents a consistent view of brands. They should ensure all brand elements such as logos, colours, branded hash tags, image etc. are present and consistent in their main websites. Also graphics elements such as filters on images, font for text in video and photographs are the same. They should ensure their profiles contain a secure link to their website and other relevant social media profiles. They should also partner with popular websites to host their business link page, thereby inviting other internet users to their interactive content home page.

**Keyword:** *Interactive contents marketing, Interactive videos, Interactive infographics, Interactive quizzes, Product patronage.*

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## INTRODUCTION

Human beings naturally do not only need connection, they crave it. This need for connectedness could be part of the reason behind the invention of the internet and computer technology. Before the emergence of the internet, marketing practices were based only on offline strategies. Traditionally, marketers use avenues such as television, radio, bill boards, newspapers, direct mail, phone calls, postcards, catalogs, brochures and other printed materials to advertise their products and reach out to the consumers.

These one-way medium of communication were only aimed at persuading customers to take actions now or the future. Though those traditional marketing tools are still in use today, but they do not create a global and fast communication network where consumers are given instant feedback on any transaction they carry out.

They equally do not make for customer active participation so as to reveal customer desires and experiences with firms products and services. With the advent of the internet, marketing has gone digital, enabling marketers to create interactive content. Products are showcased online to a vast number of current and potential customers; consumers make their choices and have one on one communication with suppliers thereby creating awareness of products globally and increasing value for customers.

This paradigm shift is aimed at enhancing a firm's level of customer patronage. Following a critical review of successful performance of Amazon.com within a three-year duration, (Charles and Uford, 2023) mention that customer patronage determines a firm's volume of sales, profit margin and customer

retention level and as well assures a firm's sustainability in business.

Interactive content marketing encourages greater customer participation by allowing customers to interact, enjoy process, gain insight without feeling targeted. Hence, customer's attitude towards product, preferences and buying behaviour are influenced by interactive content marketing. This piece will identify the effect of interactive contents marketing on product patronage of ladies wears product in selected online vendors and customers of ladies wears in Uyo, Akwa Ibom State.

### Statement of the Problem

To get a fashionable dress was a difficulty one before now, one would go through boutiques, newspapers and television to see if they could get something desirable and valuable. More so, it was so difficult for sellers to draw and sustain the attention of consumers to purchase their products. It is well thought-out that largely, vendors of ladies wears businesses are devoid of a clear understanding of internet marketing which could enable them solve those difficult problems and make sales.

Internet has given customers a terrific playground for spreading, communicating on a global scale as messages are more real (Akpan *et al.*, 2022; Ekong *et al.*, 2023). This virtual reality affords customers the opportunity to explore virtual contents to gain their own personal experiences. Interactive contents marketing emerges as a tool which can be used to persuade, engage and entice customers giving them the opportunity to explore, chose what they want and as well share their experiences with their families and friends.

Few ladies wears businesses that are into interactive content marketing are faced with the enormous difficulty of competing with competitors. Some organizations have gone into the expansion of their online market services in order to achieve additional share of the market. Therefore, it has become imperative for other internet marketers to adopt interactive contents marketing especially in the use of interactive videos, interactive infographics and interactive quizzes as tools of earning advantage over competitors and improving product patronage.

The existing empirical studies on content marketing are majorly related to effect of content marketing on customer engagement and customer loyalty (Phan, *et. al.* 2020; Chan, 2017; Lopes and Casaia, 2022). There seem to exist few empirical studies on interactive content marketing and product patronage in Nigeria. Furthermore, no study in Nigeria has measured interactive content using interactive video, interactive infographics and interactive quizzes.

Hence, this study fills the gap in literature by examining the effect of interactive content marketing on product patronage of ladies wears of selected online shops in Uyo, Akwa Ibom State, Nigeria. This research examined the effect of interactive contents marketing on patronage of ladies wears of selected online shops in Uyo, Akwa Ibom State which were Hidee Collections, Nssipees Luxury, GloudIee.

### Objectives of the Study

- To examine the effect of interactive video on patronage of ladies wears in Uyo, Akwa Ibom State.
- To ascertain the effect of interactive infographics on patronage of ladies wears in Uyo, Akwa Ibom State.
- To access the effect of interactive quizzes on patronage of ladies wears in Uyo, Akwa Ibom State.
- To determine the joint effect of interactive video, interactive infographics and interactive quizzes on patronage of ladies wears in Uyo, Akwa Ibom State.

### Research Question

- What is the effect of interactive video on patronage of ladies wears in Uyo, Akwa Ibom State?
- To what extent do infographics affect patronage of ladies wears in Uyo, Akwa Ibom State?
- To what extent do interactive quizzes affect patronage of ladies wears in Uyo, Akwa Ibom State?
- What is the joint effect of interactive video, interactive infographics, and interactive quizzes on patronage of ladies wears in Uyo, Akwa Ibom State.

### Research Hypothesis

The following hypotheses were formulated to support the objectives:

H<sub>01</sub>: Interactive video has no significant effect on patronage of ladies wears in Uyo, Akwa Ibom State.

H<sub>02</sub>: Infographics have no significant effect on patronage of ladies wears in Uyo, Akwa Ibom State.

H<sub>03</sub>: Interactive quizzes have no significant effect on patronage of ladies wears in Uyo, Akwa Ibom State.

H<sub>04</sub>: There is no significant joint effect of interactive video, interactive infographics and

interactive quizzes on patronage of ladies wear in Uyo, Akwa Ibom State.

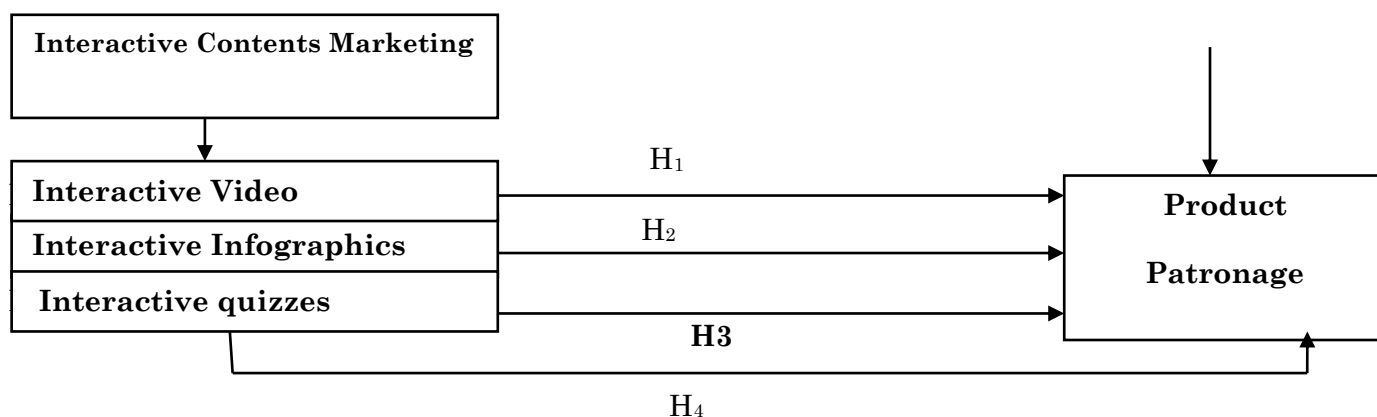
**LITERATURE REVIEW**

**Research Model**

In aligning with the hypotheses formulated, a model was developed conceptually to determine the relationship between the independent variable (interactive contents) and the dependent variable (product patronage) of ladies’ wear product.

**Independent Variables**

**Dependent Variable**



**Fig. 1: Researchers Conceptual Model (2023)**

**Interactive Contents Marketing and Product Patronage**

Content Marketing Institute defined content marketing “as a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience-and, ultimately, to drive profitable customer action. The implication is that content marketing is much more than selling products and services to consumer. It aims at creating value for customer through the use of contents in form of videos, infographics, images and other content forms (Vinerean, 2017).

Content marketing focuses on supplying customers with value, while establishing lasting relationship with customers (attracting and retaining customers) and as well achieving the profit goals of the company. The aim of content marketing is to make extensive contribution to the organizational goals. This happens through interaction and promotion of the products to customers on social media platforms where a number of actual and potential customers spend a great

deal of their time. (Deshpande, 2020). To remain in today’s competition; there is a requirement for quality strategic communication (Erdogmus dan Cirek, 2012). As such, organizations engage the services of social media experts to create content in brands which could capture the prospective consumers.

Actions like involving customers by disseminating important content on social media with them, obtaining feedbacks, reacting cleverly, and eventually fine-tuning or formulating marketing strategies drawn from responses from the web traffic which places the company on a high visibility in search engines optimization (Dodokh and Al-Maaitah, 2019), have increased customer’s confidence in a brand or firm.

Given that Consumers have become more enlightened, classy, informed, and more exacting, marketers should not lose sight of the needs and wants of their customers by interacting constantly with them. Consequently, Du Plessis (Du Plessis, 2015),

highlights the significance of engaging their consumers in meaningful relationships. Introducing a new dimension in the definition of content marketing, he defined content marketing as a strategic brand storytelling technique aimed at changing consumers' inactive behavior through unobtrusive, engaging brand conversations in earned media." This definition emphasises the importance of contents being interactive in nature (interactivity of contents) in facilitating relationship between organisations and their customers.

Accordingly, Izea (Www.izea.com, 2017) in their publication on Interactive Content Marketing Example, interactive content marketing actively engages the audience. Interactive content such as quizzes and calculators have become increasingly popular with audiences.

The major implication of interactive content marketing is to getting consumers' or buyers' attention and springing them action, by satisfying their information need (information about products and services). Although, customer satisfaction has been researched to be the major driver of repetitive purchase, customer loyalty and retention in several studies (Onobrakpeya and Mac-Attama, 2017), it also plays important role in the level of customer patronage of goods and services of a firm.

The importance of customer patronage (for all businesses) in providing marketing management with metrics in determining and improving customer service delivery cannot be overemphasized. Furthermore, Angelova & Zekiri (Angelova and Zekiri, 2011) stressed that word of mouth is a very influential tool used by consumers in expressing their experience, with products and services, whether good or bad, within their communal circles.

While customers that are satisfied will express their satisfaction to six people, those that are not satisfied will spread their negative experience to at least ten people hence the need to develop and share quality content online. Whether one is hoping to educate, sell something, or attract more visitors to a site, interactive content makes it considerably more likely that such would do something.

## Interactive Content

The word "content" originated from publishing as images, motion graphics, words, needed to be very interesting to attract the target audience to follow up the publisher whether it was a radio channel, TV, newspaper, magazine (Holliman and Rowley, 2014). Content, according to Handley and Chapman (Handley and Chapman, 2011), is defined as "anything created and uploaded to a website: the words, images or other things that reside here. Equally, Halvorson and Rach (Halvorson and Rach, 2012) posits that content is "what the user came (to your website) to read, learn, see or experience.

Hence, content describes any material in form of text, images, videos and others offered to the public on the internet to inform of a product or service offering. Mollen and Wilson (Mollen and Wilson, 2010), further defined content interactivity as "the extent to which users perceive interaction or communication as bidirectional, able to control and respond to their actions". Kim and Yang (Kim and Yang, 2017) on the other hand asserted that interactivity is very important in communicating and maintaining relationships.

Hence, "interactive content is any type of material that conveys its message by encouraging users participation". Consequently, the content experience evolution is from passive consumption to active engagement. It is one-on-one interaction between marketers and customers and different from static content.

For the purpose of this paper, the authors hereby define interactive content as a content that affords customers the opportunity to engage in conversation with the content piece which requires active participation from both sides. It consists of several components such as interactive video, interactive infographs, interactive quizzes, interactive calculators, polls and surveys, interactive assessments and others

## Interactive Video

Interactive video is a kind of video which uses customer input and acts according to the instruction given by the customer. In simple terms, interactive videos have clickable areas designed for specific actions.

They operate like normal videos and as same time capable of responding to customer input. It produces amazing conversion rate that is why fashion brands and business owners alike rush to include interactive video content in their marketing. The higher the quality of the video, the better and more attractive it will be to the consumers. Interactive videos are carried out in this Social networking websites like Facebook, YouTube, whatsapp, and Instagram where graphics and text are used to allow videos to be shared.

According to Izea Marketing Guide (Www.izea.com, 2019), Interactive content marketing are beneficial in creating high customer engagement, raising brand awareness, fostering customer brand loyalty, driving shareability, generating data, generating leads, boosting conversation and boosting traffic to other contents. A consumer while interacting with interactive content of a firm is highly engaged and at same time becomes aware of the brand.

As he gets more and more interested in the brand, his loyalty is won because he feels involved in the decision making process of the product or service. Furthermore, as consumers engage in interactive contents like quizzes, they answer questions about themselves. These answers provide marketers with data. Hence, interactive content generates customer feedback that could be pulled in data form

### **Interactive Infographics**

A report conducted by Infographic World shows that the brain absorbs 90% of the visual information transmitted to it which can be learnt and retained by 400%. This is informed by the fact that humans have tendency of shorter attention span, absorb information faster with corresponding graphics and are also triggered emotionally by images.

Graphics are “graphic visual representations of information, data, or knowledge, intended to present complex information quickly and clearly”. Smiciklas (Smiciklas, 2012) defined an infographic as “a visualization of data or ideas that try to convey complex information to an audience in a manner than can be quickly consumed and easily understood.

Ferreira (Ferreira, 2014), in her own opinion stated that “Infographics are visual representations of information which are used to tell stories, convey ideas or explore issues through a range of different graphics”. Marketers use infographics to share relevant information about their products and services online instead of using lengthy texts. Marketers are able to arrest the attention of the audience, retain their interest and deliver a message in one piece of content through Infographics.

### **Interactive Quizzes**

Interactive quiz could be defined as a type of material which provides questions for users to answer and achieve result of what they are seeking for. It affords users the opportunity to increase their knowledge about a firm, its products or services. Interactive quiz allows customers interact with marketers to generate a result unique to them by answering series of questions projected towards testing their knowledge about a product or service (rocketcontent.com).

Some of the features of an interactive quiz include; standard questions and answers, time limits and a leader board. It is very essential to online businesses because it assists in generating simple and advance data that are measurable. It enables marketers connect with their customers in a more personalised way (Uford, 2018). More so, it is a vital tool for retargeting audience and fine-tuning your customer segmentation.

Some of the benefits a firm derive from interactive quizzes include, higher customer engagement (customers find it fun dealing with online quizzes), customer memory retention (a sense of excitement and accomplishment follows completion of a quiz session which in turn influence brand awareness), customer motivation (receiving gratifications after a completed quiz session propels customers), improved customer relationship and potential customer engagement (campaignware.com).

### **Product Patronage**

The primary objective of any business is to satisfy customers in order to induce repeat purchase and higher level of customer patronage (Gremler and Brown, 1999; Adiele *et. al.*, 2015; Mfon and Ekong, 2021).

Product patronage is one of the ways that consumers respond to an organization (Adiele *et. al.*, 2015; Mfon, 2021). Patronage signifies the degree to which a consumer shows a willingness to buy and keep buying the firm's product(s) of service(s) while displaying a positive attitude to the firm, its products and services (Gremler and Brown, 1999). Adiele, Greand and Chinedus (Adiele *et.al.*, 2015) defined customer patronage as an act of repeat buying by consumers.

Yuen and Chen (Yuen and Chen, 2010) asserted that "consumer patronage is a predisposition to be purchasing a particular brand of a product". Customer patronage enables a firm determine its sales outputs, profit margin and level of customer retention. Several studies have been carried out to ascertain the factors that influence customer patronage including the impacts of patronage. Schiffman and Kanuk (Schiffman and Kanuk, 2004), assert that customers' perceived risks can influence customer patronage.

These perceived risks, according to them, include; physical (health and safety), psychological (self-image), functional (performance), financial (monetary investments), and time (effort and convenience). Hence, Nwulu and Asiegbu (Nwulu and Asiegbu, 2015) opined that online organization must possess the ability to deal with these risks by way of enhancing the visibility of the attributes of their products and services in order to persuade customers to acquire more of the firm's products.

Furthermore, Eke (Eke, 2020) in his study discovered that there is a positive and a significant relationship between infographics and customer retention as well as purchase intention of online shops. This means that marketers can contend with these perceived risks with their interactive content.

### **Theoretical Underpinning**

The theoretical framework of this study is embedded in the Cue Utilization Theory of Easterbrooks (1959). The main focus of the theory is that a high level of arousal leads to restriction on the amount of information to which agents can pay attention to. This is the assumption that restriction of information or the ability to process a smaller set of data is fundamentally disadvantageous. This therefore means that with the help of interactive content, customers can get complex message in summarised form.

It enhances the ability to understand easily without being bored. It also embedded in Haward and Sheth's (Haward and Sheth's, 1981a and 1983b) theory of consumer behaviour which posits that the buyers' decision process is a highly rational and methodical one, in which the customers go through a highly rigorous process of "problem solving" in order to make a purchase.

This implies that customers preferences and purchasing behaviour could be affected by functional and non-functional events. Functional, that is the need for touch for intrinsic reasons (Workman and Cho, 2013) and non-functional event like store image, atmospheres or the people. This implies that consumers have been able to solve several of their problems of global communication on brand, ability to shop globally and wide information about brand through interactive content.

As Singh (Singh, 2019) Tauber (Tauber, 1972) explain that customers do not always shop based on the functional and rational reasons, but also in many cases they go shopping. Shopping they said represents consumer's social behaviour and experience outside the home. They added that such gives them opportunity for spending and sharing happy and pleasurable moments and enjoyable time. It also stressed that it enhances socialization and strengthens bonding with others. This is best carried out through interactive content marketing.

### **Review of Empirical Literature**

Akeem (2011) study entitled "The customer attitude towards internet advertising and online sales: A Study of MTN, Nigeria" conducted in Lagos using the survey and the questionnaire as its research design and instrument for data generation respectively, came up with the result that there exists a significant relationship between "perfect knowledge (entry and exist) about market situation concerning internet facilities and exact information on consumers behaviour on e-commerce.

Additionally, it was found that the customers' behaviours, especially in local communities predominated by illiterates, were affected because of the high cost of engaging in information dissemination through the internet.

Nyarunda' s (Nyarundas, 2016) study on “the consumer perception, attitude and patronage towards the purchase of imported versus locally-produced apparel in Nairobi, Kenya “adopted the survey as its research design. The findings were that the customers had no difference in their perception of local apparel and imported clothing. Thus, “there was a common relationship between consumer ethnocentrism and attitude towards locally made apparel and imported clothes”.

Dushyenthan (Dushyenthan, 2023) did a comparative study of Dialog and Mobited mobile communication service providers in Jaffina Srilanka. He examined “the impact of interactive marketing on customer satisfaction. His conclusions were that customer satisfaction was determined by a number of factors such as relationship commitment, trust, complaint handling, quality of employee, personalising services, quality of atmosphere and familiarity.

Syah and Olivia (Syah and Olivia, 2022), in their article on enhancing patronage intention on online fashion industry in Indonesia: The role of value co-creation brand image and e-service quality concluded that co-creation, brand image, e-service quality has an influence on patronage intension in the online Muslim fashion industry with a moderating effect of religiosity.

Uford, Charles and Etuk (Uford *et. al.*, 2022) studied “the effectiveness of e-marketing Platforms and buying behaviour of students at Akwa Ibom State University (AKSU) towards selected online products” . Their aim was to examine the effect of marketing contents via e-marketing platforms (Facebook, Twitter- now X, and Instagram) on customer patronage of online products in Akwa Ibom State University, Obio-Akpa campus.

The finding was that there are relationships between marketing contents via e-marketing platforms and customer patronage in Akwa Ibom State University, Obio-Akpa campus, Nigeria. Hence, they concluded, that there is “need for effective dissemination of digital information in form of “user-captivating ads’ through e-marketing platforms in order to consistently encourage end-users to break away from the grip of traditional marketing platforms and embrace the new concept of digital content marketing via social media handles in Nigeria”.

Chan’s (Chan’s, 2017) study on “the implementation of content marketing of online fashion shops in Indonesia by analyzing the online shops through the dimensions of content marketing”. His approach was to use a qualitative research approach to elaborate on the implementation of content marketing in online fashion shops in Indonesia. He generated data through observation, semi-structured interview, company's document review, and triangulation. The conclusion was to affirm the benefits of content marketing when all its dimensions are implemented in online stores.

## **METHODOLOGY**

### **Research Design**

This study employed the use of survey through online means.

### **Population, Samples and Sampling Techniques**

The population of online customers of vendors of ladies’ wears is infinite. Three vendors namely; Gloudee, Hidee Collections and Nsipee’ s Luxury, were accidentally selected for the study who would reach their customers on behalf of the researchers. The customers of the three online vendor of ladies’ wears stood at 44, 158 and 109 respectively, totalling 311.

In order to validate the data collected, the questionnaire was given to an expert in the field of online marketing who assisted in establishing the validity of the questionnaire. The reliability of the questionnaire was completed using a test-retest method with ten copies of the questionnaire. After the computation, the Cronbach/Coefficient Alpha values were .821, .887, .919 and .879 for interactive video, interactive infographics, interactive quizzes and product patronage respectively which means that 82.1%, 88.7%, 91.9% and 87.9% of the variance of the scores were reliable as they all exceeded the recommended threshold of 70% by (Uford and Etim, 2018).

### **Data Collection**

Online copies of questionnaire were used to gather information for this research. The objective of the study was to determine the effect of interactive contents marketing on product purchase of ladies wears in Uyo, Akwa Ibom State. Statements used in the survey were both closed- and open-ended, in

order to gather information on consumers' likes, dislikes, and general feelings towards interactive content marketing. A selection of three online vendors of ladies wears was done and copies of online questionnaire sent to their customers through them. A total of one hundred and thirty-one (131) copies of questionnaire were accurately filled and returned. The copies of questionnaire returned represented 87.3% of the entire questionnaire administered.

### Data Analysis Techniques

#### Data Analysis

Pearson Moment Correlation and multiple regressions were used to test and analyse the hypotheses in order to find out if there were any relationships between interactive contents marketing and product patronage. Interactive content marketing methods were employed as independent variables, and the

link between them and the dependent variable (product patronage) was analysed using regression. Furthermore, the regression analysis was utilized to test the two hypotheses produced

The results of the regression analysis were used to estimate the effect of interactive contents marketing on product patronage in three (3) online shops of ladies wears product in Uyo, Akwa Ibom State

### Data Presentation and Discussion

This section tries to find out the effect of interactive contents marketing and product patronage of three (3) online businesses of ladies' wear product in Akwa Ibom State using Pearson correlation coefficient (r). Pearsons correlation is used when there is a significant effect (p>05) when there is a relationship.

**Table 1: Correlation and descriptive statistic between Interactive video (IV), Interactive infographics (II), Interactive quizzes (IQ ) and product patronage (PP) Correlations**

	PP	IV	II	IQ
PP Pearson Correlation Sig. (2-tailed) N	1 131			
IV Pearson Correlation Sig. (2-tailed) N	.738** .000 131	1 131		
II Pearson Correlation Sig. (2-tailed) N	.822** .000 131	.654** .000 131	1 131	
IQ Pearson Correlation Sig. (2-tailed) N	.968** .000 131	.744** .000 131	.792** .000 131	1 131
Mean Standard deviation	3.5053 .81913	3.4382 .73382	3.3481 .72688	3.4962 .77235

\*\*Correlation is significant at the 0.01 level (2-tailed).

The findings show that interactive video has a positive effect on product patronage (r = .738\*\*, P < 0.01). The result provided support the alternative hypothesis test result (r=.000 <0.05) showing that there is significant effect of interactive video and product patronage of ladies wears in Uyo, Akwa Ibom State

The findings also revealed that interactive infographics was found to have a positive impact on product patronage (r =.822\*\*, P < 0.01). The findings provided support for the result of alternative hypothesis two (r=.000

<0.05) There is significant effect of interactive infographics and product patronage of ladies wears in Uyo, Akwa Ibom State. What this means is that customers value communication using visual content through interactive infographic because it enables them to view how their product would be like before purchase. Furthermore, the result of the regression analysis revealed that interactive quizzes had a positive impact on product patronage (r =.968\*\*, P < 0.01). The findings provided support for alternative hypothesis three (r=.000 <0.05) There is significant effect



between interactive quizzes and product patronage of ladies wears in Uyo, Akwa Ibom State. The implication of this finding is that interactive content marketing such as quizzes enhances fun and facilitate interaction which

attract interest on purchase of ladies wears product. The results of the correlation analysis include all digital marketing indicators that have shown positive correlation coefficient values among the indicators.

**Table 2: Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square	F Change	df <sup>1</sup>	df <sup>2</sup>	Sig. F Change
1	.973 <sup>a</sup>	.946	.945	.19297	.946	738.485	3	127	.000

A Predictors: (Constant), IQ, IV,II

94.6 percent of the variability of product patronage. While 5.4 percent could be described by other variable not captured.

From Table 2 above, the model showed that Interactive contents marketing explains (.946)

**Table 3: Fitness of the model**

ANOVA <sup>b</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	82.497	3	27.499	738.485	.000 <sup>a</sup>
Residual	4.729	127	.037		
Total	87.226			130	

a. Predictors: (Constant), IQ, IV, II  
 b. Dependent Variable: PP

Table 3: exhibited that interactive contents marketing statistically significantly predict

product patronage,  $F(3, 127) = 738.485, p < .0005$ . This implies that the regression model is a good fit of the data.

**Table 4: Multi Regression analysis for components of digital marketing and product patronage Co-efficient a**

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	-2.225	.288		-2.546	.012
IV	.220	.035	.218	.564	.000
II	.363	.039	.345	4.228	.000
IQ	.891	.041	.840	21.652	.000

a. Dependent Variable: PP

The results from the multiple regression analysis in table 4 showed the effect of interactive content marketing on product patronage. The three decomposed variables of interactive contents marketing: interactive video (IV) ( $\beta = .218, P < 0.01$ ), interactive Infographics (II) ( $\beta = .345, P < 0.01$ ) and interactive quizzes ( $\beta = .840, P < 0.01$ ) exhibited significant positive effect on product patronage (PP). The general equation to predict  $PP = X_0 + X_1IV + X_2II + X_3IQ + X_n$

$$PP = -2.225 + (.220 \times IV) + (.363 \times II) + (.891 \times IQ)$$

**CONCLUSION**

Based on the popularization of blogs and social networks, the power of media interactivity has leaped forward with the

emergence of the internet. Brands have started to get used to the participation of consumers in their content. Based on the analysis of data the following findings emerged:

- Interactive video has significant effect on customer patronage of ladies wears products in Uyo, Akwa Ibom State. It plays a major role in the purchase decision of a customer. It enables marketers/vendors to creating video sharing links where customer can watch, like share, comment and upload, exchange text messages, voice messages, video calls. This creates fun and captivates customers to make choices of what they want to purchase.

- Interactive infographics have significant effect on customer patronage of ladies wears products in Uyo, Akwa Ibom State. Infographics play important role in ladies wears product patronage. It helps illustrates and communicates complex data in a format that is both easy to understand and visually enticing that enable marketers capture an audience, retain interest, and deliver a message all through one piece of content. This foster online sale of ladies wears product.
- Interactive Quizzes have significant effect on customer patronage of ladies wears products in Uyo, Akwa Ibom State. They play major role in ladies wears product patronage. They enable organisation collect primary data through structured questions that generate quality feedback on product, services and marketing campaigns.
- There is significance joint relationship between interactive videos, interactive infographics, interactive quizzes and product patronage. Customers patronize products that they perceive best in their class which also offer good value for their money. Consequently, interactive content plays a significant role in defining consumer behaviour. Consumers share their experiences □ its strengths, weaknesses etc., and this helps in disseminating information about the product. Marketers should know that social proof is the new currency of credibility:

## RECOMMENDATIONS

Interactive Content Marketing makes marketers to have perfect understanding of human behaviour that information fulfils their ultimate need. Providing information via internet help provide solution to customer's toughest problems. Interactive content makes customers more active, give them power to communicate with others, allow free flow and exchanging of ideas and information. It makes purchase simpler.

With videos engaging stories/contents are created with enticing visuals to draw customers in. It creates opportunity to satisfy the immediate desire to purchase and easy to remember product that were eye catching. More so, Interactive content allows brands to understand whether people have actually consumed their material while also providing

a much more exciting experience for the consumer.

With all of these benefits, marketers and customers should also be informed that internet has also its negative influence if not properly utilized; hackers, scammers, and cyber-crime are ruining the online businesses, here are three main categories of these crimes as shown in the study: Buying scams, identity theft, and monetary fraud. Therefore, marketers should guide against this.

Based on this the study therefore recommended the following:

- That ladies wear online shops should have an interactive content that is active, organic, and presents a consistent view of brands.
- They should ensure all brand elements such as logos, colours, branded hashtags, image etc. are present and consistent in their main websites.
- Also graphics elements such as filters on images, font for text in video and photographs are the same.
- They should ensure their profiles contain a secure link to their website and other relevant social media profiles.
- They should also partner with popular websites to host their business link page, there by inviting other internet users to their interactive content home page.

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