New Media Platform and the marketing of Product and Services in Nigeria a Study of Jumia Online marketing and Shopping Out Fit

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Abstract: **The study was conducted to find out the marketing of product using new media and marketing of new product. Case study jumia. In recent years, social media has become everywhere and most important for social media networking, content sharing and online accessing. The objective of the study was to determine the awareness and attitude of customers towards online shopping and to identify the various challenges faced by online customers of jumia. The researcher used the purposive method, the questionnaires were used as instrument of data collection for the study. Based on the data collected, and having been analyzed, it is recorded that it's about 300 respondents which represents 79% are aware of online shopping and they also shop online. It was also recorded that majority of respondent shop online using Jumia. And in terms of attitude of consumers towards online shopping 77% of respondents agreed that they enjoy shopping online while 23% said they don't enjoy shopping online, from these findings it is clearly seen that the attitude of consumers towards online shopping is good. Finding also reveals that late delivery is one of the major challenge confronting customers of Jumia online shopping. Therefore, based on findings, the study established that online shopping is well known and used by respondent. It also reveals that respondents patronize online shopping to an extent. Respondent identify late delivery as one of the challenges of online shopping. The researcher recommends that, Retailers of online product should ensure that delivery matches what was requested by customers and online marketers should improve delivery services in terms of price and offer delivery discount.**

Keywords: **New Media, Marketing, Product and Jumia**

I. INTRODUCTION

It is not very easy to draw the line between "new media" and "old media" because the so-called "old media" has found ways of representation in digital forms, leaving behind its conventional methods of representation. New media is considered to be the multimedia and digital form of communication happening via laptop and desktop computers, as well as phones, tablets and other devices. New media has introduced user interaction, rather than simply consuming media. New media can be customizing to user's preferences and it can selectively link from one form of content to another {Technopedia}, (Agichten, Carlos, Donato, & Aristiddes, 2008).

The world seems to be shrinking by the moment and increasingly becoming a 'global village' in the modern era;'

(Taylor, 2002) in his book understanding 'New media' (1964), is probably a reality in the present times. Firmly believed that globe could be contracted into a village by electric technology and the interaction movement of information from one quarter to every point at the same time. The term marketing; according to the American marketing association (AMA) Board of Directors, Marketing is the activity, set of institutions and process for creating, communicating, delivering, and exchanging offerings that have value to customers, client, partners and society at large. (Business Dictionary) explains marketing, as the management process through which goods and services moves from concept to customers.

"Li, Hairong, & Frank, (2002), defines a "product" as a goods, service, or idea consisting of a bundle of tangible and intangible attributes that satisfies consumers and is received in exchange for money or for other unite of value. New media and Marketing; new media serves as a vehicle used by the marketers in order to inform, remind and persuade the consumer about their product, services or brands they sell. Also new media is a platform to develop new product and services (Information technology journal, 2017).

The use of "New media" brings the new product into another arena. However, the association between the use of 'social media' and 'new product' is mixed. The majority Ayo, (2011). Reports that to engage customers through social media positively impact on new product success.

The term 'New media', is quite often mentioned these days. It is a new occurrence and one would probably imagine that everyone knows or understand what it means, nearly ninety percent of online or internet users use 'new media' in one way or the other (Kietzmann, Kristopher, 2011& Dolwick, 2019). The emergence of 'new media' began in the early days of 'internet' (any set of computer network that communicate using the internet protocol) when people started sharing information and communicating with one another (Boyd & Elison, 2010). However, the platforms used then were more "technology intensive" and required some expertise before use. Hence, its users were limited.

Over a period of time as technology advanced, platforms that are less sophisticated were developed thus, enabling billions

of regular internet users, without any technology background to use the service Bhuian, (1997). This marked a turning point, in the history of internet, making the internet technology all-inclusive in such a way that people no longer remain silent spectators to the content being dished out to them. Now, they could create their own content, share it to others, respond to people, collaborate with them and many more (Barefoot, & Szabo, 2010). This user's interaction is what gave impetus or rise to today increasing emerging "New media" network and sites. New media networks such as Facebook, twitter, Likedin, YouTube, Google +, blogs, WhatsApp, Chromes etc., now allows individual to interact with one another, build relationship, and do business. Even many companies across the world has joined, especially the Facebook growing network so as to connect with their customers and market their product online (Trattner & Kappe, 2012).

This 'New media' acts so fantastically as the vehicle helping companies to gain attention to their own website usually through the use of link's, via the post or advert they place on new media sites (Chinag & Chung, 2011; Deis & Hensel, 2010). However, in marketing of new product using the 'New media' platforms, "JUMIA" online shopping amongst many other online shopping site such as Conga, Buyright, Dealday, etc. will be our focus.

Jumia is an online store and shopping site in Nigeria, where you can purchase all your electronics, Kiddies items, and Fashion items for men, woman and children, cool gadgets, computers, groceries, automobile parts, and more on the go. The name "Jumia" comes from

'Swahili' word "Jumuiya", meaning independence. Jumia market was founded by 'Jeremy Hondara & Sachapoignonnec' in February 2013. The company started operations in Nigeria that same year under the name Kuymu,(Jumia).With new media one can access Jumia online site, it shows varieties of their product, once you've found the product you want, it shows you the steps to follow such as:

- Click on buy now, to add this product to your cart.
- Click on cart in the right corner,
- Register/ login into your account by entering your email and password'
- Enter shopping billing information,
- Choose your preferred payment option,
- Click on 'confirm order' to proceed to the payment portal and complete your order. Once done "Jumia" will automatically confirm it by notifying you email or call you.

Statement of the problem

Internet marketing is one of the convenient and effective ways of marketing these days, and with the recent development in technology, its techniques and scope also developed as highlighted in the work of Chukwu & Uzoma, (2014), which provided scientific evidence to show that

Nigerian consumers patronize online retailers very significantly. Despite the numerous advantage of the internet in effective marketing in an organization and industry, many Nigerians are yet to adopt this technology in their daily buying and selling activities. In spite of the growth rate of internet marketing, observation and inferences based on the strength of empirical substantiations show that the intensity of internet shopping acceptance in Nigeria is still very low irrespective of the current rise in the number of internet users. Pastore (2002), further argued that in reality, people increasingly use the medium to obtain information, but not for purchasing product. It is equally doubted that the percentage of internet users in Nigeria who purchase product online is in no anywhere near the records documented in this respect in other countries. It is on this bases the study seeks to harness the influence of new media in marketing new product online and consumer purchasing behavior using "Jumia".

Objective of the study

The main objective of the study is to determine the impact of 'New media' in marketing new product online on consumer patronage of online retail products. The specific objectives of the study is:

To explore knowledge, attitude and practice of online media plat form shopping among Nigerian consumers

Research question

What is/ are the extent of knowledge, attitude and practice of where shopping among Nigeria consumers

II. LITERATURE REVIEW

With the fore going definition, the term 'new media' can now be conceptualized. Agichten, Carlos, Donato & Aristides, (2008) defines it as a form of electronic communication (such as Internet, Website, or Mobile Phones usually for social networking and blogging) through which users create online communities to share information, ideas, personal messages and other content like (videos). Tang & Whinstone, (2012) also defines 'New media' as the means of interaction among people through which they create, share, and exchange information and ideas in virtual communities (computer –aid) and networks.

New media however can meaningfully be regarded as a group of internet based application that build on the ideological and technological foundation of websites, and that allow creation and exchange of users- generated content. Simply put, it depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. It introduces substantial and pervasive changes to communication between organizations, communities and individuals, (Brown, Jacqueline & Peter, 1987).

Meaning of online marketing

Online marketing or internet marketing and advertising, is a form of marketing and advertising which uses the internet to deliver promotional marketing messages to customers. It includes email marketing, search engine marketing (SEM), social media marketing like other advertising media, online marketing or advertising frequently involves both a publisher, who integrates advertisement to be displayed on the publisher content. Other potential participant includes advertising agencies that help generate and place the advert copy, and advert sever which technologically delivers the advert tracks and statistics, and advertising affiliates who do independent promotional work for the advertisers, (Schiffman *et al* 2001).

In other words, online marketing could be defining as, applying digital technologies which from online channels (Web, email, mobile or wireless and digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers, through improving customer's knowledge (of their profile, value etc.) and delivering integrated targeted communication and online services that match their individual needs, (Chaffey 2000).

Online marketing can reach a wider or even international audience.

Since most internet activities are done online, businesses are not bound by brick- and – mortar limitation when it comes to reaching out to wider audience. Allowing businesses to reach and interact with targeted customers more than they could ever will use traditional marketing methods.

Marketing of product through new media

In broader terms the topic of the study is 'New media' and marketing of new 'Product'. And marketing new product is all about creating brand awareness.

According to the American marketing association, marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing relationships in ways that benefit the organization and it stakeholders, (Marketing power.com 2012).

In the definition above the key words are "organizational function, and processes for creating, delivering, and exchanging offerings that have value for customers". From an organization perspective, the aspect of these processes, referred in the definition above is brand/product awareness. And brand awareness or marketing new product as a process of communicating or delivering value to customers as already shown in the definition of marketing by 'American marketing association'. Chaffey et al, 2(2000) thus describe internet marketing as the application of the internet and related digital technologies to achieve marketing objectives Chaney, Gamble (2008) These marketing objectives can be realizing by use of social media networks which is a subset of internet application. New media platforms serve as a tool for

marketing, (Gomman, & Scheffold, 2001). This implies that Facebook, Twitter etc.are means of accomplishing marketing strategies through the internet. Ii is therefore imperative for marketing to find suitable platforms to suit their marketing objectives. A good marketing objectives online enable marketers to acquire new customers, while retaining the already existing ones through customer's satisfaction.

Kotler, (2000), further outline three point on how the media can be used to achieve the 'processes'-Identifying how the internet can be used for marketing research to find out the customer's needs and wants as Customer's satisfaction through electronic channel, Satisfaction through electronic channels; Satisfaction here, refers to site e.g. Jumia usability, adequate performance and identifying what the standard association customer service is. (Kaplan, 2010). Online marketing has plethora of strength; the speed of accessing the information is very fast and extremely cost effective, besides that, internet has no geographical boundaries. In addition to cost effectiveness, the marketer likewise has the opportunity to research new suppliers at a fraction of previous search cost. In other words, all the marketing research conducted through internet is very cost effective (Davis, Bagozzi, & Warshaw, 1989).

On the other hand, Weinberg, T. (2009) is quick to point out some major weakness that online marketing of new product face. The first problem is that cultural and language differences may present difficulties in information gathering across the national boundaries, secondly it can be difficult to guarantee that the person responding is the person the marketer thinks they are (Spring, 2002).

Product awareness

Product awareness is the likelihood that consumers recognize the existence and availability of a company product and services. It is the extent to which a product is recognized by potential customers, and is currently associated with a particular product. Creating brand awareness online is one of the key steps in promoting a product (Hart, Neil, & Ellis-Chadwik, 2000). This is because these products have few factors that differentiate one product from its competitors. Therefore, the product that maintains the highest brand awareness compared to its competitors will usually get the most sales. For example, in soft drinks industry, very little separates a 'generic soda' from a brand –name soda, in terms of taste, however, customers are very aware of the brand Pepsi and Coca Cola, in terms of their image and names. This higher rate of brand awareness equates to higher sales and also serves as an economic means that prevents competitors from gaining more market share.

New media and social media allow quick response to customer's service issues by having the chance to hear good or bad news quickly Brown (1987), facilitating interactions, and sharing of contents (Mangold, & Faulds, 2009) in a fast, wide spread, viral and low-cost way (Nigel, Graham, & Hodges, 2012). Since the advent of social media, the

marketing funnel has been dramatically transformed from the simple to a highly complicated form. Sheath, & Sharma, (2005). Improving the level of brand awareness is one of the marketer's challenges as reflected in the complicated funnel.

Content consumption is a great way to measure both product awareness and brand awareness. Here are some key metrics to measure within that: Blog visits and subscriptions which includes monthly blog views, if an entrepreneur wants a realistic number, you can increase to that which will lead to increased brand and product awareness e.g. the number of people who subscribe to your blog, (Roth, & Diamantopoulos, 2009).

Factors affecting online marketing in Nigeria

With e-commerce being at an early stage, in most third world countries of the world, online shopping trend in Nigeria is not as advanced as it is in the United Kingdom (UK) and other developed countries. Although the people engage in online banking (e-banking), most people are still not open to the idea of shopping online and prefer to carry out their transaction traditionally, i.e. face to face. Previous researches on the slow adoption of ecommerce and online shopping have identified various contributing factors, (Ratnasingham, 1998).

One of such factors is accessibility to the internet. A recent study of internet usage in Nigeria reveals that about 16.1% of total population (149,222,090 people) are internet users and less than 1% of the populace (i.e.67,800 people) are broadband internet subscribers. From this percentage it is evident that only a fraction of the populace uses the internet, and even those who access it do so through numerous cybercafés scattered all over urban parts of the country, (Bryman 2007).Cock &MCkenzi,(2001) state that shortage of indigenous online vendors'is a crucial factor affecting online shopping in Nigeria. Most people who shop online do so from foreign online vendors like Amazon and E-bay because they are very credible. However, shopping from these foreign vendors can be discouraging due to high shopping cost and most orders not being processed. Nigeria has had a negative reputation for years as one of the world's most corrupt countries engaging in wide scale internet fraud. A recent survey by the Internet Crime Complaint center (ICS) ranks Nigeria third in world with 8.0% of cybercrime living in Nigeria after the U.S (65.4%) and UK (9.9%).

Consumer patronage behavior through new media networks

Retailers are increasingly using internationalization strategy in order to enhance their competitiveness, increase sales and make good profits. One of which is the today's rapid usage of new media networks. Since the 1990s, many retailers across the world have been entering this enterprising market place and as a result, the rivalry between domestic and foreign retailers becomes fiercer every day, (Watson, &Leyland, 2012).

With the increasing expansion of these foreign retailers and shifts in consumer's attitudes and behavior, domestic retailers feel stronger pressure to make their competitive strategies more effective so that they can compete against the foreign retailers who are already utilizing social media networks to penetrate the domestic retailers established markets. A good example of this in Nigeria is the emerging competition among foreign online retailers like 'Amazon and domestic counterparts like Jumia, Conga, buy rite etc. Strategic positioning has now become the critical issue for gaining both a sustained long-term growth and persistent customer's patronage. The key question now has been how these domestic retailers can get Nigerian customer to visit their online stores more frequently and buy more product on each visit. Since the success of retaining industry depends on consumers, most domestic retailers are now also moving into social media, which their counterpart abroad exploits, (Chaney & Gambie, 2008).

For consumers to patronize the domestic retailers, the study of (Vellido, et al. 2000) suggests that a country's image affect consumer's product evaluation (attitude to a product) through their beliefs about the product's attribute such as quality, reliability and pricing.

Attitude theory may explain how countries are seen in the mind of consumers, what beliefs and emotions towards a country have, how this information affect their reaction towards a country (Roth & Diamantopoulos, 2009). Attitude are complex system comprising the person's belief about the object, as such they include cognitive, affective and psychomotor aspect, and represent the way people react to a stimulus. Consumer mentally process objective information about the product or retailer and form an impression of the benefit they provide. They experience the preference or lack of preference for stores, brands and other marketing stimuli by reflecting a favorable or unfavorable attitude, which might affect their purchasing intention and purchase (Steinman, Hawkins, 2010).

III. THEORETICAL REVIEW

The study is anchored on technological acceptance model and uses and gratification theory. The technology acceptance model is an information system theory that models how users come to accept and use information technology. The model was proposed by Fred Davis in 1986 to predict the acceptability of an information system. This model suggests that the acceptability of an information system is determined by two factors: Perceived usefulness and perceived ease of use (www.edutechwiki.unige.ch/en). According to Davis, Bagozzi &Warshaw, (1989), perceived usefulness (PU) is the degree to which a person believes that the use of a system will improve his or her job performance. Perceive Ease of Use (PEOU) on the other hand refers to the degree to which a person believes that using a particular system would be free from effort.

The technology acceptance model postulates that the use of an information system is determined by the behavioral intention, but on the other hand, that the behavioral intention is

determined by the person's attitude towards the use of the system and also by the perception of its utility. (www.edutechwiki.unige.ch/en)

Uses and gratification theory

It was propounded by Elihu in 1970. The theory is concerned with how people use media for gratification of their needs. It propounds the fact that people choose what they want to see or read and different media compete to satisfy each individual's needs (Smith & Wheelr, 2002). Corroborating, Assemah (2011) asserts that the theory seeks to investigate what people do with communication content instead of what the communication content does to them. It focuses on what people do with media rather than what media do to people.

The uses and gratification approach views the audience as active customers of media. This according to spring (2002) means that they actively seek out specific media and content to achieve certain results or gratification that satisfy their personal needs. In fact, the audience has power over the media consumption and assumes an active role in interpreting and integrating media into their own lives. It is in with this Florin (2005) cited in Xiang, & Gretzel. (2000) notes, "the theory perceives the recipient as actively influencing the effect process since they selectively choose, attend to, and retain the media messages on the basis of their needs, beliefs, etc. The uses and gratifications approach reminds us that people use media for many purposes ranging from information search, personal identity, integration and social interaction, as well as buying and selling etc. Both technological acceptance model and uses and gratification theory are important to this study in that they provide explanation and insight into why people us choose to use the internet being a recent technology of communication for their marketing communication needs.

Research design

The survey research was used in this study. The research design fit for the study is a description cross section survey.

Population of the study

The population of this study comprises of customers of Jumia online make to outfit the total population of customers of Jumia on Facebook is seven thousand five hundred and sixty-eight (7,568). Source: (Jumia Facebook site)

Sample size

The sample size for the study was 379 arrived at using Slovenes formula for sample size determination.

Sampling technique

For the purpose of this research, the simple randomsampling was used as technique for sampling.

Method of data collection

The data of this research was collected using primary and secondary data. The primary source was the used of online questionnaire, to get the first hand data directly and the secondary source was used of books and other written materials.

Instrument of data collection

The main instrument of data collection was questionnaire.

Method of data analysis

The data for this research was analyzed using tables and percentage.

Data presentation and analysis

The research work studied new media and marketing of product, case study Jumia online shopping. The questionnaires were used as the instrument of data collection for the study. Out of the 379 questionnaire that was distributed 379 were filled, returned and were used for the analysis percentage and tables.

Demographic characteristic of the respondents

Table 1: Gender

Variables	Respondent	Percentage %
Female	179	48
Male	200	52
Total	379	100

Field survey 2021

The table above indicates that 179 respondents which are (48%) are female while 200 (52%) are male

Table 2: Age Distribution of respondents:

Variables	Respondent	Percentage %
18-30	145	38
31-45	130	34
46-55	104	28
Total	379	100

Field survey 2021

From the table, 145 (38%) of respondent are of the age 18-30 years old, 130 (34%) are age 31-45, while 104 (28%) are of 46-55years old. Therefore, age 18-30 is the most respondents.

Table 3: Education qualificationof respondents:

Variables	Respondent	Percentage %
N.D	100	26
N.C.E	94	25
HND	70	18
Degree and above	115	30
Total	379	100

Field survey 2021

The table indicate that National diploma holders are 100 (26%), N.C.E are 94 (25%), HND holders are 70 (18%) and degree holders and above are the vast majority with a total respondent of 115 which is (30%) of the respondent.

Table 4:Respondents'occupation:

Variables	Responses	Percentage%
Student	70	18
C. servant	80	21
Business	100	26
Private workers	100	26
Others	29	9
Total	379	100

Field survey 2021

This table indicate that student and civil servants have the same number of respondents, 70 (18%) each, business owners are 100 respondents (26%), private workers are 100 (26%) respondent, and others having 29 (9%) respondents. The table can be said to have private workers and business are the highest respondents.

Table 5: Marital status of respondents

Variables	Respondent	Percentage%
Married	200	53
Single	179	47
Total	379	100

Field survey 2021

Married respondent are 200 (53%) of the total population, and single respondent are having 179 respondents which is (47%) of the population, so therefore the married are the majority of the respondent.

Table 6: Do you know about online shopping?

Variables	Respondent	Percentage%
Yes	300	79
No	79	21
Total	379	100

Field survey 2021

From this table, 79% of the respondents know about online shopping, while21% doesn't.

Table 7: have you ever shop online?

Variables	Respondents	Percentage%
Yes	290	77
No	89	23
Total	379	100

Field survey 2021

This table also shows that, 77% of the respondents have shopped online, while 23% doesn't.

Table 8: which of the online medium have you used?

Variables	Respondents	Percentage%
Konga	80	21
Jumia	250	66
Amazon	19	5
Alibaba	30	8
Total	379	100

Field survey 2021

From the above table, 80 respondents that is (21%) has ever used Konga, 250 respondents have used Jumia indicating (66%) Amazon users are 19 respondents, that is (5%) and Alibaba has 30 respondents which is (18%). It is clearly seen from the table above that Jumia which has the highest respondents of 250, has been used by the respondents.

Table 9: Do you enjoy shopping online?

Variables	Respondents	Percentage%
Yes	290	77
No	89	23
Total	379	100

Field survey 2021

This table shows that 290 ofthe respondents representing (77%) are enjoying shopping online, while 89 of the respondent representing (23%) indicate that they do not enjoy shopping online.

Table 10: Do you make purchase using Jumia online shopping?

Variables	Respondents	Percentage%
Yes	200	53
No	179	47
Total	379	100

Field survey, 2021

The table above, shows that 53% of the respondents has made purchase using Jumia online shopping medium while 47% of the respondents doesn't

Table 11: How frequent do you make purchase using Jumia online shopping?

Variables	Respondents	Percentage%
Daily	25	7
Weekly	34	9
Monthly	70	18
Quarterly	150	40
Yearly	100	26
Total	379	100

Field survey 2021

From the above table, 25 (7%) of the respondents make purchase with jumia online shopping daily, 34 (9%) of the respondent make purchase with jumia online weekly, 70 (18%) make purchase with Jumia monthly, also, 150 (40%) make purchase with Jumia online quarterly and 100 (26%) of the respondent make purchase using Jumia online shopping yearly. Therefore, those that make purchase on jumia quarterly are the vast majority.

Table 12: How will you rate the services rendered by Jumia?

Variables	Respondents	Percentage%
Fair	75	20
Good	144	38
Very good	110	29
Excellent	50	13
Total	379	100

Field survey 2021

Rating the services of Jumia, 75 respondents representing (20%) said the services of Jumia are fair. 144 respondents said the services of Jumia is good, which is (38%) of the respondent. While 110 are in the view that the services are very good which is (29%)and 50 respondents indicating (13%) of the responses are showing that the services of Jumia are excellent. Therefore 144 (38%) out of 379 shows that their services are good.

Table 13: what are the challenges you face using Jumia?

Variables	Respondent	Percentage%
Late delivery	130	34
Inferior goods	90	24
Expensive items	84	22
Slow network	75	20
Total	379	100

Field survey, 2021

The above table shows that 130 respondents which are (34%) are of the view that late delivery is a challenge they face using Jumia, 90 (24%) are saying Inferior goods is their challenge. Expensive items are also a challenge representing 84 (22%) respondents and slow network with 75 (20%), said it is their challenge when using Jumia, so late delivery is the main challenge face by Jumia users.

Table 14: How will you rate Jumia services in terms of their delivery of goods?

Variables	Respondents	Percentage %
Fair	85	22
Good	144	38
Very good	95	25
Excellent	55	15
Total	379	100

Field survey 2021

In terms of delivery of goods, 85 respondents which represent (22%) said in terms of delivery of goods, their services are fair, 144 (38%) are in the view that on delivery, Jumia services are good, while very good delivery indicate 95 (25%) of the total respondents and 55 of the respondent which is (15%) are of the view that Jumia services in terms of delivery of goods are excellent. This concludes that in terms of delivery of goods, the services of Jumia are good when it comes to delivery.

Table 15: How will you rate Jumia in terms of price and quality of services?

Variables	Respondents	Percentage %
Fair	75	20
Good	150	40
Very good	100	26
Excellent	54	14
Total	379	100

Field survey, 2021

From the table above, in terms of price and quality services, Jumia services are fair according to 75 (20%) of the respondents, 150 (40%) agrees that interms of price and quality Jumia is good. While very good form the opinion of 100 (26%) of the responses and excellent form the view of 54 (14%) of the responses. Going by The table, the highest respondent said the services of Jumia in terms of price and quality is good.

Table 16: What do you think Jumia can do to improve her services?

Variables	Respondents	Percentage%
Delivery	120	32
Price	124	33
Awareness	65	17
Quality product	70	18
Total	379	100

Field survey 2021

The above table indicate that, delivery is an area of improvement which signifies 120 (32%) of the total respondents. Price is also another area of improvement which is indicated by 124 (33%) of the respondent. Awareness is also another area of improvement which is 65 (17%) quality product which is 70 (18%) of the respondent. We can conclude that Jumia has to improve their delivery services.

Table 17: What can Jumia do to attract more customers to make purchase using their platform?

Variables	Respondent	Percentage
Price of quality product	105	28
Delivery	90	24
Awareness	115	30

Network site	69	18
Total	379	100

Field survey 2021

For Jumia to attract customers, 105 (28%) of the respondent are of the view that price and quality product will attract more customers. Good delivery 90 (24%) will also attract customers to use Jumia, also awareness 115 (30%) on the other hand will likewise attract customers and 69 (18%) are of the view that good network site can attract customers to use Jumia platforms for their online purchase.

IV. DISCUSSIONS AND FINDINGS

Research question seeks to find out the extent of awareness and attitude of consumer towards online shopping. Table 9 and 10 provide answers to these questions. It was recorded in terms of awareness that (379) which is 100% respondents are aware of online shopping, therefore in terms of awareness of consumers of online shopping is very good. And in terms of attitude of consumers towards online shopping 79% of respondents agreed that they enjoy shopping online while 21% said they don't enjoy shopping online, from these findings it is clearly seen that the attitude of consumers towards online shopping is good.

V. SUMMARY

Based on the data collected, and having been analyzed, it is recorded that all respondents which is 379 are aware of online shopping and they also shop online. It was also recorded that majority of respondent shop online using Jumia. From the findings it was discovered that 40% of respondents make purchase online quarterly, which shows that the extent of customer's patronage in relation to online product is low. Finding also reveals that late delivery is one of the major challenge confronting customers of Jumia online shopping. From the data collected, 33%& 18% of respondents rated online shopping good, in terms of price and quality, 32% of respondents suggested that jumia online shopping can improve their services by improving delivery services.

VI. CONCLUSION

Based on findings from the research work, the study establishes that online shopping is well known and used by respondent. It also reveals that respondents patronize online shopping to an extent. Respondent identify late delivery as one of the challenges of online shopping.

VII. RECOMMENDATIONS

- Retailers of online product should ensure that delivery matches what was requested by customers.
- Online marketers should improve delivery services in terms of price and offer delivery discount.
- Customers should patronize online shopping, seeing that it is almost the same with manual shopping and is stress free.
- Jumia online shopping should increase awareness through promos, to draw more customers to her online site.

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