

Exploring the Impact of Social Media Marketing on Customer Loyalty Among B2C eCommerce Firms in Nigeria

Akinfala Olalekan Victor

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Abstract: Social Media Marketing (SMM) is an arm of digital marketing that has revolutionised the business approach to identifying, attracting and retaining customers. This revolution is more critical in B2C eCommerce firms given the high-level competition and ease of attrition. The last two decades in Nigeria witnessed an unprecedented utilisation of digital media tools to drive social media marketing in stimulating engagement, identify prospects, convert prospects to customers, and building customer loyalty. However, most B2C eCommerce firms in Nigeria are yet to break-even despite extensive investment in SMM which could be connected to high rate of attrition. Therefore, the objective of this research is to evaluate the impact of Social Media Marketing on Customer Loyalty among B2C eCommerce firms in Nigeria. The study framework explored components of social media marketing and leveraged social exchange theory which explains the reciprocal nature of customer-brand relationships in SMM. Relevant data was collected from 387 customers of B2C eCommerce firms in Nigeria via e-survey and was analysed using linear regression through SPSS v27. It was found that SMM has positive significant impact on Customer Loyalty among customers of B2C eCommerce firms in Nigeria. A breakdown of its components revealed mixed impact that SMM Interaction, e-Word-of-mouth Promotion, entertainment and customisation have positive and significant impact on customer loyalty among Nigeria B2C eCommerce firms' users while Trendiness has negative but significant impact on customer loyalty. Therefore, B2C firms are required to review entertainment, trendiness and customisation strategies by investing in personalisation and quality content while balancing entertainment with brand authenticity.

Keywords: Customer Loyalty, Social Media Marketing, B2C Ecommerce Firms, Entertainment, Customisation, Promotion, Interaction, Trendiness, E-Word-of-Mouth.

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I. INTRODUCTION

A critical impact of adoption of digital technologies in marketing management is reflected in how businesses embraced digital marketing as strategic way of driving traction, converting prospects to customers, maintaining existing customer base and enhancing customer loyalty. Social Media Marketing (SMM) is a major subset of digital marketing which provides multi-functional platforms for businesses such as YouTube, Instagram, Facebook, X, TikTok, LinkedIn, and Snapchat. These platforms are utilised to engage audiences, build relationships, convert prospects, build loyalty as well as other related business objectives (Jeswani, 2023).

Globally, the dynamics of social media marketing have become transformative with the era of Artificial intelligence (AI), big data and other relevant complimentary technologies. Currently, with over 6.04 billion users in the fourth quarter of 2025, which represents 73.2% of the global population, SMM is the leading marketing element to drive organisation

visibility, customer emotional connection and loyalty (Statista, 2025). The Datareport (2025) revealed that Nigeria social media platforms have 38.7 million total users with each user active on being on multiple platforms. These are exciting numbers for firms' brand discovery and product research as they can reach more effectively and efficiently unlike the traditional media.

The B2C can be defined as eCommerce firms that sell product directly to individual consumers over the internet-based marketplace leveraging online stores and apps to offer variety, convenience, and accessibility to customers worldwide (Solomon & Devi, 2025). These companies are service driven online platforms for direct sales, logistics and customer service (Ballerini, *et al.*, 2024). They can either operate as direct sellers, marketplace intermediaries, platform providers, subscription service providers, or ad-based publishers (Cimpan, *et al.* 2022). The global B2C e-commerce market stakes were estimated at about \$6.23 trillion in 2024, and it is projected to reach over \$17.77 trillion by 2030 (Grand View Research, 2025). Technological advancement

has also enhanced the shopping experience across B2C e-commerce through the integration of artificial intelligence, machine learning, augmented and virtual realities, high speed internet, smartphones and other technologies (Kovács, & Keresztes, 2024). Companies differentiate themselves through augmented product visualisations, virtual try-ons, personalised recommendations, and other services as information quality is considered a top core factor in service quality (Akinfala, *et al.*, 2025), while the globalisation of markets provides businesses with the capability of expanding operations internationally and servicing a varied customer, fuelling growth of the market.

The B2C ecommerce operations in Nigeria was traced to 2011, firms such as Jumia, Konga, Jiji, Temu, Chowdeck, Payporte are currently the leading the industry in Nigeria. Although the total number of eCommerce business in Nigeria cannot be ascertained, some reports revealed that Nigeria has over 2,100 B2C e-commerce companies operating in the country (Tracxn, 2025). This number creates intense competition that requires companies to rely heavily on social media marketing strategies to strengthen brand attachment to their customers, profit and drive turnover through entertainment, interaction, trendiness, customisation, e-word-of-mouth, and promotion (Lan, 2021).

While it is debatable if B2C ecommerce businesses have achieved sustainable profit, as some firms are yet to break even. An example is the of Jumia Nigeria, the largest B2C e-commerce business firm in Nigeria who experienced losses for over a decade but projected break-even by Q4 2026 and full-year profitability by 2027 starting with the cutting of operating loss to \$16.5 million in Q2 2025 (Jumia, 2025). Others such as Dealday, Efrutin, Olx have shut down operations due to inability to tame average cost below average revenue (Olowookere, 2019; Bailey, 2019; Ogunfuwa 2018; Peter, 2017). The path to profitability for online B2C companies in Nigeria seemed to be a challenging situation and gloomy despite being characterised by potential for high investment attractions, evolving infrastructure, huge marketing potential and growth as market value is projected to hit over \$8.53 billion by 2025 (Aviaan Accounting, 2024; Tom-Alexander & Jasper-Andreas, 2022). This provides an insight into what could be achieved if all relevant strategies, especially social media marketing strategy were optimised, given that the range of prospective customers is largely individuals with affinity for the cyberspace and online shopping.

It can be inferred that the B2C eCommerce firms in Nigeria is the leading industry in Africa. However, high competition and market saturation, low brand loyalty, impulse-driven decisions, rising customer expectations, data and personalisation challenges, short attention spans, poor customer experience and ease of switching have become constraints (Ojochide & Decster, 2023; Olaleye, *et al.*, 2021). Therefore, the role of SMM is critical to business outcomes which connect and foster customer loyalty while supporting the business to navigate the constraints to thrive sustainably. However, these outcomes remain underexplored with mixed experiences in terms of how to sustainably translate

investment in social media marketing into business (Akahome *et al.*, 2025; Evans, *et al.*, 2022; Eze *et al.*, 2021). Finally, there has been a dearth of studies on the impact SMM on eCommerce firms in Nigeria. Therefore, the primary aim is to investigate the relationship and significance of the impact of SMM on customer loyalty among customers of B2C eCommerce firms in Nigeria.

➤ *Research Hypotheses*

The study proposes seven null and alternative hypotheses to test specific elements of SMM in relation to customer loyalty:

- H₀1: Social Media Marketing has no significant impact on customer loyalty among customers of B2C eCommerce firms in Nigeria.
- H₀2: Social media marketing interaction has no positive relationship with customer loyalty among customers of B2C eCommerce firms in Nigeria.
- H₀3: Social media marketing entertainment has no positive relationship with customer loyalty among customers of B2C eCommerce firms in Nigeria.
- H₀4: Social media marketing trendiness has no positive relationship with customer loyalty among customers of B2C eCommerce firms in Nigeria.
- H₀5: Social media marketing customisation no positive relationship with customer loyalty among customers of B2C eCommerce firms in Nigeria.
- H₀6: Social media marketing e-word-of-mouth has no positive relationship with customer loyalty among customers of B2C eCommerce firms in Nigeria.
- H₀7: Social media marketing promotion has no positive relationship with customer loyalty among customers of B2C eCommerce firms in Nigeria.

II. LITERATURE REVIEW

➤ *Social Media Marketing*

Social media marketing (SMM) is a component of digital marketing focusses on harnessing the capabilities of social media platforms such as Facebook, Instagram, Twitter, TikTok, WhatsApp and YouTube to achieve customer loyalty and business goals. It is considered a cost-effective approach to marketing investment compared to traditional marketing. SMM helps businesses to create multiple customer channels and enhance brand awareness to provide intelligence on consumer behaviour, enabling targeted campaigns and more efficient sales processes through market analytics (Jeswani, 2023). Aside from a few concerns about data security and privacy, social media marketing can be prone to brand reputation risk from public negative feedback could trend for the wrong reasons due to susceptibility to misinformation, it can also pose difficulties in measuring its return on investment (Evans, *et al.*, 2021).

Nevertheless, SMM has become a critical tool for engagement, interaction, and customer retention (Jeswani, 2023). The key elements of this approach are effectual strategy, compelling content, active community management, robust analytics and tactical use of ads to promote the brand to elicit followership and prospects. These prospects can be

converted to customers while advancing the loyalty of the existing customers.

- *Dimensions of Social media Marketing*

Social media marketing dimensions utilise experiential and user-centric approaches to attract, convert and retain customers through elements such as interaction, entertainment, trendiness, Customisation, word-of-mouth (e-WOM), and promotion (Kakar, *et al.* 2023).

- ✓ *Social Media Marketing Interaction (I)*

This is the aspect of social media marketing that encompasses every form of activity designed to create impressions for corresponding reactions and engagements that reflect attention-capturing moments between the brand and social media users (Rimadias, *et al.*,2021). These acts are typically designed to prompt responses such as comments, direct messages, collaboration, tags and shares. These responses foster a sense of emotional connection, increase sales, and loyalty.

- ✓ *Social Media Marketing Entertainment (E)*

This is the methodical application of captivating and emotionally appealing material intended to draw users in and promote favourable brand associations (Rimadias, *et al.*,2021). According to the Uses and Gratifications Theory (UGT), which forms the basis of this component, people actively seek out media content that satisfies a particular emotional or psychological need including enjoyment, escapism, and relaxation (Kaur, *et al.* 2023). Therefore, entertainment component of social media marketing framework is a means for consumers to experience stimulation of excitement and pleasure while simultaneously interacting with brand messages.

- ✓ *Social Media Marketing Trendiness (T)*

Trendiness refers to the strategy to enjoy priority feature in the latest social media news, topics, conversations and popular content formats to attract attention, create positive consumer feelings, and build brand loyalty (Fetais, *et al.*,2023). In recent times businesses have explored the use of big data and analytics to identify global or local highest common interaction points to create social media marketing materials to trend (Rimadias, *et al.*,2021). For example, user-generated content (UGC) is utilised by business brands to experiment with new creative content and adapt to social media platform dynamics to remain competitive. Also, the strategic use of Artificial Intelligence (AI) and continued dominance of short-form video for campaign optimisation with the goal of converting prospects to customers such that purchases can be made directly on platforms (Beyari & Hashem, 2025). Hence, this underscores the significance of data-driven decision-making and social listening in marketing management. It also represents new opportunity to build authentic connections and loyalty for the brand with existing and niche communities.

- ✓ *Social Media Marketing Customisation (C)*

This dimension refers to the strategy of tailoring content and advertisements (ads) to a preidentified user demographics and individual user preference to make marketing

communications more relevant and impactful by analysing, utilising and optimising customer data and digital footprints (Hassan, *et.al.*, 2023). This is a common practice in social media marketing as it tailors marketing content, messages, and experiences to meet the specific needs, preferences, patterns and behaviours of users or audience segments. Consequently, a strong connection due to Customisation or personalisation fosters the sense of being valued thereby increasing the propensity for customer loyalty. The key aspects of Customisation leverages bio-data digital footprints and interaction analytics to include personalised messaging, audience segmentation, and adapting content for different platforms and user journeys (Kakar, *et al.* 2023).

- ✓ *Social Media Marketing Promotion (P)*

This aspect of SMM describes the strategy of utilising social media platforms to build brand awareness, brand value acceptance by connecting with the audience to drive sales and repeated purchases. The strategy also involves techniques such as the organic posts, target advertising, and influence partnerships to build awareness and loyalty (Rimadias, *et al.*,2021). Key activities social media marketing promotion includes sharing valuable posts, using hashtags, running contests, collaborating with influencers, and engaging in direct two-way conversations with followers to reach extended audience and build a brand's presence and loyalty (Sharma, *et al.*,2022).

- ✓ *Social Media Marketing e-Word-of-Mouth (eWoM)*

eWord-of-mouth refers to the exchange of user-generated content, such as comment, testimonials, reviews, recommendations, and opinions about services or products on the social media. This is found to be critical for information dissemination, brand awareness, influence on purchase decisions, leveraging influencers network and user-generated content (Romadhoni, *et al.*,2023). eWoM as major element in social media marketing provides a two-way communication for both customers and brands to interact directly while brands can achieve viral marketing through successful campaigns (Kakar, *et al.* 2023). Social media serves as a powerful channel for generating eWoM, as businesses can leverage user-generated content from social platforms to gain brand awareness, influence consumer purchase intentions and drives loyalty. Summarily, brands focus on leveraging user-generated content and the sharing of positive experiences and recommendations to amplify a brand's reach and credibility within their network while negative feedback is also taken to improve the product or service features (Rimadias, *et al.*,2021).

- *Customer Loyalty*

The continuous market relevance and survival of businesses is connected to customer loyalty among other critical components as businesses are built on making and keeping customers (Akanbi & Obafemi, 2024). The keeping of customers refers to customer loyalty which explains an ongoing commitment where customers make repeated purchases with a brand driven by the perception of consistent satisfaction leading to positive emotional relationships and trust (Singh, *et al.*,2023). Loyalty is built and sustained as the consequence of continuous positive experiences with

products, services, and support which leads to repeat purchases, advocacy and referrals. Businesses therefore foster loyalty through processes, tools, techniques and technologies that drive exceptional customer service, personalised interactions, and loyalty among customers.

To guarantee customer loyalty in highly competitive and volatile market space has been a major challenge for businesses operating in such industry (Eze *et al.*, 2021). Among such industry is the B2C ecommerce industry is highly sensitive market dynamics hence businesses optimise their strategies and communication channel such as the social media marketing to drive traction, convert prospects to customers and sales. While customer loyalty enhances customer lifetime value, reduces marketing costs, and drives sustainable business growth, its determinants are dedication, trust, satisfaction, and perceived value which should be propagated by the dimensions of social media marketing.

- *Social Media Marketing and Customer Loyalty*

The social media marketing has become a significant global phenomenon and a critical strategic tool to drive customer engagement and build long-term loyalty while its impact has not been fully optimised with emergence of the era of artificial intelligence (Krajčovič, 2024; Jeswani, 2023). The argument from several literatures posits that social media platforms stimulate interactive, two-way communication channels that stimulates brand-consumer relationships as well as enhance emotional connections (Fetais, *et al.*, 2023; Hasan, *et al.*, 2023; Kakar, *et al.*, 2023). Contemporary organisations seek to create value that transcends transactional relationship through personalised content, brand storytelling, and community interaction to stimulate repeat purchase and advocacy which are reflection of loyalty (Gowda & Archana, 2024). Several empirical studies concluded found positive relationship between brand loyalty and social media marketing (SMM) especially the element of the later which includes interactivity, entertainment, and informativeness. The of the Saudi Arabia where Althuwaini (2022) found Customisation, entertainment, and promotions as most influential elements of SMM for bank brand loyalty in Saudi Arabia was reinforced by the findings of Ebrahim (2020) and Shanahan *et al.* (2019) which highlight the positive impact of SMM on customers' perceptions of value, recognition, and satisfaction. Similarly, in the Fashion and Retail sector, Siregar *et al.* (2023) found that SMM indirectly influences loyalty through engagement, while Ramadhan *et al.* (2020) found direct effects of impact in healthcare marketing in Indonesia. Similarly, in Thailand, Srivastava *et al.* (2022) found positive association in the social media marketing and brand loyalty in B2C online businesses. Hence, SMM functions as relational and promotional digital mechanism, has continuously to reinforce customer connection to brands in increasingly Research competitive markets such as the B2C market (Mishra & Baldus, 2022).

Furthermore, it is important to note that the efficacy of SMM typically mediated by customer engagement and brand experience in driving loyalty which highlights that consistent and authentic engagement on platforms such as X (formerly

Twitter), Instagram, and TikTok can stimulate brand commitment and eWord-of-mouth (eWoM) advocacy (Lestari *et al.*, 2024). This indicates that when customers perceive that the social media marketing platforms of a brand is interactive, responsive, trends, transparent, customised and value-adding, then their attitudinal and behavioural loyalty tends to be strengthened.

However, Ajanthan (2017) described the relationship between social media marketing (SMM) and brand loyalty as context-dependent and may not have a direct positive influence in all industries but found SMM with positive relationship with aviation and tourism industry in Sri Lanka. This axiom is further buttressed in investigation that shows that not all the elements in SMM have positive relation with customer loyalty. An example is the findings of Suleman, (2024) where the eWoM has no significant relationship with brand loyalty in fashion industry in Indonesia while Fetais *et al.* (2022) found no impact of SMM on brand loyalty in luxury fashion brands in Qatar. In terms of elements of social media marketing Rabbani, *et al.* (2022) found in Indonesia that trendiness, advertisement, and entertainment on customers engagement have a positive and significant effect while interactivity and informativeness have no effect on customers engagement. It is therefore crucial that brands and businesses optimise social media marketing strategies and elements while ensuring that it strategically aligned with overall business objectives around customer conversion, retention, and sales.

- *Theoretical Framework*

The study adopts Social Exchange Theory (SET) as its guiding framework. SET posits that social interactions are driven by evaluations of rewards and costs, with reciprocity central to sustaining relationships (Cook, 2013). Applied to marketing, consumers engage with brands when perceived benefits (e.g., quality, trust, emotional connection) outweigh costs (e.g., time, money, risk). SMM fits this framework, as consumers interact with brands on digital platforms in exchange for entertainment, personalised offers, community engagement, and exclusive content. Elements such as trendiness and e-WOM represent non-monetary benefits that enhance perceived value. Thus, brand loyalty can be understood as a product of favourable exchanges where customers consistently perceive high returns from engaging with a brand's digital ecosystem.

- *Research gaps*

The insights and contributions from prior research by Rabbani, *et al.* (2022), Fetais *et al.* (2022) and Lestari *et al.*, (2024) and others revealed the complexities around the impact of SMM on different industries in countries globally. While these contributions are acknowledged their findings are rooted in developed or non-African markets with different socio-cultural, economic, and technological dynamics. This elicited the quest to evaluate the impact SMM on eCommerce firms in Nigeria given the rapid expansion of social media in Nigeria. Furthermore, limited attention given to customer loyalty as a critical long-term performance indicator in comparison with prior research that focused on outcomes such as brand awareness, customer engagement, and purchase

intention. Therefore, with context-specific analysis and empirical evidence that reflects the realities, this study addresses these gaps by investigating the relationship and

significance of social media marketing on customer loyalty among customers of B2C eCommerce firms in Nigeria.

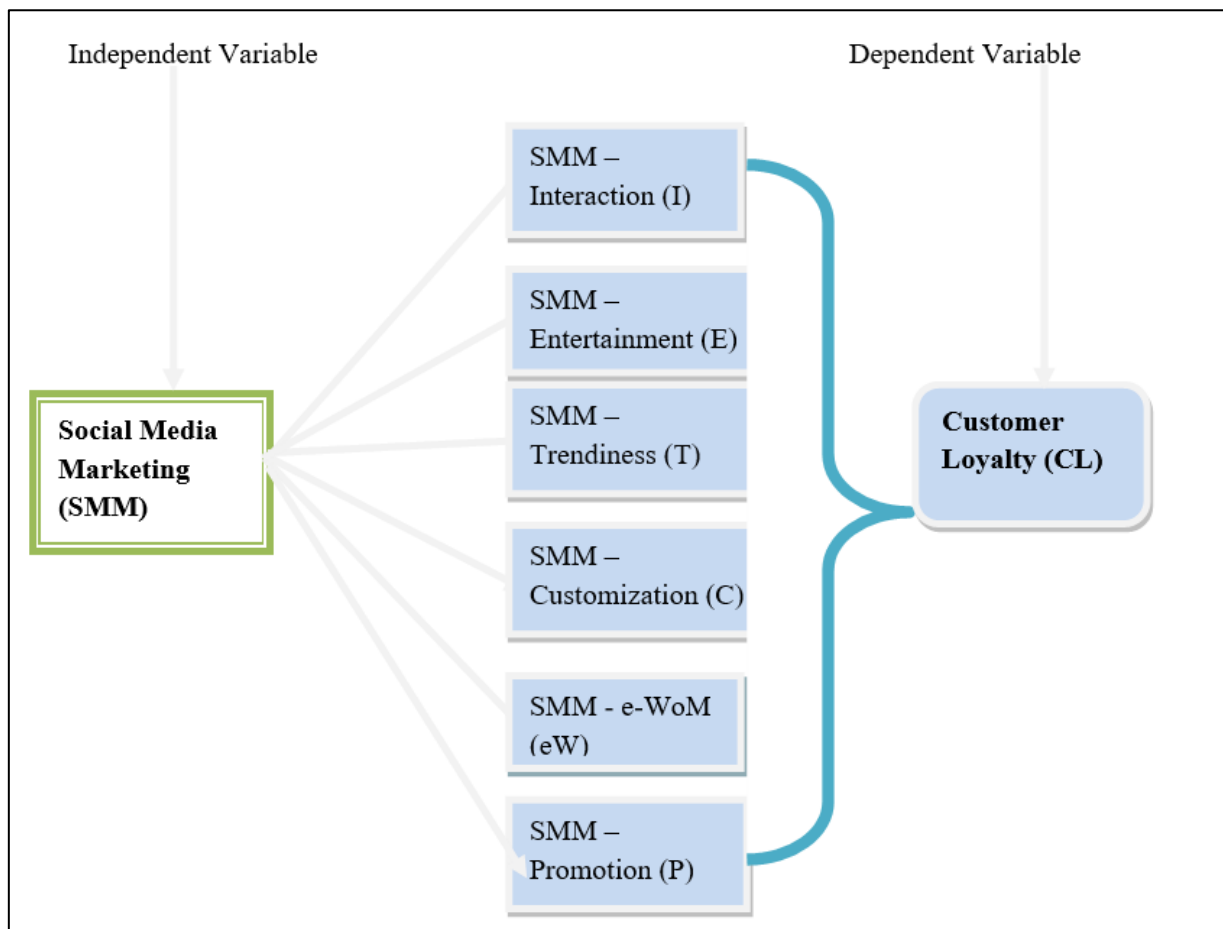


Fig 1: Conceptual Model, 2025
Source: Researcher’s conceptualisation, 2025

III. METHODOLOGY

The framework for exploring the impact of social media marketing on customer loyalty among B2C eCommerce firms in Nigeria is designed leveraging research onion. The study adopted the positivism philosophy which assumes reality is objective evaluated through empirical, measurable evidence. The research approach is deductive (theory-testing) that begins with a general theory (Social Exchange Theory) and moves to specific testable hypotheses while the methodological choice is quantitative analysis (Gamage, 2025), where statistical methods is utilised to analyse and interpret data to determine patterns, test hypotheses, and make predictions (Musundire, 2025). Additionally, the research strategy adopts survey system to answer the research question.

Cross-sectional approach was adopted as the time horizon for the research while the techniques and procedure adopted is development, design and deployment of electronic survey using google form from respondents who are customers of diverse B2C e-commerce companies active on social media in Nigeria. Given the Datareport (2025) , the

population is 38.7 million respondents while the sample size was determined at 95% confidence level using convenience sampling method.

The survey is structured on 7 major elements with 35 sub-elements using a five-point Likert scale closed at 387 respondents. The data collection framework was designed to reflect the exploring the impact of social media marketing on customer loyalty among B2C ecommerce firms in Nigeria which is the dependent variable.

The data from the submissions on e-survey was uploaded to Microsoft Excel for cleaning then further uploaded into Statistical Package for Social Sciences (SPSS) version 27.0 for analysis using linear regression. The model specification was constructed to answer the research questions and test the hypothesis to identifying the significance of relationship and impact between the social media Marketing elements (independent variable) and customer loyalty (dependent variable) while controlling for other predictors and measuring significance of the coefficients. These coefficients were tested using multiple regression approach to ascertain their relative contribution

and statistical significance. R measures the strength and direction of a linear relationship, ANOVA (Analysis of Variance) test which is F-test test evaluates statistical significance of the relationship between the dependent and independent variables while R-squared provides an estimate of the strength of the relationship between the model and the response variable. If the P value (the probability of obtaining the observed results) for the overall F-test falls below the significance level, we conclude that the regression model explains a significant portion of the variation in the dependent variable (i.e., at least one predictor has a non-zero effect) in the model. Cronbach's alpha ratio measure of internal consistency and reliability of the survey such that the ratio above 0.70 is generally considered acceptable.

➤ *Model Specification*

- *Multiple Regression of Model:*

$$\text{Customer Loyalty (CL)} = f(\text{Social Media Marketing}) \dots\dots\dots (1)$$

$$\text{Customer Loyalty (CL)} = b_0 + b_1I + b_2 E + b_3 T + b_4 C + b_5 \text{eWoM} + b_6 P + e \dots (2)$$

where are independent variables; b_0 is the constant; $b_1, b_2, b_3, b_4, b_5, b_6$ is the coefficient estimator and “ e ” is the error term.

IV. RESULTS AND DISCUSSIONS

Table 1: Respondents’ Information

Category	Frequency	Percent
Gender: Female	121	33.0
Gender: Male	266	67.0
Education Level: Diploma	18	4.7
Education Level: Graduate	233	60.2
Education Level: Postgraduate	136	35.1
Age group: 18-25	111	28.7
Age group:26-35	129	33.3
Age group: 36- Above	147	38
Most Used B2C eCommerce platform: Jumia	183	47.3
Most Used B2C eCommerce platform: Chowdeck	34	8.8
Most Used B2C eCommerce platform: Jiji	75	19.4
Most Used B2C eCommerce platform: Temu	52	13.4
Most Used B2C eCommerce platform: Konga	8	2.1
Most Used B2C eCommerce platform: Others	35	9.0
Years of usage: <5 years	222	57.4
Years of usage: 6-10 years	130	33.6
Years of usage: 10> years	35	9.0

Source: Researcher’s Field Survey, 2025

The data revealed that most the respondents are male (67%) while females 33%. The educational qualification of the respondents showed that most participants are graduates (60.2%), followed by postgraduates (35.1%) and diplomas holders represent 4.7%. The mean age of the respondents in 26 years. The age group indicates that 28.7% are between 18–25 years, 33.3% are aged 26–35, while 36 years and above formed 38%. The respondents’ most-used B2C e-commerce platform is Jumia with 47.3%, followed by Jiji (19.4%), Temu (13.4%), Others (9%), Chowdeck (8.8%), and Konga (2.1%). In terms of years of usage, more than half of respondents (57.4%) have used e-commerce platforms for less than five years, 33.6% have used them for six to ten years, while 9% have been users for more than ten years.

➤ *Descriptive Statistics*

Table 2: Questionnaire Summary of Responses

	Questions	N	Mean	Std. Dev
Customer Loyalty (CL)	I frequently repurchase from the same eCommerce platform.	387	3.31	1.153
	I consider the platform my first choice when shopping online.	387	3.48	1.347
	I am willing to recommend this eCommerce platform to others.	387	3.65	1.125
	I feel emotionally attached to this eCommerce platform.	387	3.02	1.289

	I would continue using this platform even if other platforms offer lower prices.	387	2.68	1.272
Social Media Marketing Entertainment (E)	The eCommerce platform's social media content is enjoyable to follow.	387	3.21	1.143
	I find the platform's posts entertaining and engaging.	387	3.05	1.133
	The entertaining content makes me more interested in the platform's products.	387	2.98	1.179
	The fun nature of posts keeps me following the platform's social media pages.	387	2.96	1.167
	I look forward to the brand's social media content because of its entertainment value.	387	2.84	1.382
Social Media Marketing Interaction (I)	The platform actively responds to my questions and comments on social media	387	2.76	1.252
	I feel connected to the brand through social media interactions.	387	2.77	1.152
	The platform's quick responses make me trust the brand more.	387	2.98	1.235
	I am more likely to purchase because of the brand's responsiveness online.	387	3.32	1.263
	I feel my feedback is valued when I engage with the brand on social media.	387	3.12	1.300
Social Media Marketing Trendiness (T)	The platform posts up-to-date and trendy content on social media.	387	3.19	1.225
	I follow the brand because it aligns with current social media trends.	387	2.78	1.280
	Trendy posts make the brand more attractive to me.	387	2.89	1.281
	I perceive the brand as innovative because of its trendy social media activities.	387	2.93	1.282
	The trendiness of content increases my likelihood of following and engaging with the brand.	387	3.18	1.257
Social Media Marketing Customisation (C)	The platform provides personalised offers or recommendations on social media.	387	3.36	1.076
	The content I see on their social media reflects my interests and needs.	387	3.22	1.094
	Customised promotions make me feel valued as a customer.	387	3.33	1.050
	Personalised engagement on social media motivates me to purchase.	387	3.21	1.171
	I am more loyal to the brand because of its personalised social media marketing.	387	3.37	1.018
Social Media Marketing e-Word-of-mouth (eWoM)	I often see other customers' positive reviews about the brand on social media.	387	3.37	1.161
	I trust product recommendations I find about the brand online.	387	3.36	1.083
	Customers' testimonials on social media influence my purchase decisions.	387	3.47	1.190
	I am willing to share my positive experiences about the brand online.	387	3.40	1.241
	I believe online word-of-mouth helps build the credibility of this eCommerce platform.	387	3.54	1.325
Social Media Marketing Promotion (P)	The brand offers attractive promotions on social media.	387	3.67	1.080
	Social media promotions encourage me to make purchases.	387	3.51	1.155
	Discounts and giveaways on social media increase my loyalty to the brand.	387	3.53	1.207
	I am likely to follow the brand's social media because of its promotions.	387	3.40	1.143
	The platform's promotions on social media make it more competitive compared to others.	387	3.62	1.064
	Valid N (listwise)	387		

Source: Researcher's Field Survey, 2025

➤ Reliability Statistics

Table3: Reliability Statistics

Cronbach's Alpha	N of Items
.974	35

Source: Researcher’s Field Survey, 2025

The Cronbach's Alpha ratio of 0.974 indicates high-level internal consistency which indicates that the items are highly correlated and measure the same underlying construct confirming the reliability of the instrument for study and decision-making.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.830 ^a	.689	.684	.5080	1.302
a. Predictors: (Constant), P, I, eWoM, E, T, C					
b. Dependent Variable: CL					

Source: Researcher’s Field Survey, 2025

The model summary shows a strong relationship between the predictors (P, I, eWoM, E, T, and C) and the dependent variable (Customer Loyalty, CL), with a correlation coefficient (R) of 0.830. The R Square value of 0.689 indicates that approximately 68.9% of the variance in customer loyalty can be explained by the combined effect of the predictors. The Adjusted R Square (0.684) confirms that the model maintains strong explanatory power even after adjusting for the number of predictors. The standard error of estimate (0.5080) suggests a moderate level of prediction accuracy, while the Durbin-Watson statistic (1.302) implies some positive autocorrelation in the residuals.

Table 5: ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	216.991	6	36.165	140.136	.000 ^b
	Residual	98.068	380	.258		
	Total	315.059	386			
a. Dependent Variable: CL						
b. Predictors: (Constant), P, I, eWoM, E, T, C						

Source: Researcher’s Field Survey, 2025

The ANOVA results reveal that the regression model is statistically significant, with an F-value of 140.136 and a significance level (Sig.) of 0.000, which is below the 0.05 threshold. This indicates that the combined predictors (P, I, eWoM, E, T, and C) have a significant joint effect on customer loyalty (CL). The regression sum of squares (216.991) is substantially higher than the residual sum of squares (98.068), confirming that the model explains a large portion of the variability in the dependent variable.

Table 6: Coefficients

Model	Unstandardised Coefficients		Standardised Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.418	.105	.355	3.978	.000
	I	.305	.043	.355	7.052	.000
	E	.112	.048	.122	2.338	.020
	T	-.138	.050	-.170	-2.772	.006
	C	.154	.061	.161	2.507	.013
	eWoM	.274	.050	.317	5.475	.000
	P	.148	.045	.166	3.286	.001

a. Dependent Variable: CL
Source: Researcher’s Field Survey, 2025

The coefficients table highlights the individual contributions of each independent variable to customer loyalty. Variables I ($\beta = 0.355, p = 0.000$), eWoM ($\beta = 0.317, p = 0.000$), E ($\beta = 0.122, p = 0.020$), C ($\beta = 0.161, p = 0.013$), and P ($\beta = 0.166, p = 0.001$) all have significant positive effects on customer loyalty. However, T shows a negative and significant relationship ($\beta = -0.170, p = 0.006$), implying that higher levels of T are associated with lower customer loyalty. The constant (0.418) and the significance of most predictors indicate that the model effectively predicts customer loyalty based on these variables.

Table 7: Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.273	4.692	3.228	.7498	387
Residual	-1.6260	1.0612	.0000	.5040	387
Std. Predicted Value	-2.608	1.952	.000	1.000	387
Std. Residual	-3.201	2.089	.000	.992	387

a. Dependent Variable: CL

Source: Researcher’s Field Survey, 2025

The residual statistics indicate that the predicted values of customer loyalty range from 1.273 to 4.692, with a mean of 3.228 and a standard deviation of 0.7498. The residuals themselves range between -1.6260 and 1.0612, averaging approximately zero, which suggests the model’s predictions are unbiased. The standardized residual values (between -3.201 and 2.089) and mean near zero further confirm the normal distribution and reliability of the regression model’s residuals.

Table 8: Summary of Hypothesis Testing

	Hypothesis	Decision
Ho1	Social media marketing has no significant impact on customer loyalty among customers of B2C eCommerce firms in Nigeria	Reject (F = 140.136, p < 0.05), R ² = 0.689, The outcome of the relationship is significant impact at 0.005
Ho2	Social media marketing interaction has no positive relationship with customer loyalty among customers of B2C eCommerce firms in Nigeria.	Reject (β = 0.35, t = 7.052, p < 0.05) The outcome is significant positive at 0.005
Ho3	Social media marketing entertainment has no positive relationship with customer loyalty among customers of B2C eCommerce firms in Nigeria.	Reject (β = 0.112, t = 2.338, p < 0.05) The outcome of the relationship is significant positive at 0.005
Ho4	Social media marketing trendiness has no positive relationship with Customer Loyalty among customers of B2C eCommerce firms in Nigeria.	Accept (β = -0.138, t = -2.772, p < 0.05) The outcome of the relationship is significant negative at 0.05
Ho5	Social media marketing customisation no positive relationship with Customer Loyalty among customers of B2C eCommerce firms in Nigeria.	Reject (β = 0.154, t = 2.507, p < 0.05) The outcome of the relationship is significant positive at 0.05
Ho6	Social media marketing e-Word-of-mouth has no positive relationship with Customer Loyalty among customers of B2C eCommerce firms in Nigeria.	Reject (β = 0.274, t = 5.475, p < 0.05) The outcome of the relationship is significant positive at 0.05
Ho7	Social media marketing promotion has no positive relationship with Customer Loyalty among customers of B2C eCommerce firms in Nigeria.	Reject (β = 0.148, t = 3.286, p < 0.05) The outcome of the relationship is significant positive at 0.05

V. DISCUSSIONS OF FINDINGS

The regression analysis reveals that social media marketing dimensions collectively exert a strong and significant influence on customer loyalty among B2C e-commerce firms in Nigeria, explaining approximately 68.9% of the variance in customer loyalty. This result agrees with Banerji and Singh (2024) as well as Jihang *et al.* (2025) which found similar outcome in India as China respectively. Among the predictors, interaction (I) and electronic word-of-mouth (eWOM) emerged as the most influential factors, highlighting that customers are more likely to remain loyal when they experience meaningful engagement and positive peer communication on social media platforms. Rabbani *et al.* (2024) found SMM interaction has no effect, but e-word-of-mouth (eWOM) has positive relationship with customer

loyalty. Banerji and Singh (2024) also found SMM interaction to significantly mediates the relationship with perceived Customer Loyalty in India. Additionally, SMM Promotions (P) contribute positively and significantly to customer loyalty in the case of B2C ecommerce firms in Nigeria. This implies that a combination of organic content and paid ads significantly foster repeat patronage in B2C ecommerce firms in Nigeria.

SMM customisation (C) and entertainment (E) contribute positively and significantly to customer loyalty in the case of B2C ecommerce firms in Nigeria. These indicate that tailored messages and high-value content as well as trailers, behind-the-scenes footage, and live enhance the perceived relevance of brand, thereby expected to foster trust and repeat patronage in B2C ecommerce firms in Nigeria.

This contradicts the findings of Wibowo and Hartono (2023) studies in Indonesia on SMM customisation but align on entertainment for beauty products.

Conversely, SMM Trendiness (T) shows a significant negative impact on B2C ecommerce firms in Nigeria. This implies that while being the rave on the social media space is valuable, excessive emphasis on trends may create inconsistency and reduce brand authenticity in customers' perception. This outcome is contrary as the findings of Fetais *et al*, (2023) which is positive and significant in the case of social media marketing trendiness on brand loyalty on luxury fashion brands in Qatar as well as Yadav and Rahman (2018) findings of e-commerce industry in India.

Overall, the findings revealed that the social media marketing as positive and significant relationship in Nigeria as it is reflected in the social exchange theory. However, the further breakdown of its individual elements revealed a significant imbalance in their contributions. This identifies the reasons why the investment in social media marketing by B2C ecommerce firms in Nigeria has not made the kind of impact that guarantee sustained customer loyalty and operational sustainability of the business. It also underscores that importance of understanding SMM success also lies in creating authentic, interactive, and personalised social media experiences that balance engagement with credibility.

VI. CONCLUSION AND RECOMMENDATIONS

The study concludes that social media marketing dimensions have a significant and substantial influence on customer loyalty among customers of B2C e-commerce firms in Nigeria. The regression results demonstrated that interaction, electronic word-of-mouth, personalisation, entertainment, and content quality all have positive and significant effects on customer loyalty, while trendiness exerts a significant negative influence. These findings reveal that beyond frequent posting or trend alignment, customer loyalty among customers of B2C e-commerce firms in Nigeria is driven by meaningful engagement, authenticity, and customer-centric communication. Social media platforms, therefore, serve not just as promotional tools but as relationship-building environments that enhance brand trust, satisfaction, and repeat patronage. The model's explanatory power ($R^2 = 0.689$) underscores the robustness of social media marketing as a predictor of customer loyalty in Nigeria's fast-growing e-commerce sector.

The following recommendations are postulated for B2C E-commerce firms in Nigeria optimise social media marketing systems.

- B2C E-commerce firms in Nigeria should prioritize interactive engagement by focusing on building two-way communication through social media by responding promptly to customer inquiries, hosting live chats, and facilitating discussions. This creates emotional connections and reinforces loyalty.
- B2C E-commerce businesses in Nigeria should leverage positive eWOM strategies by actively encourage satisfied customers to share reviews and testimonials online.

Incentivising referrals and highlighting authentic user experiences can amplify trust and attract new loyal customers.

- Nigeria's B2C E-commerce firms should invest in customisation and quality content by adopting data-driven personalisation to tailor offers, ads, and messages to individual preferences. Additionally, producing relevant, informative, and visually appealing content will sustain customer interest and loyalty.
- Nigeria's B2C E-commerce firms should balance entertainment with authenticity while creative and entertaining content captures attention, firms must ensure such content aligns with brand identity and values.
- B2C E-commerce businesses in Nigeria should integrate Social Media Strategy with Customer Relationship Management (CRM) by integrating social media insights into their CRM systems to better understand customer behaviour, track loyalty patterns, and personalise engagement strategies more effectively.
- Since the study has shown that the trendiness is negative and insignificant to customer loyalty for B2C online firms in Nigeria, there firms should review their trendiness strategy to drive functional action from the customer while overemphasis on trendiness may expose to the brand to public relations issue that may harm brand credibility and weaken loyalty over time.
- Finally, B2C E-commerce businesses in Nigeria should continuously monitor and evaluate the effectiveness of their social media activities through analytics, artificial intelligence tracking system and customer feedback to refine strategies, ensuring sustained alignment with evolving consumer expectations.

VII. LIMITATIONS OF THE STUDY

This study is limited to the impact of social media marketing on B2C E-commerce businesses in Nigeria. Also, the study is constraint to self-reported data gathered from convenient and random sampling online survey. Additionally, while the sampling approach and sample size are adequate for statistical analysis however, it might not represent the entire user population of B2C e-commerce in Nigeria. Although, the study focused dimensions of social media marketing, it does not acknowledged influence of factors such as pricing strategies, logistics performance, etc. which also impacts customer loyalty. Finally, the depth of insight into customer motivations and experiences is also limited by the utilisation of quantitative methods .

VIII. FUTURE RESEARCH DIRECTIONS

Given the limitations as enumerated previously, future studies could adopt a longitudinal research design to explore the impact of social media marketing strategies on customer loyalty over time. Also, a comparative analysis across different countries or regions can be explored while adopting mixed-methods approaches such as quantitative analysis with qualitative techniques.

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